



**Swami Keshvanand Institute of Technology, Management & Gramothan**

**Department of Management Studies**

**Report**

**On**

**National Seminar**

**27<sup>th</sup> November, 2018**

**Sustainable Competitive Advantage through Integrated Marketing Approach**

Department of Management Studies, SKIT organized a one day national seminar on 27th November 2018 On - Sustainable Competitive Advantage Through Integrated Marketing Approach. The inaugural ceremony of the seminar began with the gathering and registrations at J.C. Bose Seminar Hall, followed by lamp lighting to seek the blessings of Goddess Saraswati.

The seminar started with Dr. Maneesha Kaushik, Convener of the seminar welcoming the guests, speakers and participants of this national seminar and she also presented the theme and talked about various trends and challenges in the world of marketing now a days.

The first speaker for the national seminar, Mr Paresh Gupta, CEO of GCEC explained the current Business Environment in relation with our topic. He focused upon the fact that good marketing is the key to good business and should not be ignored.

The second speaker was Mr. Sulabh Shukla, Co- Founder of Shukla Cables, addressed on how marketing helps in integrated growth of our Business and is an intrinsic part of any organisation big or small.'

The last speaker was Mr. Pradeep Kotia, Professor of UOR. He explained about Dynamic Marketing Issues and compared the scenario of the east and the west. He also gave examples of

how the west is excelling at marketing techniques. Vote of thanks was given by Dr Savita Chaudhary, Associate Professor DMS towards the end of the Seminar.

During the seminar various students, academicians and research scholars presented their papers and shared their research findings related to the theme of the seminar. The seminar concluded with prize and certificate distribution. The national seminar attained its objectives and was a success.



**Seminar**

**On**

**Sustainable Competitive Advantage through Integrated Marketing Approach**

**27<sup>th</sup> November, 2018**

**Organized by**

**Department of Management Studies**

**Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur**

Outcome Report of the Seminar

In current highly volatile business environment any competitive advantage gained by firms is temporary. Therefore, constant change in their business strategy was discussed as is mandated for sustainable growth. Moreover, the necessity for the firms to embrace an integrated marketing approach towards attaining inclusive growth was also discussed. SKIT invited industrialists, professionals, academicians, researchers and students for a one day National Seminar on 'Sustainable Competitive Advantage through Integrated Marketing Approach'. The Seminar focused on providing insights to overcome challenges faced by marketing professionals.

1. The Seminar aided in exploring, identifying and analyzing the current trends in various Industrial Sectors in India.
2. The Seminar provided with an understanding of the ways and methods adopted by the companies for trend spotting from business perspective and how to grow business better and scale up to the next level.
3. The Seminar helped evaluate the benefits that marketers draw from early trend identification and analysis process.
4. Participants learnt the highlights of the dynamic marketing issues.



## Seminar

On

### Sustainable Competitive Advantage through Integrated Marketing Approach

27<sup>th</sup> November, 2018

Organized by

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Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

### Programme Sheet

Time 8 am	Assembly
9 am	Lamp Lighting
9:15 am	Floral Welcome
9:30 am	Welcome & Theme Presentation by Dr. Maneesha Kaushik Associate Professor, DMS, SKIT
9:45 am	Address by Prof. (Dr.) S. L. Surana, Director (Academics), SKIT
10:00 am	Address by Shri. Paresh Gupta CEO, GCEC
11:00 am	Address by Shri. Sulabh Shukla, Co-Founder, Shukla Cables
12:00 Noon	Address by Professor P.K. Kotiya, UOR
1:00 pm	Memento Presentation
1:15 pm	Vote of Thanks by Dr. Savita Choudhary Associate Professor, DMS, SKIT
1:30 pm	Group Photo Session
1:40 pm	High Tea



**Seminar**

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**List of Experts**

S. No.	Name of Expert	Organisation	Country
1	Shri Paresh Gupta	GCEC	India
2	Shri Sulabh Shukla	Shukla Cables	India
3	Prof. Pradeep Kotiya	UOR	India

Swami Keshvanand Institute of Technology,  
Management and Gramathan  
Department of Management Studies



# NATIONAL SEMINAR

On

**SUSTAINABLE COMPETITIVE ADVANTAGE  
THROUGH INTEGRATED MARKETING APPROACH**

November 27<sup>th</sup>, 2018.

**About the Seminar :**

In current highly volatile Business Environment any Competitive Advantage gained by firms is temporary. Therefore, constant change in their business strategy is mandated for sustainable growth. Moreover it is necessary for the firms to embrace an integrated marketing approach towards attaining inclusive growth. To discuss and highlight these dynamic marketing issues Prestige Institute of Management, **SKIT invites industrialists, professionals, academicians, researchers and students** for a one day National Seminar on 'Sustainable Competitive Advantage through Integrated Marketing Approach'. The Seminar will focus on providing insights to overcome challenges faced by marketing professionals.

**Sub Themes of the National Seminar:****Marketing Communication:**

- Integrated Marketing communications.
- Promotional Mix.
- Marketing Public Relations.
- Advertising, Direct Marketing, Sales Promotion.

**Innovations in Marketing**

- Green Marketing.
- Political Marketing.
- Social Marketing.
- Network Marketing.
- Heritage Marketing.

**B2C and B2B Marketing:**

- Consumer Behaviour and New Trends.
- Customer Relationship.
- Customer Databases and Database Marketing

**Objectives:**

- To explore, identify and analyze the prospective trends in various Industrial Sectors in India.
- To understand the ways and methods adopted by the companies for trend spotting from business perspective.
- To evaluate the benefits that marketers draw from early trend identification and analysis process.

**Key Speakers:**

Eminent Speakers from Corporate Sector, Policy Makers, Regulatory Policy Bodies, Professors and Academicians.

Date: 27<sup>th</sup> November, 2018

Time: 08:30 AM

Venue: J.C Bose, SKIT.

**Session Plan**

Session I: Inaugural Session  
Session II: Best practices in Marketing- India and Abroad.  
Session III: Issues and Opportunities in Social Media Marketing  
Session IV: Paper Presentation.  
Session VI Valedictory Session.

**Important Dates:**

Last date for submission of Abstract:  
13.11.2018  
Confirmation of acceptance of Abstracts:  
17.11.2018  
Last date for submission of full length papers and registration:22.11.2018

**Target Group:**

- Policy makers, Regulators & Government officials.
- Corporate officers from related sectors including technology.
- Professionals & Consultants ,Startups, NGO's.
- Faculty and Research Scholars of Management/Developmental Institutes.
- Post- graduate Students of Management, Economics, Commerce, Engineering, CA/CS/ICWA/CFA/MCA/other Professional Courses.

**Seminar Paper:**

The Conference would highly focus on Papers /Case Studies etc. for presentation and publication in Souvenir :

- Faculty members, researchers, including students, from educational institutions ,universities and others.
  - Professional executives, practitioners & consultants from industry and above mentioned target group.
  - Policy makers, regulators, professional bodies & associations, NGO's and others engaged in MSME segment.
- For guidelines regarding submission of papers, please visit our website [www.skit.ac.in](http://www.skit.ac.in).



**Call for paper (Guidelines)** : Final paper and Abstract should be in APA format. Selection of the papers will be based on the abstract not exceeding 300 words, including a clear indication of the purpose of research methodology, major results implications and key references. The selected abstract and paper approved by the experts will be included in the conference. The complete paper, not exceeding 5000 words. We would appreciate if the title of your presentation and abstract is communicated to [mconference@skit.ac.in](mailto:mconference@skit.ac.in) by 22<sup>nd</sup> November, 2018.

**AWARDS(Research Scholar/Student category):**

- Best Oral Presentation for each technical session.



**Swami Keshvanand Institute Of Technology Management And Gramothan, Jaipur:**

Swami Keshvanand Institute of Technology, Management and Gramothan, Jaipur, was established in the year 2000 by a team of committed professionals and academicians. SKIT enjoys the reputation of being one of the premier institute in northern India, possessing qualified and experienced faculty along with well developed infrastructure. A great sense of discipline, sincerity and an environment conducive to learning makes SKIT an educational paradise. All the courses are duly approved by AICTE and affiliated to Rajasthan Technical University, Kota. B.Tech courses are accredited by the National Board of Accreditation (NBA, New Delhi).

**Department Of Management Studies:**

In its endeavour to strengthen the philosophy of Swami Keshvanand Ji and achieve excellence in Techno-managerial environment, the Institute established Department of Management Studies in the academic year 2006-2007. The Department of Management Studies offers an AICTE approved Master of Business Administration (MBA) degree course, affiliated to Rajasthan Technical University, Kota. The Department aims at developing future managers equipped with curricular & co-curricular skills, which will help them to make a mark in the industry. The Department is an active member of All India Management Association (AIMA).

**ABOUT JAIPUR -THE PINK CITY :**

Jaipur is named after its founder, the warrior and astronomer, Sawai Jai Singh II. It is 260 km from Delhi and 240 km from Agra and forms the most chosen tourism golden triangle of Delhi, Agra and Jaipur. The old Jaipur painted in pink colour can grip any visitor with admiration. Stunning backdrop of ancient forts Nahargarh, Amber, Jaigarh and Moti Dungri are dramatic testimonials of the by-gone era. It has been ranked as the seventh best place to visit in Asia.

**Patron**

Shri Surja Ram Meel  
Chairman

**Organizing Committee**

Dr. Ona Ladiwal  
Dr. Savita Choudhary  
Dr. Atul Gupta

**Advisory Board**

Shri Anil Bafna- Vice Chairman  
Shri Jaipal Meel- Director  
Mrs. Rachna Meel- Registrar  
Prof.(Dr.) S.L. Surana- Director (Academics)  
Prof.(Dr.) S.K. Calla- Director(D&W)  
Prof.(Dr.) R.K. Pachar- Principal  
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Mrs. Abha Meel- Advisor

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Seminar on  
"Sustainable Competitive Advantage  
Through Integrated Marketing Approach"

on  
27<sup>th</sup> November, 2018

Organized by  
Department of Management Studies  
Swami Keshvanand Institute of Technology, Management & Gramothan, Jaipur

Views about Seminar:

The seminar was very innovative regarding marketing innovations & strategies.

Which Session of Seminar is most valuable to you?

Innovations in marketing

Would you like to attend the more sessions on Seminar title? Yes

Remarks & Suggestions: More such Seminar must be organized to keep us updated regarding recent marketing strategies.

Overall Rating:

Excellent

Good

Satisfactory

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Signature of Participant : Lalit

PRINCIPAL

SWAMI KESHVANAND INSTITUTE OF  
Technology, Management & Gramothan



Swami Keshvanand Institute of Technology, Management & Ramothan  
Department of Management Studies

NATIONAL SEMINAR

On  
Sustainable Competitive Advantage through Integrated Marketing Approach  
November 27<sup>th</sup>, 2018

Registration Details

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