

Jaipuria Institute of Management, Jaipur

14th MARKETING CONCLAVE

NEURO-MARKETING

SCOPE & CHALLENGES

Venue : Jaipuria Institute of Management, Jaipur

November 02, 2023

11:00 AM - 1:15 PM



ABOUT THE THEME OF MARKETING CONCLAVE

Neuromarketing is expected to play a significant role in shaping the future of marketing strategies. By understanding the brain's response to different marketing stimuli, businesses can tailor their marketing efforts to better connect with their target audience and increase the effectiveness of their campaigns.

Neuromarketing, an emerging subject that merges the insights of neuroscience and marketing, is changing the way firms analyse and shape customer preferences. Marketers are excited by the promising new opportunities presented by neuromarketing as it quickly develops in tandem with technological progress and our growing understanding of the human brain. Self-reported data from surveys and focus groups is a mainstay of conventional marketing research. The majority of purchases, however, are done subconsciously, according to studies. Neuromarketing allows for a more in-depth exploration of customer tastes and actions by tapping into this hitherto uncharted realm of the mind.

Objective data on customer reactions may be gathered through the use of techniques

like electroencephalography (EEG), functional magnetic resonance imaging (fMRI), and eye-tracking. Accessible and appropriate technologies are often the focus of brands and neuromarketing firms. Facial recognition, eye tracking, biometrics, and implicit association testing are all examples of such methods. Businesses may gain a lot from neuromarketing since it sheds light on the hidden processes of consumer decision-making. It paves the way for improved marketing tactics, the creation of products with a deeper neurological resonance with consumers, and deeper consumer engagement.

Neuromarketing is a relatively new area, but it has the potential to completely transform how organizations analyze and shape customer behaviour. Marketers may get new insights and chances to develop more successful marketing strategies by utilizing AI and immersive experiences in a manner that is consistent with ethical standards. Join us as we delve into neuromarketing's potential in the years to come and how it may change the face of the marketing industry.



KEY SUBTHEMES



Neuromarketing & Consumer Insights: Insights on consumer involvement may be gained through neuromarketing. This was shown by Nielsen research. Emotionally engaging ads outperformed content-only ads by a factor of 23 percent. By delving into the neural underpinnings of feelings, advertisers can create campaigns with more resonance, persuasion, and staying power.



Neuromarketing & Product Development: Optimizing the creation of new products is another area where neuromarketing has shown its worth. Brands may use neuromarketing to learn about their customers' subconscious preferences by measuring how they react to their goods on a brain level and then making adjustments to the product's features and design.



Neuromarketing & Digital Connection: As the digital landscape continues to evolve at a rapid speed, neuromarketing can help organisations adjust their marketing tactics to keep up. Consumer habits have been drastically shifted due to digital technology, making it essential for brands to adapt. Businesses may use the insights gained from neuromarketing to create digital marketing tactics that cater to the way the brain processes online information, for as by tailoring website designs and content to specific user needs.



Neuromarketing Ethics: Despite neuromarketing's promising future, it's important to keep ethics in mind. The privacy and autonomy of individuals must be protected if neuromarketing practices are to be used.

PROGRAM SCHEDULE

11.00 AM - 11.05 AM	Welcome of Guests	Marketing Area
11.05 AM - 11.07 AM	Introduction to the Theme	Chair, Marketing Area
11.07 AM - 11.10 AM	Address by Director	Dr Prabhat Pankaj
11.10 AM - 1.00 PM	Panel Discussion	Expert panel
1.00 PM - 1.10 PM	Q & A	Students/Experts
1.10 PM - 1.15 PM	Vote of Thanks	Marketing Area

SPEAKERS



Mr. Sibendu Nag

CMO Advisory
Tata Consultancy
Services



Mr. Abhishek Bajpai

Vertical Head, Marketing
L&T Technology
Services Ltd



Mr. Mukesh Gupta

Group Account
Director, Kantar



Ms. Jermina Menon

Founder &
Chief Strategy Officer
Knowetic Ltd



Dr. Prabhat Pankaj

Director
Jaipuria Institute of
Management, Jaipur

ABOUT JAIPURIA INSTITUTE OF MANAGEMENT, JAIPUR

Jaipuria Institute of Management, Jaipur is a part of Jaipuria group of institutions established under the Integral Education Society. The Jaipuria group has a long heritage of providing educational excellence to the youth of India since the establishment of Seth Anandram Jaipuria College in Calcutta (now Kolkata) in 1945. The first management institute of Jaipuria was established in 1995 in Lucknow, followed by Noida (2004), Jaipur (2006) and Indore (2010). The PGDM Program offered at Jaipuria Institute of Management, Jaipur is approved by AICTE (All India Council of Technical Education), accredited by NBA (National Board of Accreditation) and recognized by AIU (Association of Indian Universities) as equivalent to MBA degree. The institute also runs AICTE approved PGDM-Service Management Program and doctoral level Fellow Program in Management (FPM). The institute is ranked 80th by NIRF 2023, Govt. of India, and it has been listed under Great Place to Work by Great Place to Work Institute. The institute is also advancing towards international AACSB accreditation and crossed important milestones.

The institute strives to inculcate life-skills in students and provide them opportunity and assistance in what they would want to become in life. The infrastructure, ambience, learning ecosystem available at Jaipuria-Jaipur altogether provides excellent, conducive, and serene milieu for students to grow and realize their potential. There are four pillars of student centric learning model at Jaipuria Institute of Management, Jaipur.

1. Deeper Industry interface through sharing of learning and MoUs, Mentoring and Internship
2. Blending of formal & informal learning and strong Individual Development Plans IDPs
3. Leveraging technology to provide 24*7 learning environment, and
4. Emphasis on holistic development through strong social connect and global exposure.

Jaipuria Institute of Management, Jaipur takes concerted efforts towards enhancing deep learning resulting into significant learning experiences and meaningful student engagement leading to several positive outcomes in terms of improved employability and improved placements.

CONTACT DETAILS



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