

Emerging trends in marketing

[Business](#), [Marketing](#)



Marketing is everywhere. Formally or informally, people and organizations engage in a vast number of activities that we could call marketing. Indian consumer today is economically far better off than his earlier generations. The coming years will bring full of high-return marketing opportunities. By closely watching the hottest trends, a marketer can make smart choices that let him step ahead of his slower-moving competitors. In these terms, marketers nationwide are setting their plans for future by adopting new ways of marketing. Thus an entrepreneur can use some of these tactics to reach its customers in the coming years.

It aims to provide information to solve Managerial dilemmas in all functional areas. This conference will provide an opportunity to enhance knowledge and skills required to solve business problems and meet the challenges of a fast paced decision making environment. Today marketers focus on engaging the customers, offering them value and a customer experience which is innovative and customized. Consumers today are becoming digitally conscious and marketers are leveraging this opportunity to position their brands in a clutter breaking manner and gain competitive edge.

A highly competitive environment, knowledgeable consumers and fast pace of technology are keeping business enterprises on their toes. Today management and its concept have become key for survival of any business entity. Good marketing has become an increasingly vital ingredient for business success and marketing profoundly affects our day-today life. It is embedded in everything we do - from clothes we wear to the websites we click on, to the ads we see. Marketing trends look even more digital in 2012. Mobile versions of websites are becoming the smartest trend.

This conference aims at exploring diverse facets of emerging marketing trends to offer implemental managerial inputs. Through various academic deliberations, the forum shall be used as a platform to disseminate new knowledge and leverage benefits from existing marketing know-how. This conference will provide an opportunity to enhance knowledge and skills required to meet the challenges of a fast paced decision making environment. The Conference aims at bringing together the best minds, both in the corporate and academic fields, to one forum and discusses the issues, challenges, strategies and recent trends in area of marketing.