

## **Third State Level Seminar “Recent Trends in Marketing” 15<sup>th</sup> February 2020**

More than ever before, success of marketing largely depends upon its ability to facilitate and sustain meaningful, engaging experiences for consumers. Significant advances in technology and communications, facilitated by digital and social media, in recent year have greatly contributed to making experience to delivery to consumers easier. Customers have abandoned the traditional one-way passive reception of products and brand offerings, and now consciously look for ones facilitated by technology where creation of value happens. Marketing role has seen a steady jump in enabling effective user-brand interactions, putting the onus on brand for supporting product offering with personalised technology enabled Marketing efforts.

The Adhalrao Patil Institute of Management & Research successfully organized the Third state Level Seminar on ‘RECENT TRENDS IN MARKETING’ dtd. 15<sup>th</sup> February 2020. On this occasion APIMR invited various eminent Guests who shared their experiences and knowledge on the current trends, the actual practices in the business world. The speakers on this occasion were: Mr. Sunil Gosavi, Son of soil Ambegaon taluka, (CTO) Vice President 4G Reliance JIO Maharashtra & Goa.



The conference was inaugurated by Hon. Mr. Shivajirao Adhalrao Patil, M.P. Shirur Constituency and Mr. Sunil Gosavi, (CTO) Vice President 4G Reliance JIO Maharashtra & Goa. The conference was started with invocation song and welcoming the guests in the conference. The proceedings of the conference were released by Director APIMR, Dr. Jitendra Hude.

There was a Technical Session from 2:00 noon to 5:00 PM; which was chaired by Dr. Mohsin Shaikh; Professor of Zeal Institute of Management and Computer Application, Dr. Sunil Dhanwade, Director of Dr. D.Y.Patil Centre for Management and Research, Chikhli, has taken over the session for paper presentation. There were total 15 paper presenters on different themes and sub-themes of the conference. This session was also followed by questions hour and thrown open for discussion.



The Conference was concluded with valedictory session by delivering conference report by organizing committee and concluded the conference by distributing the certificates.