

# INVITATION

*The MBA Deptt. of ABIT is organizing the 2<sup>nd</sup> Slot of the AICTE sponsored 6 Days Online Short Term Training Program (STTP) from 18.01.2021 to 23.01.2021 on*

*“Contemporary Topics in Marketing.”*

*Your are requested to join us for the Inaugural session through Google Meet on 18<sup>th</sup> Jan 2021 at 9.30 am.*

*The details of the program are as follows:*

# AGENDA

Link :- <http://meet.google.com/kyw-odpp-tws>

- 9.30am – 9.35am :- Welcome Address by Mrs. Mitrabinda Nayak
- 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. S. Govindarajan, Director, Vertical Limit Education
- 9.50am – 9.55am:- Vote of Thanks by Dr. Shree Kanungo, Coordinator

# SCHEDULE

Dates		10 am - 12pm (1st Session)		2 pm - 4 pm (2nd Session)	
		Speaker	Topic	Speaker	Topic
118.01.21 (Monday)		<b>Session 1</b> <b>Prof S. Govindrajan</b> Director, Vertical Limit Education	Pedagogy in the Virtual Era	<b>Session 2</b> <b>Dr. P.C . Tripathy</b> Associate Professor, Sambalpur University	Competitor Analysis
219.01.21 (Tuesday)		<b>Session 3</b> <b>Dr. Tushar Kanta Pany</b> Asso. Prof., Ravenshaw University	CRM- A must for survival of Business	<b>Session 4</b> <b>Prof. Bidhu Bhusan Mishra,</b> Prof., Deptt. of Business Administration Utkal University	Financial Services Marketing strategies - some issues in the post-pandemic situation.
320.01.21 (Wednesday)		<b>Session 5</b> <b>Dr. Jogendra Ku Nayak</b> Asst.Prof. (Mktg), IIT Roorkee	Marketing Research	<b>Session 6</b> <b>Dr. Sumanta Dutta,</b> Asst. Prof. P.G. Deptt. of Commerce, St.Xavier's College, Kolkata	Mapping your research issues in social science during publication
421.01.21 (Thursday)		<b>Session 7</b> <b>Swapnarag Swain</b> Asst Prof. IMI, Kolkata	Adaptation of digital payment systems - Agenda in Consumer Behavioural Research	<b>Session 8</b> <b>Dr. Keshab Nandy</b> Prof., NMIMS, Navi Mumbai	Winning marketing strategies through Neuro linguistics Programming(NLP)
522.01.21 (Friday)		<b>Session 9</b> <b>Dr. Tapan Panda</b> Prof. & Director, NMIMS, Hyderabad	Changing Face of Research in the Marketing Domain	<b>Session 10</b> <b>Dr. Ajitabh Dash</b> Asst.Prof, Birla Global University, Bhubaneswar	Digital Marketing
623.01.21 (Saturday)		<b>Session 11</b> <b>Dr. Yogesh Upadhaya</b> Professor, School of Studies in Management, Jiwaji University, City Centre, Gwalior (M.P)	Implications of Social Media for Marketers	Online Exam	

*Thanking you*

*Organizaing Committee*

*CTM 2020*

*MBA Deptt, ABIT*