



**Government of Jammu & Kashmir**  
**DEPARTMENT OF INFORMATION & PUBLIC RELATIONS**

**Saturday, 11 February 2023**

**IIM Jammu in association with Deakin University's Int'l Conference on "Reimagining Marketing with Technology" begins on a grand note**



JAMMU, FEBRUARY 10: Indian Institute of Management (IIM) Jammu inaugurated the International Conference event on "Reimagining Marketing with Technology" jointly organized with Deakin University at its transit Canal Road campus at Jammu in hybrid mode. The event was formally inaugurated by Prof. B.S. Sahay, Director, IIM Jammu in the presence of Prof. Jabir Ali, Dean Academics, IIM Jammu, Prof. Amanda Pyman, Dean, Deakin Business School, Prof. Andre Bonfrer, Conference Chair, Dr. Ali Tamaddoni Deakin Business School, Dr. Nitin Upadhyay, Chairperson MBA and Conference Chair, Dr, Baljeet Singh, Co-Chairperson, Placement, and Conference Chair, IIM Jammu.

The event commenced with the lamp lighting ceremony followed by the Welcome and Conference Address - ICRMT 2023 by Dr. Nitin Upadhyay, Conference Chair, IIM Jammu and Dr. Andre Bonfrer, Conference Chair, IIM Jammu. This was followed by a brief address by Prof. Jabir Ali, Dean Academics, and Dr. Ali Tamaddoni Deakin Business School. The event also witnessed the launch and unveiling of the ICRMT 2023 Conference Proceedings & Digital Flip Book at the inaugural session.

With the theme of "Reimagining Marketing with Technology", this conference brings together leading experts, practitioners, and academicians in the marketing and technology ecosystem. The conference features a fantastic line-up of individuals from brand agencies and digital agencies to new-age technology companies, marketers, technology evangelists, and platforms who will be providing valuable insights and perspectives on the next generation of marketing.

Monday, 13 February 2023

## International Conference on "Reimagining Marketing with Technology" by IIM Jammu jointly with Deakin University ends on a promising note



Indian Institute of Management (IIM) Jammu jointly with Deakin University hosted the International Conference on "Reimagining Marketing with Technology" in hybrid mode from 10th-11th Feb 2023. The event was formally inaugurated on 10th Feb 2023 by Prof. B.S. Sahay, Director, IIM Jammu in the presence of Prof. Jabir Ali, Dean Academics, IIM Jammu, Prof. Amanda Pyman, Dean, Deakin Business School, Prof. Andre Bonfrer, Conference Chair, Dr. Ali Tamaddon Deakin Business School, Dr. Nitin Upadhyay, Chairperson MBA and Conference Chair, Dr. Baljeet Singh, Co-Chairperson, Placement, and Conference Chair, IIM Jammu. The event also witnessed the launch and unveiling of the ICRMT 2023 Conference Proceedings & Digital Flip Book at the inaugural session.

The valedictory ceremony began with the keynote address on the topic, Role of Marketing and Technology in Value Creation and Appropriation by Prof. Rajendra Srivastava, Novartis Professor of Marketing Strategy and Innovation and Executive Director - ISB Institute of Business Innovation, CBM, EFPM who spoke in detail about various aspects related to economics, marketing strategy, branding, brand valuation, distribution, profitability, efficiency model, Innovation Management, Supply Chain Management, Customer Management, human capital by quoting real-life case studies. He also emphasized the need to succeed on multiple dimensions by being innovative and sustaining oneself by working on multiple dimensions to stay ahead in the competition.

Adding further, he also stressed the constant ability to engage with your customers through various domains and the need to integrate processes to stay afloat in the rapidly changing business scenario.

He also provided an overview of the various tips and techniques to extract value for the business in the long run. Lastly, he wished good luck to all the participants and expressed his wish to collaborate with IIM Jammu.

Speaking at the valedictory ceremony, Prof. B.S. Sahay, Director, IIM Jammu mentioned the need for working together and collaborating on multiple fronts for the development of society and mankind. He mentioned that marketing plays a pivotal role today and the need for it to be taught in classrooms. During his address, he mentioned that it is a time for whole pedagogical change by staying relevant in today's times by engaging in research, and data collection based on the situation, culture, and lifestyle. He also expressed his happiness that the International Conference on "Reimagining Marketing with Technology" has led to the cross-fertilization of ideas with processes. He also emphasized the need for publishing papers in top-class journals of international repute. He congratulated all the award winners and expressed his satisfaction with the conference generating an increased no. of paper presentations leading to the creation of a healthy knowledge research-based ecosystem. He acknowledged the support of Deakins University to make this conference a grand success. Lastly, he wished good luck to all the participants for their journey ahead and the need to stay in touch and network.

Prof. Jabir Ali, Dean Academics, IIM Jammu expressed his happiness on the success of the conference on all fronts. He also mentioned that IIM Jammu is committed to excellence and more conferences in the coming days for the creation of a research ecosystem. He also provided an overview of the takeaways from this conference. Adding further he advocated the need to work closely with the Industry, Academia for the creation of a healthy ecosystem with an impetus to research.

Prof. Andre Bonfrer, Conference Chair, Deakins University mentioned the need to constantly educate graduates on marketing technologies. He also provided an overview of emerging technologies like AI, VR etc. He also expressed his happiness about the diverse topics covered during the conference by an array of rich speakers across the globe. He also emphasized role marketing plays a major role in the advancement of society and mankind. He expressed his wish to see marketing grow and create a pilot ecosystem. He mentioned that every conference has a role to play and urged everyone to start pitching the paper and ideas in conferences and generate constructive feedback. Lastly, he expressed his acknowledgment to IIM Jammu for conducting the conference with high standards.

Prof. Nitin Upadhyay presented the conference report and summarized that the conference has helped in the creation of a unique platform and roadmap for the stakeholders and the next generation of marketers.

This was followed by the best paper award certificate distribution. The vote of thanks was proposed by Dr. Baljeet Singh, Conference Chair, IIM Jammu.

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<https://www.siliconindia.com/news/general/international-conference-on-reimagining-marketing-with-technology-by-iim-jammu-jointly-with-deakin-university-ends-on-a-promising-note-nid-221323-cid-1.html>

Speaking on the occasion, Prof. B.S.Sahay, Director, IIM Jammu welcomed everyone to the International Conference on “ Reimagining Marketing with Technology”. He provided a brief overview of IIM Jammu from its inception till today. During his address, he mentioned that a conference is a good way to network and know what is happening across the globe along with knowledge generation. He also provided a holistic overview of how marketing and technology are going to shape the whole world in the coming times. He also mentioned NEP 2020 paving the way for holistic and multidisciplinary education. He added further that Jammu is the only region where you have three Institutes of National Importance IIT, IIM, and AIIMS. He also provided an overview of the B.Tech +MBA Program ( Dual Degree) Program of IIM Jammu with IIT Jammu and MBA (HA & HM) jointly by IIM Jammu with IIT Jammu and AIIMS Jammu and its phenomenal response since its launch. He expressed his happiness that next year the Conference will be happening at IIM Jammu’s state-of-the-art permanent campus at Jagti. Lastly, he wished good luck to all the participants.

Prof. Amanda Pyman, Dean, Deakin Business School provided an overview of Deakin University and its activities over the years. She also provided an interesting overview into the various aspects of technology and how it has evolved over the years.

The first keynote address was given by Prof. Kapil R Tuli, Lee Kong Chian Professor of Marketing, Lee Kong Chian School of Business, Singapore Management University on the topic, "Social Commerce: Moving Beyond Advertising". He mentioned the evolution of media based on the richness of the content and degree of interaction. He also spoke about leveraging social media for effective communication & Jest feel investment to take it to a level of embracement. He also mentioned about COVID creating an opportunity to go multichannel and social media wherein he talked about how tools have led to higher service fulfillment. This has led to huge savings, high transparency, and greater empathy for the Govt. leading to digital democracy.


The second Keynote Address was by Andy Lark on the topic Martech Mahem & Web 3.0; What Crypto, Metaverses, Blockchain mean for Martech And what it means for Marketers. He spoke about the marketing technology shift from a structural rigid innovative to a flexible domain. Adding further he mentioned about the metaverses will define how marketers and customers will be interacting. He spoke in detail about Martech Mahem & Web 3.0 and how they are going to transform the entire marketing domain.

[https://jkdirinf.jk.gov.in/news\\_slider\\_details.php?news\\_id=721](https://jkdirinf.jk.gov.in/news_slider_details.php?news_id=721)



Saturday, 11 February 2023

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-  [TAKE ONE](#)
- 10 FEBRUARY 2023
- [JAMMU, JAMMU AND KASHMIR](#)

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The event commenced with the lamp lighting ceremony followed by the Welcome and Conference Address – ICRMT 2023 by Dr. Nitin Upadhyay,

Conference Chair, IIM [Jammu](#) and Dr. Andre Bonfrer, Conference Chair, IIM [Jammu](#). This was followed by a brief address by Prof. Jabir Ali, Dean Academics, and Dr. Ali Tamaddoni Deakin Business School. The event also witnessed the launch and unveiling of the ICRMT 2023 Conference Proceedings & Digital Flip Book at the inaugural session.

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He added further that [Jammu](#) is the only region where you have three Institutes of National Importance IIT, IIM, and AIIMS. He also provided an overview of the B.Tech +MBA Program ( Dual Degree) Program of IIM [Jammu](#) with IIT [Jammu](#) and MBA (HA & HM) jointly by IIM [Jammu](#) with IIT [Jammu](#) and AIIMS [Jammu](#) and its phenomenal response since its launch. He expressed his happiness that next year the Conference will be happening at IIM [Jammu](#)’s state-of-the-art permanent campus at Jagti. Lastly, he wished good luck to all the participants.

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The sessions followed Q & A sessions. The vote of thanks was proposed by Dr. Baljeet Singh, Conference Chair, ICRMT. The inaugural session ended on a positive note.

<https://www.takeonedigitalnetwork.com/iim-jammu-in-association-with-deakin-university-inaugurates-intl-conference-on-reimagining-marketing-with-technology-on-a-grand-note/>

Saturday, 11 February 2023

## IIM-J in association with Deakin University inaugurates International Conference on 'Reimagining Marketing with Technology'



*Prof. B.S. Sahay, Director IIM Jammu lighting ceremonial lamp.*

■ **STATE TIMES NEWS**

JAMMU: Indian Institute of Management (IIM) Jammu on Friday inaugurated the International Conference event on "Reimagining Marketing with Technology" jointly organized with Deakin University at its transit Canal Road campus at Jammu in hybrid mode. The event was formally inaugurated by Prof. B.S. Sahay, Director, IIM Jammu in the presence of Prof. Jabir Ali, Dean Academics, IIM Jammu, Prof. Amanda Pymman, Dean, Deakin Business School, Prof. Andre Bonfrer, Conference Chair, Dr. Ali Tamaddoni Deakin Business School, Dr. Nitin Upadhyay, Chairperson MBA and Conference Chair, Dr.

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the way for holistic and multi-disciplinary education. He added further that Jammu is the only region where you have three Institutes of National Importance IIT, IIM, and AIIMS. He also provided an overview of the B.Tech +MBA Program (Dual Degree) Program of IIM Jammu with IIT Jammu and MBA (HA & HM) jointly by IIM Jammu with IIT Jammu and AIIMS Jammu and its phenomenal response since its launch. He expressed his happiness that next year the Conference will be happening at IIM Jammu's state-of-the-art permanent campus at Jagti. Lastly, he wished good luck to all the participants. Prof. Amanda Pymman, provided an overview of Deakin University and its activities over the years. The first keynote address was given by Prof. Kapil R Tyagi, Lee Kong Chian Professor of Marketing, Lee Kong Chian School of Business, Singapore Management University on the topic, "Social Commerce: Moving Beyond Advertising". He mentioned the evolution of

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## IIM Jammu in association with Deakin University inaugurates Int'l Conference

### GJ REPORT

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Prof. Amanda Pyman, Dean, Deakin Business School provided an



**Dignitaries present during the inauguration of International Conference at IIM Jammu on Friday.**

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# Truly Times

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Where truth prevails

3

**SMVD Gurukul holds 31st Governing Council Meeting**

5

**Kathua Campus (JU) organizes its 3rd Extension Outreach Programme**

08

**Actor Rakhi Sawant accuses husband Adil Durrani of assault, taking away her money, jewellery**

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<http://www.jammulinksnews.com/mb/newsdet.aspx?q=309247>



Saturday, 11 February 2023

## IIM Jammu in association with Deakin University's Int'l Conference on "Reimagining Marketing with Technology" begins on a grand note

10/02/2023



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<http://www.kipnews.in/newsdet.aspx?q=23051>





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<https://skilloutlook.com/education/iim-jammu-jointly-in-association-with-deakin-university-inaugurates-international-conference-on-reimagining-marketing-with-technology-on-a-grand-note>

**Saturday, 11 February 2023**

## IIM Jammu in association with Deakin University inaugurates Int'l Conference on "Reimagining Marketing with Technology" on a grand note

Written by: Administrator Created: 10 February 2023

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<https://jkmonitor.org/91841-iim-jammu-in-association-with-deakin-university-inaugurates-intl-conference-on-reimagining-marketing-with-technology-on-a-grand-note>



Saturday, 11 February 2023

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by [KH News Service](#) [February 11, 2023](#) in [Region](#)

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<https://thekashmirhorizon.com/2023/02/11/iim-jmu-in-association-with-deakin-university-inaugurates-intl-conference-on-reimagining-marketing-with-technology-on-a-grand-note/>



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IIM Jammu jointly in association with Deakin University's International Conference on "Reimagining Marketing with Technology" begins on a grand note



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- 11 Feb, 2023

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Web Admin

5 Dariya News

Jammu , 10 Feb 2023

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