

NATIONAL SEMINAR ON DISRUPTIVE MARKETING: CREATING AN IMPACT ON CUSTOMERS: 19th JANUARY, 2019

The institute organised the National seminar marketing on the theme *Disruptive Marketing: Creating an Impact on Customers* on 19th January, 2019 for students of MBA. Dr. Jones Mathew, head- research from great lakes institute of management, gurgaon was the speaker for the first session of the seminar wherein he introduced the transformations today's business is undergoing with examples of IBM and Nokia.



Second session was taken up by Prof. Rajan Yadav, Head and professor, Delhi School of Management, Delhi Technological University. He discussed about accenture's disruptivity index, it states that around 1.8 trillion U.S dollar of Indian market is subjected to disruption which is quite significant compared to the size of Indian economy. He talked about transformation of four P's of marketing to four C's. He also discussed the concept of 'icarus paradox'.

Mr. Nomit Joshi, Head- Marketing Hindustan Sanitary ware and Industry (HSIL) took the third session of the seminar; he explained disruption with the help of certain examples like Saregama Caravan, Reliance Jio, Uber, and Netflix. He also emphasised on why there is a need for managing disruption and what are different ways to manage it? The overall session was quite informative for the students they received a fair understanding of disruption in marketing along with various related concepts.

Prepared by: Ms. Richa Joshi, Assistant Professor, GIBS