MARKETING CONCLAVE - 2013

NEW REALITIES OF SERVICE MARKETING

High Tech, High Touch & High Prop

26th October, 2013 (Saturday)
Marketing of services is faced with new realities in the 21st century. The increasing deployment of technology is altering the essence of service encounters to “high tech, high touch and high prop”. Technology is increasingly changing the way customers interact with firms to create service outcomes. It enables customers to produce a service independent of direct service employee involvement. Self Service Technologies (SSTs) such as ATMs, automated hotel check outs, service over the internet and on phone, self scanning etc, have become common place. Indeed, technology is affecting the entire supply chain of service industry.

The continuing proliferation of technology in the service arena is both offering opportunities and posing challenges for the marketers of services. Using technology, marketers are increasingly able to customize service offerings, recover from service failures and spontaneously delight customers. They are also able to create long-term emotional bonds with their customers through co-creation of memorable experiences. Technology is enabling the customers to participate in service creation process which in turn gives them a sense of accomplishment and increases their satisfaction.

However as customers are replacing employees, their inability to use technology efficiently is putting a question mark on firm’s productivity. Besides, service firms are also finding it hard to keep up with advancing technology. They are struggling to understand and utilize service innovations and to manage the changing customer expectations. Varying skills level, emotions and motivations to adopt innovations of both customers and service employees are thus a major hurdle which service firms need to cross.

In the given scenario, Jaipuria Institute of Management wishes to announce Marketing Conclave - 2013 which will explore the changing nature of services with an emphasis on infusion of technology. The conclave aims to gather industry practitioners and experts who will share their views on assessment, development and deployment of service technologies and showcase new ideas and new innovations that have altered the landscape of service marketing.
SUB-THEMES

Session 1: Service Marketing Experience and Customer Engagement
- Customer expectations with service technology
- Customers as co-creators of services
- Customer engagement

Session 2: Technology in Services
- Technological trends in service industry
- Emerging innovations and case studies for best practices
- Utilization of technology to support service providers

Session 3: Systems Process & Re-Invention
- Managing systems and processes
- Legal and other issues
- Reinventing services

PROGRAM SCHEDULE

Timings
10:00 a.m. to 11:15 a.m.
11:15 a.m. to 11:30 a.m.
11:30 a.m. to 1:00 p.m.
1:00 p.m. to 2:00 p.m.
2:00 p.m. to 3:30 p.m.
3:30 p.m. to 5:15 p.m.
5:15 p.m.

Topics
- Inauguration session
- Tea
- Technical Session 1
- Lunch
- Technical Session 2
- Tea
- Technical Session 3
- High Tea

REGISTRATION FEE
Faculty from other Institutes & Industry Personnel: ₹1000
Students from other institutes: ₹750
Kindly make the cheque/draft in favor of ‘Jaipuria Institute of Management, Noida’, payable at Noida only and send before 12th October, 2013

CONCLAVE COORDINATORS
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ABOUT JAIPURIA NOIDA

Jaipuria Noida was established in 2004. This state of the art campus in the heart of the corporate hub of the NCR region provides students with wide exposure to number of industries. Led by Dr. Rajiv R Thakur with a strong team of full time faculty comprising of qualified and experienced professors as well as industry managers turned academicians.

The Institute works on developing graduates with entrepreneurial orientation and service mindedness. The Institute draws upon a mix of pedagogy focusing on learning through both in-class discussions, cases, and simulations as well as beyond the class room learning through live projects, field project studies, regular industry interface and participation in various national/international seminars.

The Institute offers three AICTE approved two year full time PGDM, PGDM (Service Management), PGDM (Marketing) & Management development programmes for corporates.

Apart from it, Jaipuria Noida now has opened up a new set of opportunities in higher management education for management students, professionals and academicians with its Doctoral Programme in Management. The Institute is offering PhD programme from the academic session 2013-14 in association with Mohanlal Sukhadia University, Udaipur. Today the institute has been ranked 6th in North India amongst private B schools –Career 360, 2012, 31st in India amongst Best Schools –NHRDN, 2013, A++ by Business India.