

# Virtual Conclave on Digital Marketing



The pandemic had a huge effect on our lives, one of which was the new avatar of the virtual spaces as Marketing channels. Digital Marketing has evolved at a very rapid pace and the future looks promising. Maybe the future will include more personalization, more use of artificial intelligence and increased focus on customer experience. As the Online population increases, Digital Marketing is becoming an important tool on so many different levels. The future, while very promising, also raises some ethical concerns.

With this background we are conducting a seminar on the broad topic of **Digital Marketing- Exploring the past, present and the future**



## Sub topics of the Conclave:

- Digitalization, Automation and Analytics in Marketing
- Digital Marketing : A Brazilian perspective



**04 November 2022**  
**3:00 PM**



**Scan the QR code to register**



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**04 November 2022**  
**03:00 PM**



**Dr. Maurício Roberto Ortiz de Camargo**  
Professor Doutor - Fatec Sebrae  
**BRAZIL**



**Mr. Niranjan Kanade**  
Vice Managing Director - GO MO Group  
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**SYMBIOSIS**

CENTRE FOR MANAGEMENT STUDIES, PUNE

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**04 November 2022  
03:00 PM**

### Organizing Committee Chairperson

- Dr. Adya Sharma  
Director  
Symbiosis Centre for  
Management Studies, Pune

### Organizing Committee Member

- Dr. Ashutosh Mathur
- Mr. Milind Bhagwat
- Ms. Deepa Rokade
- Mr. Angelo Dccunha
- Ms. Aditi Vankar



**Scan the QR Code to register with  
Zoom Link**



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