



Report on

MarTech Conclave - Rethinking Marketing in AI-Driven Business Models

Date: Friday, 21st February 2025

Venue: Moot Court, A Block, K.R. Mangalam University.

Event Type: Conclave

Mode of Activity: Offline

Speaker/Panelists:

- Ms. Anita Nayyar – Marketing & Communication Expert, Ex-Patanjali
- Mr. Gopa Menon – Chief Growth Officer - APAC, Successive Digital
- Mr. Siddharth Barman – Vice President - Global Marketing, Mobupps
- Moderator: Dr. Ankoor Dasgupta – Chief Experience Officer, Garage Collective Agency

Target Group: Students of SOMC

Coordinators: Dr. Anumeha Mathur, Ms. Nirmaljeet, Ms. Sukanya Chaudhary

Organized by: School of Management and Commerce

Number of Participants: 97

Introduction:

The School of Management and Commerce at K R Mangalam University successfully hosted the Marketing Conclave 2025, bringing together leading marketing professionals to discuss emerging trends, digital transformation, and strategic marketing insights. The panel discussion, moderated by Dr. Ankoor Dasgupta, created a dynamic platform for students to interact with industry experts and gain firsthand knowledge of real-world marketing challenges and innovations.

The conclave aimed to bridge the gap between academia and industry by providing students with a deep understanding of modern marketing strategies, consumer behaviour, digital marketing advancements, and brand communication. The session encouraged interactive discussions and practical learning.

Methodology:

The conclave followed an interactive panel discussion format, moderated by Dr. Ankoor Dasgupta, who steered the conversation toward industry-relevant topics, case studies, and career-



oriented discussions.

- Ms. Anita Nayyar discussed brand communication, media strategies, and integrated marketing, highlighting her experience in traditional and digital marketing landscapes.
- Mr. Gopa Menon provided insights into AI-driven marketing, performance analytics, and the impact of digital transformation on marketing strategies.
- Mr. Siddharth Barman focused on global marketing trends, mobile advertising, and data-driven consumer engagement in a rapidly evolving digital economy.

The panelists engaged with students, addressing queries on career paths in marketing, skills required for the industry, and real-world marketing challenges

Outcome:

The conclave provided students with practical exposure to contemporary marketing trends, enabling them to:

- Understand the power of digital marketing and data analytics in consumer targeting and engagement.
- Learn about integrated marketing communication strategies in a highly competitive business environment.
- Gain insights into career opportunities in marketing, media, and advertising.
- Develop a strategic mindset for approaching marketing challenges with innovative solutions.

This event enhanced students' critical thinking and industry awareness, making them better prepared for the evolving marketing landscape.

Conclusion:

The Marketing Conclave 2025 was a resounding success, offering students an in-depth understanding of marketing trends, media dynamics, and digital transformation. The expert panel provided valuable insights into the future of marketing, brand storytelling, and technology-driven engagement strategies. The School of Management and Commerce continues to emphasize industry-academic collaboration, equipping students with skills to excel in the dynamic world of marketing.



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Photos



Photo 1: Dean SOMC welcoming the guest



Photo 2 : Welcome Address by Dean SOMC Dr. Indira Bhardwaj



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Photo 3 : Panelist Mr. Gopa Menon sharing insights on AI in marketing



Photo 4 Moderator Mr. Ankoor Dasgupta navigating the discussion



Photo 5 : Ms. Anita Nayyar responding to a student's query



Photo 6 :A Moment of Acknowledgment: Dean SOMC, Dr. Indira Bhardwaj presenting a memento to the panelist.