

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 the AICTE (All India Council of Technical Education), accredited by the 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 has been awarded Graded Autonomy (Grade 2) from AICTE 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. IIM Ahmedabad has written a case study on Jaipuria Institute of Management, Jaipur focusing on student engagement initiatives and its attempt to blend formal and informal learning system.



JAIPURIA INSTITUTE OF MANAGEMENT, JAIPUR

MARKETING CONCLAVE 2025

January 7, 2025 | 10:45 AM to 12:30 PM



THEME

The conclave will focus on the theme: "From Classroom to Boardroom: Practitioners' Perspectives on Marketing". In today's rapidly evolving marketing landscape, it is crucial for aspiring marketers to bridge the gap between academic theories and real-world business practices. As part of our commitment to providing students with cutting-edge insights, we are curating a session that brings together thought leaders and industry experts like yourself to share valuable experiences, strategies, and perspectives from the field.

The session will explore how marketing theory learned in the classroom translates into actionable strategies in the corporate world. The deliberation will be on how marketing concepts are applied in real business scenarios, challenges faced by marketing professionals when implementing strategies and the evolving role of data, digital transformation, and customer-centric strategies.

Participant will gain insights, enriching their learning experience and preparing them for the challenges and opportunities they will encounter in their marketing careers.



PROGRAM SCHEDULE

10:45 AM to 11:00 AM	Lamp Lighting and Prayer
11:00 AM to 11:05 AM	Inaugural Speech and Introduction of the Theme
11:05 AM to 11:10 AM	Welcome Address by Dr. Prabhat Pankaj, Director, Jaipuria Institute of Management, Jaipur'
11:10 AM to 12:10 PM	Panel Discussion by Guest
12:10 PM to 12:25 PM	Q&A Session
12:25 PM to 12:30 PM	Vote of Thanks

SPEAKERS



T S Mohan Krishnan
Ex-Senior VP
Kantar



Ashish Bansal
Head of Corporate Marketing
Samsung India



Ritesh Ghosal
Partner CRISPMR,
Co-founder Jaggic
Gurugram, Haryana, India

TEAM

Advisor

Dr Prabhat Pankaj
Director , Jaipuria Institute of Management, Jaipur

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