

A Report on Guest Lecture
"Current Management & Marketing Scenario"
Organized by Department of Management Studies
on 29.10.2024



Report Submitted by: Dr. Nagarajan. G, Professor, Department of Management Studies.
Resource Person Details: Dinakar Reddy, State Head of ICT Academy, Andhra Pradesh.
Time: 11:00 AM –1:00 PM & Venue: Seminar Hall, KK Block
Number of Students Participated: 180 Students
Mode of Conduct: Offline
Report Received on 19.11.2024.

Event Overview:

The Department of Management Studies- MITS, in association with ICT Academy, Hyderabad Chapter, organized a one-day seminar on current management and marketing scenario. The objective of this seminar is to equip MBA students with cutting-edge knowledge and skills in management and marketing, bridging the gap between theoretical foundations and practical applications. The seminar aims to enhance students' understanding of contemporary business challenges, global trends, and innovative strategies, fostering critical thinking, analytical, and problem-solving abilities.

Specifically, the seminar seeks to:

- Develop strategic management and marketing skills, integrating digitalization, sustainability, and globalization perspectives.
- Analyze consumer behaviour, market research, and segmentation techniques
- Explore leadership, teamwork, and communication strategies for effective organizational performance
- Examine data-driven decision-making, AI, and analytics in marketing
- Cultivate entrepreneurship, innovation, and creative thinking
- Provide networking opportunities with industry experts, alumni, and peers

Through interactive sessions, case studies, and group exercises, students will gain practical insights and develop skills to tackle real-world business challenges, preparing them for successful careers in management and marketing.

Dr. Geetha Devi K V, HOD-MBA addressed the gathering, Welcome, young minds! As future leaders, it's essential to grasp the evolving management and marketing landscape. Today, we'll explore the challenges, opportunities, and strategies to thrive in this dynamic environment. The current business landscape is characterized by globalization, digitalization, and disruption. Globalization has connected markets, while digitalization has transformed the way we interact, communicate, and conduct business. Disruption, driven by technological advancements, has created new opportunities and challenges. To succeed, managers and marketers must understand the implications of these shifts. Globalization demands adaptability, cultural sensitivity, and strategic partnerships. Digitalization requires proficiency in digital marketing, e-commerce, and data analytics.

The future of management and marketing requires adaptability, creativity, and resilience. You must stay updated on trends, technologies, and best practices.

Presidential address by S. Dinakar Reddy, State Head- ICT Academy

"Dear students, distinguished faculty, and honoured guests, I'm delighted to address this gathering on the pivotal topic of current management and marketing scenario. As future business leaders, it's crucial to grasp the evolving landscape.

"As we gather here today to explore the current management and marketing scenario, I urge you, the future business leaders, to embrace the transformative power of innovation, disruption, and sustainability. In this era of globalization and digitalization, effective management demands visionary leadership, collaborative teamwork, and data-driven decision-making. Marketing 4.0 requires you to leverage AI, analytics, and social media to craft personalized customer experiences. As you navigate this complex landscape, prioritize adaptability, creativity, and social responsibility. Empower yourselves with knowledge, skills, and entrepreneurial spirit to shape the future of business. Remember, the success of tomorrow's organizations depends on your ability to seize opportunities, overcome challenges, and drive growth with integrity, ethics, and sustainability."

The world has witnessed unprecedented change, driven by globalization, digitalization, and disruption. Globalization has interconnected markets, while digitalization has transformed communication and commerce. Disruption, fueled by technological advancements, has created new opportunities and challenges. To succeed, managers and marketers must adapt, innovate, and thrive in uncertainty. Effective management involves leadership, teamwork, communication, and strategic decision-making. Leaders must foster a culture of innovation, entrepreneurship, and continuous learning.



Marketing 4.0, driven by AI, analytics, and personalization, has revolutionized customer engagement. Marketers must leverage data-driven insights, social media, and influencer marketing to build brand loyalty. However, this landscape also presents challenges. Sustainability and social responsibility are increasingly important. Businesses must integrate environmental and social considerations into their strategies. The future of management and marketing requires adaptability, creativity, and resilience. You must stay updated on trends, technologies, and best practices.

As future managers and marketers, you must:

- Embrace change and disruption
- Foster innovation and entrepreneurship
- Prioritize sustainability and social responsibility
- Develop data-driven skills

In conclusion, the current management and marketing scenario demands visionary leaders, strategic thinkers, and creative problem-solvers. Remember, the future of business is in your hands. Seize the opportunities, overcome challenges, and shape the landscape.

Outcomes of the Program:

1. Enhanced understanding of current management and marketing trends.
2. Familiarity with digital marketing strategies and tools.
3. Awareness of sustainability and social responsibility in business.
4. Improved critical thinking and problem-solving skills.
5. Networking opportunities with peers and industry experts.

By attending this seminar, MBA students will gain valuable knowledge, skills, and attitudes to succeed in the dynamic management and marketing landscape.