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## 2ND MARKETING NATIONAL CONFERENCE


# MARKETING in the Digital Era

**ADAPTING TECHNOLOGY AND  
LEVERAGING INNOVATION**

**21ST DECEMBER 2024**

**GLOBAL BUSINESS SCHOOL, HUBBALLI**

Affiliated to Karnatak University, Dharwad.  
Approved by AICTE, New Delhi.

 Beside Bellad Hyundai Showroom,  
Bhairidevarakoppa, Hubballi – 580 025

 [www.globalbschool.in](https://www.globalbschool.in)



## About GBS Hubballi

GBS MBA College in Hubli stands as a premier institution in North Karnataka, renowned for its emphasis on research-driven learning and marketing expertise. Our college prides itself on cultivating a rigorous research culture that encourages students to explore real-world business challenges through empirical studies and innovative methodologies. In the field of marketing, we provide in-depth exposure to the latest industry trends and strategic marketing tools, empowering students with a competitive edge. With dedicated faculty and state-of-the-art resources, GBS fosters an environment where theoretical knowledge meets practical application, preparing students to become industry-ready professionals. Our commitment to research excellence ensures that our students are well-equipped to contribute insightful, data-driven solutions in their careers.

### OUR VISION

We create managers for tomorrow's business world who grow to be able leaders.

### OUR MISSION

We aspire to use contemporary and experiential management aspects to train graduates in managing and leading organizations.

## About the Conference

Conference will focus on the transformative role of technology in shaping modern marketing strategies. As digital advancements redefine how businesses interact with consumers, this event will highlight the latest tools, platforms, and innovations driving this evolution. Experts from various industries will share insights on how marketers can effectively adapt to new technologies such as AI, big data, and automation while fostering creativity and innovation. Attendees will explore how to harness these advancements to craft compelling customer experiences, improve engagement, and create value in an increasingly connected, digital-first world. This conference aims to empower marketers to stay ahead of trends and make data-driven decisions that propel their brands forward.

### Sub Themes

- Data Analytics in Modern Marketing
- AI and Emerging Technologies in Marketing
- Building Brand Identity in the Digital World
- Strategic Approaches to Digital Marketing
- Advertising and Communication in the Digital Age
- Omnichannel Retailing and Integrated Commerce
- Marketing with AR, VR, MR, XR, and the Metaverse
- B2B Marketing and Supply Chain Innovation in the Digital Age
- Services Marketing in the Contemporary Economy
- CRM Adoptions and Integrations with technology
- Sustainable Marketing Practices

## Key Note Address By Dr. Mithileshwar Jha

Mithileshwar Jha is Professor of Marketing at the Indian Institute of Management Bangalore. He has a postgraduate degree in management from IIM Ahmedabad. Previously, Professor Jha served as a faculty member in leading Indian management institutes like IIM Lucknow, the Institute of Rural Management, Anand, and XLRI, Jamshedpur. While at IIM Lucknow, he held the position of the Escotel-CRM Chair and Dean of Academics. Professor Jha has been a British Council visiting professor at Buckingham University, UK and a visiting professor at ESCP-EAP, France.

Professor Jha is credited with having defined rural marketing in India, and contributed to national-level policy making in the areas of public distribution systems, handlooms, and biogas. He was a founding chairperson of the Nadathur S. Raghavan Centre for Entrepreneurial Learning at IIM Bangalore. He has served as a consultant with international agencies like the Swiss Agency for Development and Cooperation (SDC), NORAD, and the Canadian Hunger Foundation.



## Guidelines For Paper Submission

Mail your Abstracts to :

[marketingareachair@globalbschool.in](mailto:marketingareachair@globalbschool.in)

Or scan this QR code for abstract submission



## Important Dates

Last date for submission of Abstract : 6th December 2024

Last date for submission of Full paper : 11th December 2024

## Registration Fee

Non Academic Delegates	: Rs. 1,000
Academicians	: Rs. 600
Research Scholars & students	: Rs. 400
In-house Students	: Rs. 250

SCAN the QR code to make payment



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Co-authors, who wish to have individual certificates, need to register separately. If any author(s) wish to present more than one paper, they need to register separately.