

Jaipuria Institute of Management, Noida

17TH MARKETING CONCLAVE

on

Marketing 2030: From Digital Natives to Human AI Consumers



11th September 2026



10:30 AM – 1:00 PM

ABOUT THE CONCLAVE

Marketing is entering a new era where technology is no longer just a medium, but an intelligent participant in the consumer journey. As we move towards 2030, the rise of AI is reshaping how consumers discover, evaluate, interact with, and connect with brands.

Marketing 2030: From Digital Natives to Human AI Consumers explores this transformation from consumers who grew up with digital technology to a new generation of AI-assisted, AI-aware and AI-influenced consumers.

The conclave brings together industry leaders, marketing professionals, academicians, and aspiring marketers to explore how AI, data, creativity, personalization, and human insight will redefine marketing strategies and brand experiences.

At its core, the conclave focuses on shaping a future where intelligent technology and meaningful human connection work together to create more relevant, responsible, and impactful marketing.



THE FUTURE OF MARKETING: 2030

Marketing is moving beyond the age of digital natives into an era shaped by artificial intelligence, intelligent experiences, and evolving consumer expectations. By 2030, AI will not simply influence how brands communicate; it will increasingly shape how consumers discover, evaluate, and engage with them.

The rise of generative AI, predictive analytics, intelligent recommendations, and hyper-personalization is transforming the marketing landscape. Consumers are becoming more AI-assisted, AI-aware, and AI-influenced, expecting brands to understand their needs, anticipate their preferences, and deliver experiences that feel relevant and seamless.

This transformation is redefining the role of marketers. Creativity, data, technology, strategy, and human insight are converging to create a new marketing ecosystem where intelligence enhances imagination and technology strengthens connection.

Marketing 2030: From Digital Natives to Human AI Consumers brings together diverse perspectives to explore this evolving landscape and the opportunities it creates for brands, marketers, and consumers. The conclave aims to spotlight the future of human-AI collaboration, responsible innovation, meaningful personalization, and consumer-centric marketing.

SUB THEMES

Decoding the Human-AI Consumer Persona: As consumers transition to AI-guided decision-making, brands must learn to engage buyers whose choices are constantly filtered by personal algorithms and virtual assistants. Winning in 2030 requires targeting both the logical preferences of AI agents and the emotional core of human buyers.

Bridging Digital Native Expectations with Algorithmic Intelligence: Digital natives demand instant, hyper-personalized touchpoints. This session explores how brands can use real-time AI to elevate multi-channel strategies without sacrificing authenticity. It highlights tactics for delivering fluid, context-aware digital experiences across every stage of the customer journey.

Hyper-Personalization vs. Brand Authenticity and Ethics: Predictive targeting enables hyper-focused campaigns, but risks overstepping privacy boundaries. Marketers must balance high-tech precision with ethical AI practices and human storytelling. Maintaining consumer trust will depend on transparent data policies and responsible automation.

Marketing Not Dead, It's Reimagined: As AI automates data analysis and campaign optimization, human marketers can focus on creative vision and brand purpose—blending machine efficiency with emotional resonance. This shift redefines marketing roles from task-driven execution to strategic human connection.

Challenges in Navigating the AI-Driven Marketing Ecosystem: Integrating AI introduces risks like algorithmic bias, content saturation, and data privacy concerns. This sub-theme addresses frameworks to mitigate these challenges safely. Organizations will gain practical insights into building secure, ethically sound AI marketing systems.

PROGRAMME SCHEDULE

TIME	EVENT	DESCRIPTION
10:30 AM - 12:00 PM	Inaugural and Panel Discussion	Welcome Address by Dr. Ritika Gugnani (Dean Academics) and Introduction to Conclave Theme by Dr. Sneha Pandey (Chairperson)
12:00 PM - 12:30 PM	Question & Answer	Students Interaction with the Experts
12:30 PM - 1:00 PM	Felicitation Ceremony	Green Certificate and Memento Distribution and Vote of Thanks by Dr. Shreya Sangal (Co-Chairperson)
1:00 PM Onwards	Lunch	Programme will be followed by lunch

SPEAKERS



MR. SYED ABBAS AKHTAR

Strategic Brand & Communication Consultant
@S.P. Jain Institute of Management & Research

Mr. Syed Abbas Akhtar is a seasoned corporate communications and brand leadership professional with over 38 years of experience at Bharat Petroleum Corporation Limited (BPCL). During his distinguished career, he has led brand strategy, corporate affairs, stakeholder engagement, media relations, and digital communication initiatives.

As Executive Director and the organisation's official spokesperson, he played a pivotal role in strengthening BPCL's brand and reputation, leading impactful campaigns such as 'Pure for Sure' and 'MAK Lubricants', and contributing to the growth of India Energy Week. His contributions have been recognised with multiple PRCI honours, including the Excellence in Corporate Reputation Award and induction into the PRCI Hall of Fame.

He now focuses on consulting and mentoring organisations and NGOs, helping them build authentic brands and purposeful communication strategies rooted in trust and vision.

Beyond his corporate leadership, Mr. Akhtar brings deep expertise in building reputation-led organisations and navigating complex stakeholder environments. His experience at the intersection of business, communication, government, and public relations enables him to offer a unique perspective on managing change, strengthening institutional credibility, and creating communication strategies that deliver long-term impact. As a mentor and advisor, he continues to share this experience with emerging leaders and organisations seeking to build stronger brands, trusted relationships, and purpose-driven identities.



MS. MONICA GUPTA

Founder & Managing Director
@Interactive Bees Pvt. Ltd.

Ms. Monica Gupta is a brand storyteller, AI generalist, digital strategist, and corporate trainer with 27 years of professional experience (since 1999) across managerial and leadership roles in advertising, brand communication, and digital transformation.

In her entrepreneurial avatar, she is the force behind Interactive Bees; a brand communication agency founded in December 2008 that has flourished for 17+ years, partnering with national, governmental, and international brands. As an AI generalist, Monica works fluently across generative AI, automation, content intelligence, and AI-led brand experiences; helping leaders and teams adopt AI not as a threat to creativity, but as a force multiplier for those who know how to wield it. She blends creative storytelling, strategic foresight, AI fluency, and purpose-driven mentoring; shaping brands and inspiring people. Recognized among India's Most Influential Women Leaders, she continues to champion innovation, empowerment, and inner transformation.

Beyond her professional achievements, Monica is passionate about mentoring leaders and enabling individuals to navigate change with confidence. Through her work, she brings together technology, creativity, and human potential to build future-ready brands, empower teams, and inspire meaningful transformation.

SPEAKERS



MR. RAMIT GUPTA

Senior Partner/ Vice President, Strategy & Transformation Service
Line Leader @IBM Consulting.

Mr. Ramit Gupta is an accomplished business management professional with over 25 years of experience in executive leadership, management consulting, and business operations across large multinational organizations. Ramit is currently part of the Leadership Team at IBM Consulting India/South Asia, where he leads two key service lines. The first is Strategy and Transformation, where he works with organizations to review their existing operational and functional strategies, define future-focused business strategies, and develop transformation roadmaps leveraging emerging technologies, including Artificial Intelligence, operating model redesign, and process transformation. The second is Business Operations, where he leads BPO services across critical functions including Finance, Procurement, Supply Chain, Talent, and Customer Operations.

Throughout his career, Ramit has built businesses, transformed underperforming operations, and developed high-performance teams. He currently oversees P&L, client relationships, business development, solutioning, delivery, and talent development. Previously, he was a Partner at IBM Consulting (2019–2025), where he transformed multiple loss-making service lines into rapidly growing businesses. Between 2010 and 2019, Ramit was part of the Strategy Consulting practice at IBM Consulting, focusing on consulting-led and technology-led transformations, including operating model redesign, new business design, and digital strategy for organizations across India.

Before joining IBM, Ramit spent a decade with Avalon Consulting, where he began his career after graduating from campus in 2000 and progressed through the ranks. His consulting experience there included market entry strategies, growth strategies, performance improvement, and M&A advisory.



MR. VINEET TANDON

Global Marketing Executive
@HCLTech

Mr. Vineet currently leads Global Marketing at HCLTech, where his work lies at the intersection of business growth, brand relevance, and human storytelling. Over the course of his career, he has worked closely with leadership teams at organizations including Oracle, FICCI, Business Standard, Centum Learning, and HCLTech, helping build marketing ecosystems that strengthen brand equity, influence demand and pipeline, and create meaningful engagement with customers, employees, and stakeholders.

His expertise spans a wide range of marketing functions, including product marketing, corporate communications, branding, public relations, demand generation, and talent narratives. He has led initiatives that bring these functions together to create greater alignment between business strategy, leadership voice, organizational culture, and brand experience.

Vineet believes that the role of marketing has fundamentally evolved in the age of AI, automation, and infinite content. His approach emphasizes clarity, purpose, and long-term relevance over simply competing for attention.

His leadership philosophy is built around four powerful principles: meaning before messaging, systems over campaigns, long-term relevance over short-term attention, and human judgment amplified by AI rather than replaced by it.

Beyond corporate marketing, Vineet has also explored entrepreneurship, creativity, music, and leadership, including an initiative that combined musical performances, poetry, and motivational storytelling.

SPEAKERS



MS. SONIA CHHABRA

Vice President, Sales
@Kotak Life Insurance

Ms. Sonia Chhabra is a seasoned insurance and financial services professional with 20 years of experience in the industry, marked by consistent growth, leadership, and excellence.

She began her journey with Max Life Insurance, where she spent 14 years, building her career from scratch and progressing through various leadership roles. Her last designation there was Assistant Vice President (AVP). She is now associated with Kotak Life Insurance as a Vice President – Sales, leading a team of 40 managers and 3 Branch managers who report directly to her.

Over the course of her two-decade-long career, Sonia has received numerous awards and accolades for business performance, leadership, and team development, including multiple Head of Agency and CDO recognitions and the Best Manager Award consecutively for several years.

Her professional journey has also taken her to several international destinations through company-sponsored recognition and incentive programs, including Dubai, Thailand, Chiang Mai, Singapore, and London.

Beyond professional success, Sonia is passionate about empowering women, especially those above 40, to rediscover their confidence, financial independence, purpose, and potential. Through “Agelessly You,” she is building a community focused on wellbeing, learning, meaningful connections, personal growth, and financial awareness.

For Sonia, the journey is not just about achieving milestones—it is about growing from scratch, creating leaders, inspiring others, and making a meaningful impact.



MR. ABHYUDAY SINGH

Key Account Manager
@PayU

Mr. Abhyuday brings rich experience in strategy, strategic partnerships, project management, and digital payments, with a strong focus on strengthening the domestic digital payments ecosystem. In his current role, he works closely with clients and stakeholders to build meaningful partnerships, develop customized solutions, and drive impactful initiatives across industries.

Over the years, Abhyuday has developed a strong track record of partnering with medium to large enterprises, helping them strengthen their digital presence and leverage digital payment solutions more effectively to achieve their business objectives.

Prior to joining PayU, Abhyuday has worked in consulting and product specialist roles, where he gained experience in developing and implementing email marketing strategies, creating customized solutions, and executing innovative campaigns aimed at enhancing customer engagement and driving revenue growth.

His diverse experience across strategy, digital payments, product, partnerships, and business growth makes him well-positioned to bring valuable real-world industry insights to our students.



DR. RAHUL SINNGH

Conclave Mentor

Dr. Rahul Singh is the Director of Jaipuria Institute of Management, Noida. He brings over two decades of academic and leadership experience, having previously served as Director – Research & International Office and Director – Undergraduate Programs at IILM University,

Gurugram. He has also held senior positions at Apeejay School of Management, Adani University, BIMTECH, and IMS, Devi Ahilya University, Indore, along with international teaching assignments at institutions in Austria, Finland, and France.

A distinguished academic and researcher, Dr. Singh received the AICTE–Dr. Pritam Singh National Best Professor Award (2021) from the Ministry of Education, Government of India, along with Best Researcher and Best Teacher Awards from BIMTECH. His research has been published in leading international journals, including the Journal of Business Research, Industrial Marketing Management, and Journal of Brand Management. He has also secured research funding from organisations such as the European Union, British Council, USAID, and ICSSR.

Beyond academia, Dr. Singh has advised leading organisations including SAIL, NTPC, JSPL, GAIL, and NHPC, with expertise spanning strategic management, organisational transformation, sustainability, and CSR.



DR. DEEPAK SINGH

Conclave Moderator

Dr. Deepak Singh is an academician, researcher, trainer and consultant, with more than 30 years of experience in the field of Marketing and Strategy. He is currently working with Jaipuria Institute of Management as Professor- Marketing & Strategy and is also Pan

Campus Area Chair for Marketing for all the 4 campuses of Jaipuria Institute of Management. He possesses a rich experience of over 23 years of academic experience in teaching, research and consultancy in the area of Marketing, Strategy & International Business in multi-cultural backgrounds of India, Malaysia, Bhutan (Asia) and Ethiopia (Africa). He has a corporate exposure of 7 years in various leading Indian companies and French MNC.

His research papers, articles and cases have been published in reputed national and international journals in ABDC & WoS indexed journals in the area of Strategic Management, Innovation & Green Marketing, Consumer Behaviour, etc.



DR. VINITA SRIVASTAVA

Conclave Advisor

Dr. Vinita Srivastava, Advanced Marketing Strategy and analytics (IIM Kozhikode), Healthcare Management (ISB), PhD in Management (GGSPIU), UGC-NET qualified (UGC), MBA in marketing (GKV) Certified Digital Marketing Master Course (Digital Vidya), Accredited

Management Teacher (AIMA), Graduation in Instrumentation (Delhi University).

Dr. Vinita Srivastava epitomizes the fusion of academic prowess and practical expertise. Beyond her academic laurels, Dr. Srivastava's professional journey is punctuated by her stint at CIPLA Ltd., a pharmaceutical giant, where she honed her skills and insights into pharmaceutical marketing. Her tenure at CIPLA provided invaluable firsthand experience into the intricacies of the pharmaceutical industry, laying the groundwork for her subsequent research endeavors.

Dr. Srivastava's scholarly contributions extend far beyond the confines of corporate boardrooms, as evidenced by her prolific publication record in esteemed international journals. Her research focus on pharmaceutical marketing elucidates the complexities inherent in this dynamic domain, offering invaluable insights to academics, practitioners, and policymakers alike.



DR. SNEHA PANDEY

Conclave Chairperson

Dr. Sneha Pandey is an Assistant Professor of Marketing at Jaipuria Institute of Management, Noida, with over 5 years of academic experience. She holds a Ph.D. in Marketing from MNIT Jaipur and is a University of Delhi alumna, with qualifications in

Commerce and Marketing, along with UGC-NET certification. Her research focuses on consumer behaviour, customer engagement, tourism and hospitality marketing, sustainable experiences, and value co-creation. Her work has been published in reputed ABDC and Scopus-indexed journals, and she has also authored a teaching case published by The Case Centre, UK. She has presented her research at international conferences across Spain, Scotland, and the USA, receiving a Best Research Paper Award.

Beyond research, Dr. Sneha is passionate about teaching, mentoring, and student development. She has led professional development initiatives focused on placement readiness, communication skills, industry orientation, and employability, bringing together academic learning and practical career development.



DR. SHREYA SANGAL

Conclave Co-Chairperson

Dr. Shreya Sangal is an Assistant Professor of Marketing at Jaipuria Institute of Management, Noida. She holds a Ph.D. in Marketing from BITS Pilani, Rajasthan, for which she was awarded the Outstanding Ph.D. Thesis Award at BITS. Her doctoral research focused on

Applications of Blockchain Technology for Improving Consumer Trust. Her scholarly work is published in reputed ABDC-ranked A and B journals, including International Journal of Advertising, Journal of Consumer Behavior, Aslib Journal of Information Management, and Industrial Management & Data Systems. Her research interests lie at the intersection of AI, marketing, consumer behavior, and technology adoption. In the classroom, she combines academic rigor with industry relevance, teaching courses such as Digital Marketing, Brand Management, Sales and Distribution Management, International Marketing and Retail Marketing.

Dr. Sangal has been associated with Symbiosis International University and VIPS-TC, Delhi. She is also an AI Skills Trainer alongside, and specializes in conducting hands-on workshops on Generative AI tools for educators, researchers, and students, having trained over 1000 participants across academia.

IN ASSOCIATION WITH
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ABOUT JAIPURIA INSTITUTE OF MANAGEMENT NOIDA

Jaipuria Institute of Management, Noida was established in 2004. This top ranked B-School situated in the heart of the corporate hub of the NCR region provides students with wide exposure to industries. Led by Dr. Rahul Sinngh with a strong team of full-time faculty comprising of qualified and experienced professors as well as industry managers turned academicians. Jaipuria Noida offers AICTE approved, AIU recognized Post Graduate Diploma in

Management Programmes that is as equivalent to MBA; PGDM, PGDM (Service Management), PGDM (Marketing) and Doctoral level, fellow program in Management (FPM).

The Institute draws upon a mix of pedagogy focusing on learning through both in-class discussions, cases, and simulations as well as beyond the classroom learning through live projects, field project studies and regular industry interface.

RANKING AND ACCREDITATIONS

41st Amongst all Management Institutes in India (**NIRF, 2025**)
Ministry of HRD, Govt. of India

45th Amongst all Management Institutes in India (**NIRF, 2024**)
Ministry of HRD, Govt. of India

