



Gujarat Technological University

(Accredited with A+ Grade by NAAC)

Graduate school of Management Studies

Report on Expert Session on “Paradigm shift in Business and the changing face of Marketing”

1) Title of Event: “Paradigm shift in Business and the changing face of Marketing”

2) Type of Event: Expert Session

3) Date, Time and Venue of the Event:

Date: 05th December 2023

Time: 3:30 PM to 5:00 PM

Venue: Acharya Chanakya Hall, GSMS

4) Description of Event (Objective/Rationale to organize the event):

This expert session was organised to understand the impact of the digital revolution and disruptive technologies on the global landscape. It highlighted how innovation in these areas has the potential to reshape perspectives worldwide.

One notable aspect discussed was disruptive technology, where innovation plays a vital role in altering established norms. Illustrative examples, such as 3D printer, block change and crypto currency. The insights shared during the session shed light on the transformative power of technology, encouraging attendees to contemplate the profound changes these innovations bring to business strategies and the global viewpoint. The inclusion of tangible examples served to make these complex concepts more accessible and relatable to the audience.



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The discussion extended to disruptive technologies like WhatsApp groups, shaping consumer behaviour, and the impact of chatbots and IoT on command-driven interactions. It exemplified Alexa as a part of disruptive technology, emphasizing the changing face of marketing through content marketing, personalization, and enhanced consumer experiences.

The human-centric approach in marketing, understanding consumer emotions and thoughts, was a focal point. It acknowledged mobile phones as disruptive technology, recalling the revolutionary changes since 1995. It emphasized the importance of continuous learning, staying updated globally, and cultivating a habit of extensive reading to navigate and thrive in the dynamic landscape shaped by disruptive technologies. The session proved to be a valuable opportunity for attendees to gain insights into the dynamic nature of business and marketing strategies.

5) List of Experts and their brief speech:

Dr. Rajiv Gupta, Professor, Institute of Management Studies, Devi Ahilya Vishwavidyalaya, Indore

The professor drew attention to the evolution of media, illustrating the shift from traditional television and Doordarshan in older times to the contemporary dominance of OTT platforms. This shift, according to Dr. Gupta, represents a drastic change in how information and entertainment are consumed in today's era.

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6) Number of Participants: 31

7) Geotag Photographs of the Event:





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8) Brochure or Flyer of the Event:

GRADUATE SCHOOL OF MANAGEMENT STUDIES
GUJARAT TECHNOLOGICAL UNIVERSITY
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EXPERT SESSION

ON

“Paradigm shift in Business and the
changing face of Marketing”



ACHARYA CHANAKYA HALL,
GSMS-GTU



DATE

TUESDAY 05, DECEMBER
2023



TIME

3:30 PM TO 5:00 PM



SPEAKER

DR. RAJIV GUPTA
PROFESSOR,
INSTITUTE OF MANAGEMENT STUDIES,
DEVI AHILYA VISHWAVIDYALAYA,
INDORE

INVITEE
MS. MEDHA VYAS
ASSISTANT PROFESSOR, GSMS-GTU
& FACULTY COORDINATOR - GBS

Locate us @ : GSMS, Academic Block-4, GTU Campus, Visat Gandhinagar Highway, Chandkheda, Ahmedabad Gujarat



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9) Feedback of the Event:

The session proved to be a valuable opportunity for attendees to gain insights into the dynamic nature of business and marketing strategies. Dr. Rajiv Gupta's expertise and Ms. Medha Vyas's facilitation ensured a comprehensive exploration of the subject, leaving the audience with a deeper understanding of the challenges and opportunities presented by the evolving business environment.



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The expert session was a success, offering participants a unique perspective on the paradigm shift in business and the evolving landscape of marketing. GSMS continues to foster such insightful events, providing students with the knowledge and awareness needed to navigate the ever-changing dynamics of the business world.

Report Prepared By:

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Report Edited By:

Dr. Neela Multani, Media Committee Member, GSMS