

# INVITATION

*The MBA Deptt. of ABIT is organizing an AICTE sponsored 6 Days Online Short Term Training Program (STTP) from 14.12.2020 to 19.12.2020, on*

*“Contemporary Topics in Marketing.”*

*Your are requested to join us for the Inaugural session through Google Meet on 14<sup>th</sup> Dec 2020 at 9.30 am.*

*The details of the program are as follows:*

# AGENDA

Link :- <http://meet.google.com/wtt-iapv-wxo>

- 9.30am – 9.35am :- Welcome Address by Dr. Shree Kanungo, Co-Ordinator
- 9.35am – 9.40am :- Address by Prof (Dr.) Leena Samantaray, Principal, ABIT
- 9.40am – 9.45am :- Address by Director Er. Satyadarshi Mishra
- 9.45am – 9.50am :- Address by Chief Guest, Prof (Dr.)S.R. Mohapatra, Dean Mgmt, BPUT
- 9.50am – 9.55am:- Vote of Thanks by Prof (Dr.) Joysingh Mishra, HOD, MBA Deptt

# SCHEDULE

Days	Dates	10 am - 12pm (1st Session)		2 pm - 4 pm (2nd Session)	
		Speaker	Topic	Speaker	Topic
1	14.12.20 (Monday)	Session 1 Prof (Dr) S.R. Mohapatra Dean Mgmt, BPUT	Dimensions of Future Marketing	Session 2 Dr. Sanjay Satapathy , Prof & Dean School of Mgmt & Comm. , Ravenshaw University	Creativity, Innovation & Marketing
2	15.12.20 (Tuesday)	Session 3 Prof. Uma Shankar Mishra Prof. Central University, Jaipur, Rajasthan	Business Analytics (Marketing Research Analytics - Factor Analysis in SPSS for exploring Consumer Behavioral Dimensions and Cluster Analysis in SPSS for Market Segmentation)	Session 4 Dr. S.B.Dash, Prof (Mktg), IIM Lucknow	Market Research during the time of COVID
3	16.12.20 (Wednesday)	Session 5 Prof. (Dr) Sanjay Patro, Prof (Mktg) XLRI, Jamshedpur	Product Management (Emerging Horizons in New Product Management)	Session 6 Dr. Biplab Dutta, Asso. Prof, VGSOM, IIT Kharagpur	Service Marketing
4	17.12.20 (Thursday)	Session 7 Dr. Ajitabh Dash, Asst. Prof Birla Global University, Bhubaneswar	Digital Marketing (Tools of Marketing in Digital Marketing)	Session 8 Dr. Ajitabh Dash, Asst. Prof Birla Global University, Bhubaneswar	Digital Marketing (Tools of Marketing in Digital Marketing)
5	18.12.20 (Friday)	Session 9 Dr. Sunil Ku Pradhan, Asst Prof, Berhampur University		Session 10 Prof (Dr) Maheswar Sahu, G. Deptt of Commerce, Utkal University	Marketing of services with ref to Financial Products
6	19.12.20 (Saturday)	Session 11 Dr. T.K. Pany, Associate Prof (Mktg) Ravenshaw University	Consumer Behaviour (Changing Pattern in Buying Behaviour)	Online Exam	

*Thanking you*

*Organizaing Committee*

*CTM 2020*

*MBA Deptt, ABIT*