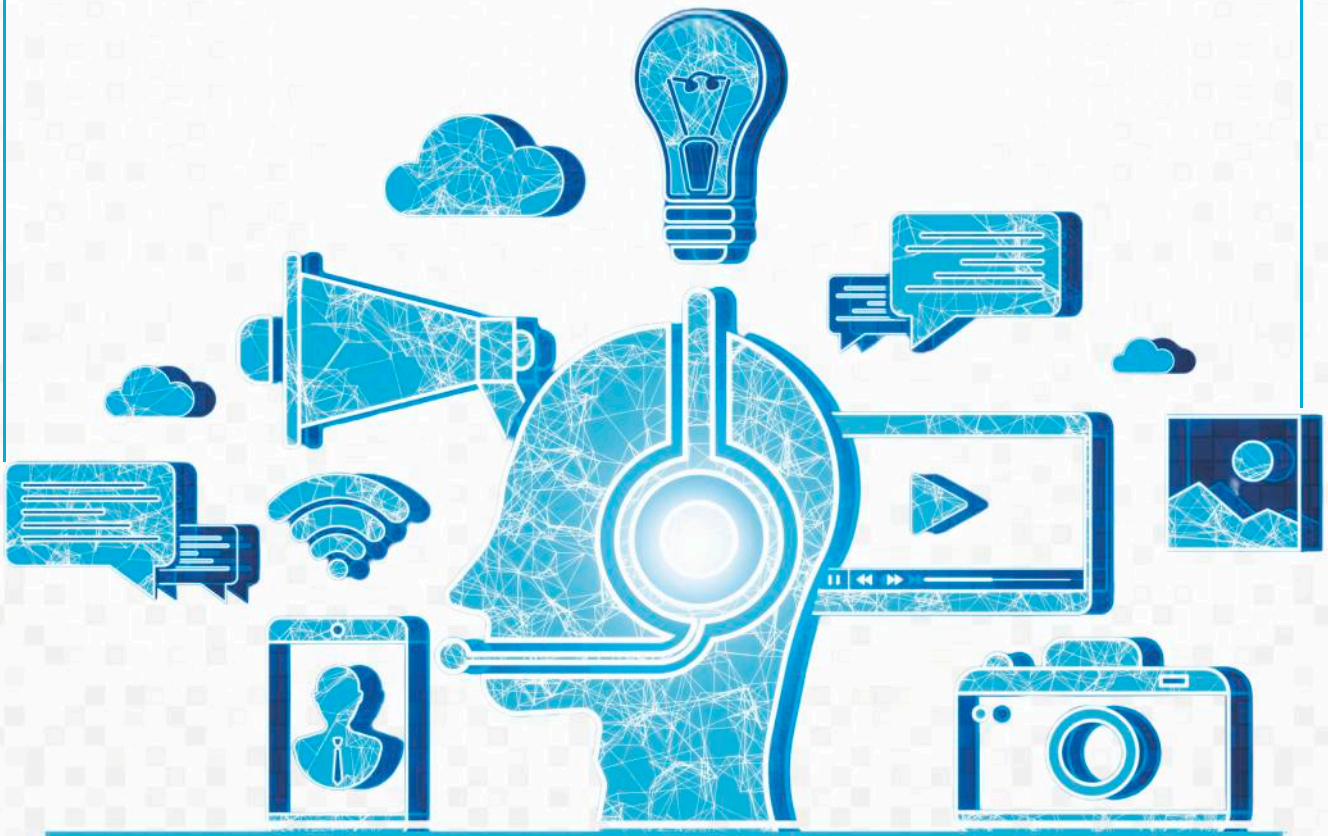


Jaipuria Institute of Management, Jaipur
organizes

Marketing Conclave 2025

on

AI AND THE NEW PARADIGM OF MARKETING



ABOUT THE CONCLAVE

The marketing world is transforming rapidly with AI, AR/VR, Blockchain, and Neuromarketing. This conclave explores how these innovations are reshaping marketing strategies, consumer engagement, and leadership—preparing students to become future-ready changemakers.

HIGHLIGHTS

AI: Predictive analytics, hyper-personalization, data-driven decisions

AR & VR: Immersive brand experiences, deeper emotional engagement

Blockchain: Transparency, trust, and ethical marketing practices

Neuromarketing: Understanding subconscious consumer motivations

Generative AI & Automation: Boost creativity and strategic innovation



EVENT DETAILS

-  29th October 2025
-  10:45 AM – 12:15 PM
-  Jaipuria Institute of Management, Jaipur
-  AI and the New Paradigm of Marketing
-  Industry Experts, Academicians & Students

PANEL DISCUSSION'S SPEAKERS



Shashi Thakur —————●
COO
Antier Solutions

Shashi is a seasoned professional with extensive experience in AI-driven marketing strategies across global markets. He has successfully implemented AI solutions to enhance customer engagement and optimize marketing strategies.



Deepak Kumar —————●
Data Science Expert
IIT Delhi & IIT Patna

Deepak specializes in leveraging AI and data science for advanced marketing insights. His expertise helps organizations apply predictive analytics and AI-driven decision-making in marketing campaigns.



Prashant Rai —————●
AI & Marketing Specialist
SAS

Prashant focuses on integrating AI technologies into marketing strategies to understand consumer behavior and deliver highly targeted marketing solutions.



Dr. Rishi Prakash Shukla —————●
Moderator

Dr. Shukla is an esteemed academic leader with a profound understanding of AI's impact on marketing education, integrating emerging technologies into business curricula to prepare students for future challenges.

ADVISORS



Dr Prabhat Pankaj
Director – Academics
Jaipuria - All Campuses



Dr Daneshwar Sharma
Director – In-charge
Jaipuria Institute of
Management,
Jaipur

CONTACT & REGISTRATION

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ABOUT JAIPURIA INSTITUTE OF MANAGEMENT, JAIPUR

Founded in 2006, Jaipuria Institute of Management Jaipur is an AI-Native, AACSB-accredited B-school, ranked 74th in India in NIRF 2025. The campus offers PGDM and FPM programs, seamlessly integrating artificial intelligence with a vibrant academic environment and personalized learning, preparing students as agile, industry-ready management professionals.



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