

2nd National Marketing Conference 2024

Global Business School, Hubli

Global Business School, Hubli once again established its academic excellence at the national level by successfully organizing the **2nd National Marketing Conference on 21st August 2024** at its Bhairidevarkoppa Campus, Hubli. The conference was organized with the central theme "*Marketing in the Digital Era: Adapting Technology and Leveraging Innovation*", reflecting the rapidly transforming landscape of marketing driven by digitalization, data analytics, artificial intelligence, and innovative customer engagement platforms.

The event witnessed enthusiastic participation from a wide spectrum of stakeholders including undergraduate and postgraduate students, research scholars, academicians from various universities, marketing professionals, corporate executives, and industry experts from different parts of the country. The objective of the conference was to provide a common platform for knowledge sharing, scholarly discussions, and exchange of ideas on contemporary issues, challenges, and opportunities in the field of digital marketing and technology-driven business strategies.

The conference was formally inaugurated by **Dr. Mithileshwar Jha, Professor of Marketing, Indian Institute of Management Bangalore**, who delivered the keynote address. In his insightful speech, Dr. Jha highlighted the growing dominance of digital media in shaping consumer behavior and marketing strategies. He emphasized that modern marketing should focus on building and nurturing *customer networks* rather than merely targeting customers through traditional promotional approaches. He elaborated on the importance of data-driven decision making, social media analytics, personalization, and relationship marketing in the digital era. He also advised research scholars to strengthen their research methodology by maintaining consistency, conducting in-depth observational studies, and aligning their work with real-world industry problems.

The presidential address was delivered by **Dr. S. Subhas, Chairman, Governing Council, Global Business School, Hubli**. In his address, he underlined the critical role of research and innovation in management education. He stressed that academic research should be relevant, application-oriented, and aligned with the needs of industry and society. He encouraged students and faculty members to adopt the valuable insights and guidelines shared by the chief guest and to continuously upgrade their skills in line with technological advancements.

The conference featured multiple **technical sessions and paper presentation tracks**, which were chaired by eminent academicians and industry professionals. Research papers were presented on themes such as digital consumer behavior, social media marketing, artificial intelligence in marketing, e-commerce strategies, influencer marketing, big data analytics, brand management in the digital age, and emerging marketing technologies. The presentations facilitated meaningful discussions, critical analysis, and constructive feedback, thereby enriching the academic experience of the participants.

Interactive sessions enabled young researchers and students to engage with experts, clarify doubts, and gain practical perspectives on current marketing practices. The conference also served as a networking platform, fostering collaboration between academia and industry and opening avenues for future research and consultancy projects.

The overall organization of the conference reflected the institution's commitment to academic excellence, research culture, and industry relevance. The active involvement of faculty members, student volunteers, organizing committee, and support staff contributed significantly to the smooth conduct and success of the event.

The conference concluded with a formal **vote of thanks proposed by Prof. Prakash Naik**, who expressed gratitude to the chief guest, dignitaries, session chairs, paper presenters, participants, organizing team, and management of Global Business School for their cooperation and support. He acknowledged the collective efforts that made the 2nd National Marketing Conference a grand success.

In conclusion, the conference successfully achieved its objectives by creating an enriching academic environment that promoted learning, innovation, collaboration, and professional development in the evolving domain of digital marketing.