

# THE JAIPURIA COMMUNIQUE

*The official campus newsletter of  
Jaipuria Institute of Management, Noida*

- BUSINESS ANALYTICS ANNUAL CONCLAVE 2023
- CUSTOMER RELATIONSHIP MANAGEMENT GUEST SESSION
- EMERGING TRENDS IN SOCIAL MEDIA MARKETING
- TRENDS OF AI IN MARKETING
- SOCIAL ENTREPRENEURSHIP - DOING WELL BY DOING GOOD
- DIPLOMACY QUEST CONTENT

# MAJOR HIGHLIGHTS

## BUSINESS ANALYTICS ANNUAL CONCLAVE 2023

The much-anticipated Analytics Conclave 2023 on the theme "AI-driven disruptions: Trends and Challenges" kicked off on December 23rd. BA Area Chair **Dr. Shivani Bali**'s warm welcome set the stage for a day of profound insights, promising to unveil the latest trends and challenges in the realm of AI-driven disruptions. Drawing together diverse perspectives from the data science and IT landscape, the conclave featured an impressive lineup of speakers, including **Ms. Niharika Sachdeva**, Senior Vice President of Data Science at Naukri.com; **Mr. Subhajit Bhattacharya**, Associate Vice President and Innovation Principal at Accenture; **Mr. Puneet Singh Bhatia**, Senior Director at Axtria; and **Mr. Siddhartha Asthana**, Director of AI Garage at Mastercard. .

The panel discussion was moderated by **Prof. Aayushi Kalra**, who started by discussing how AI-driven disruptions are taking over different domains, including manufacturing lines, logistics, and boosting productivity. This set the stage for a captivating exploration as the esteemed panelists delved into the theme and shared their opinions on: How will AI's transformative waves reshape their respective fields? What challenges and potential pitfalls lie ahead, and how can we navigate them to carve out a thriving future? Fears of job losses were discussed throughout the AI discussion, emphasizing the importance of responsible development and bias mitigation.

The AI revolution presents incredible opportunities for growth and progress. It is crucial to navigate its challenges responsibly and ethically. Addressing biases and prioritizing human well-being are key steps to harnessing the power of AI for a better future for all.

While concluding the event, **Dr. Renuka Mahajan** expressed gratitude to all participants and attendees. She summarized the key takeaways, highlighting the significance of the discussions and the exchange of ideas that emerged from the conclave.



# MAJOR HIGHLIGHTS



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## CUSTOMER RELATIONSHIP MANAGEMENT GUEST SESSION

**Guest lecture: Mr. Praphul Misra**

**MadTech Entrepreneur | Board Advisor | Startup Mentor**

**Mr. Praphul Mishra**, an esteemed guest speaker, shed light on the intricacies of customer relationship management in a recent insightful session. He started the session by giving the importance of KYC—knowing your customer. For proper customer relations, the company should know their customers first, their basic information, and their interests, so that they can work with them to make proper connections.

He talked about the demand value chain; this framework emphasizes understanding a customer's journey from a motivated employee to a committed channel to an engaged customer. By having a properly motivated employee, he can commit to working more to make improvements in the work, which results in more engagement with the customer. Going further, he talked about the customer journey and the various parts involved in it. It has different parts, which include brand awareness, customer acquisition, and building options purchase, repurchase, and ownership.

He further delved into Maslow's hierarchy of needs, emphasizing the role of fulfilling emotional, egoistic, and economic needs to build customer relationships. Further insight was provided by mapping the customer's lives, which are divided into 4 worlds which helps the company create a loyalty program. These 4 parts are

1. Me: Individual preferences and needs
2. My work: professional interaction and requirements
3. My family influences my purchase decisions.
4. My community: engagement and connection within the broader community.

The final part of the session included the formula, which was

Value = Quality/Price + Experience

This theory helps us understand customer value in the context of customer relationships management. The equation signifies that the value isn't just a trade between the quality and price of the product or service. It is also enhanced by experience, and more importantly, positive experience

# MAJOR HIGHLIGHTS

A customer lives in **4 Worlds**



# MAJOR HIGHLIGHTS

## EMERGING TRENDS IN SOCIAL MEDIA MARKETING

**DATE: 20/12/23**

A social media marketing corporate session was led by **Ms. Arunima Singh, Chief Digital Officer at Marksmen Media**. She holds rich experience in the fields of CX insights and strategy, creatives and marketing, technology and innovation, e-commerce, advocacy and marketing effectiveness, and media experience (MX).

The session began with the class representative, Mr. Ankush, presenting the guest with a green certificate. After a brief introduction by **Prof. Patra** about the topics covered in the Social Media Marketing course, Ms. Arunima Singh initiated the discussion with some brief definitions and made the students familiar with a few technical terms in social media trends like influencers and brand communities. In an ever-changing dynamic of social media and the world of communication, marketers must keep up with the fast-paced trends to keep their brands relevant and valuable among consumers, she said.

### Emerging social media platforms to prioritize in 2024:

With some valuable statistics, the discussion progressed to the most popular social media platforms used by customers.

- For B2C marketers, Facebook and Instagram bagged the first and second positions, respectively, as they have a large consumer base and are trending amongst marketers to promote brands.
- For B2B platforms, the most popular mediums are LinkedIn and Facebook.

### Emerging trends and their applications for social media marketing:

- Machine learning uses data to understand our behavior in marketing. Applications include predictive analytics, personalized marketing, customer segmentation and automated ad bidding, SEO and SEM, chatbots and VAs, sentiment analysis, and campaign optimization.

Use case: Dupixent personalized insights about infections.

- AI chatbots like Eva chatbot (HDFC) and Keya chatbox (Kotak Bank) are primarily used in service organizations, insurance, and banking sectors. Use Case: Chico's chatbot to fight ageism in the community.
- Metaverse: VR for real-time interactions through a computer-generated environment. Pick a product from a virtual vending machine and get it delivered to your home. Use cases: Hyundai launch event on Metaverse
- NFTs and Crypto: in the Metaverse, NFTs enable trading as currency.
- VR AND AR: Virtual reality and augmented reality allow users to gain an enriched experience of purchasing products by viewing and interacting with them virtually. Use case: AR furniture displays on Amazon Live by INHAABIT.
- Voice-based search uses speech recognition technology, Google Lens, Alexa, Siri, and their applications for purchasing items online through voice search and IOT devices.

# MAJOR HIGHLIGHTS

## Key Takeaways:

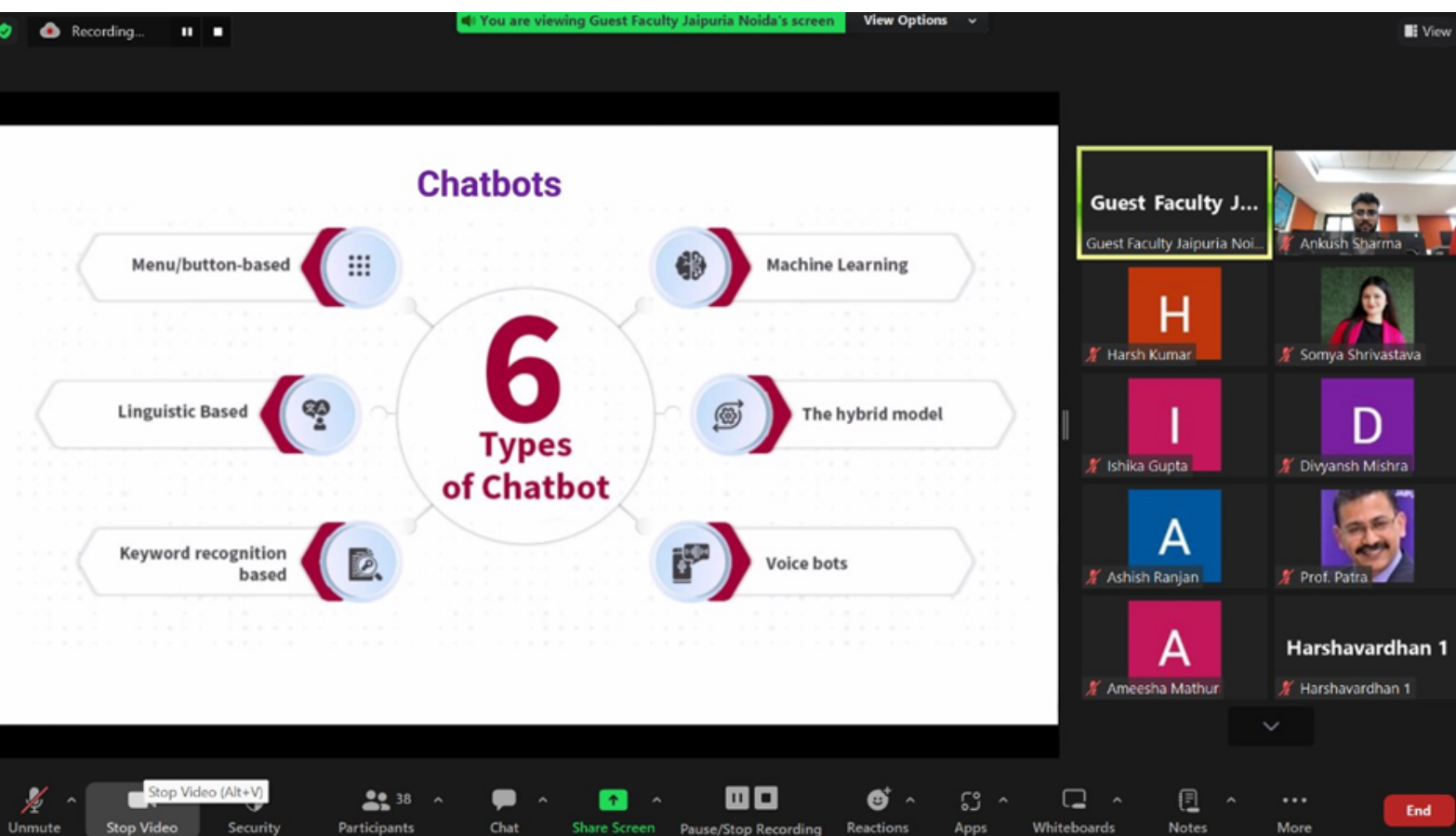
From the standpoint of a social media marketer as well as a student learning about social media marketing, it is of utmost importance to gain a comprehensive understanding of the current market scenario and trends.

Machine learning, AI, the metaverse, and voice-based search trends have gained traction among customers and will soon change the way people perceive brands.

The various use cases discussed gave students innovative ideas and learnings from various brands and also helped them broaden their perspectives on the applications of these technologies in marketing.

The real-life future insights given by the guest show students a direction for where they will soon see themselves in the next few years; hence, this inspires them to further focus our research and interests in these upcoming fields.

Class representative Ms. Ameesha Mathur presented the vote of thanks.



The screenshot displays a Zoom meeting interface. The main content is a presentation slide titled "Chatbots" with a central graphic showing "6 Types of Chatbot". The types listed are: Menu/button-based, Linguistic Based, Keyword recognition based, Machine Learning, The hybrid model, and Voice bots. To the right, a gallery view shows several participants, including Guest Faculty Jaipuria Noida, Anush Sharma, Harsh Kumar, Somya Shrivastava, Ishika Gupta, Divyansh Mishra, Ashish Ranjan, Prof. Patra, Ameesha Mathur, and Harshavardhan 1. The bottom toolbar includes controls for Unmute, Stop Video (Alt+V), Security, Participants (38), Chat, Share Screen, Pause/Stop Recording, Reactions, Apps, Whiteboards, Notes, More, and End.

# MAJOR HIGHLIGHTS

## TRENDS OF AI IN MARKETING

**" Where algorithms amplify engagement and data drives the art of connection."**

Led by **Ms. Arunima Singh, Chief Digital Officer at Marksmen Media**, the **guest session on AI trends in marketing** was a transformative journey through the core drivers reshaping the industry. Delving into mobile reach expansion, cloud computing, AI, and the internet of things, the session deciphered the essence of AI, from its basics to its pivotal role in revolutionizing marketing strategies.

**Ms. Singh** demystified AI, exploring machine learning (ML), natural language processing (NLP), neural networks, reactive machines, and generative AI. Tangible examples, including Bard and ChatGPT, illuminated how AI seamlessly integrates into our daily interactions, showcasing its engagement prowess and operational efficiencies.

The pinnacle of the session showcased AI's impact on marketing tools. Ms. Singh's expertise, coupled with real-world data, underscored the game-changing effectiveness of AI-driven tools in today's competitive landscape.

Notably, attendees were enthralled by examples of AI-powered ads featuring Shahrukh Khan and Hrithik Roshan, highlighting how AI is transforming personalized marketing experiences.

This session was a clarion call to embrace AI's visionary force in marketing, where innovation converges with strategy and data becomes the cornerstone of success. It heralds a new era where AI isn't just a tool but the vanguard guiding brands toward unparalleled relevance and resonance. Top of Form



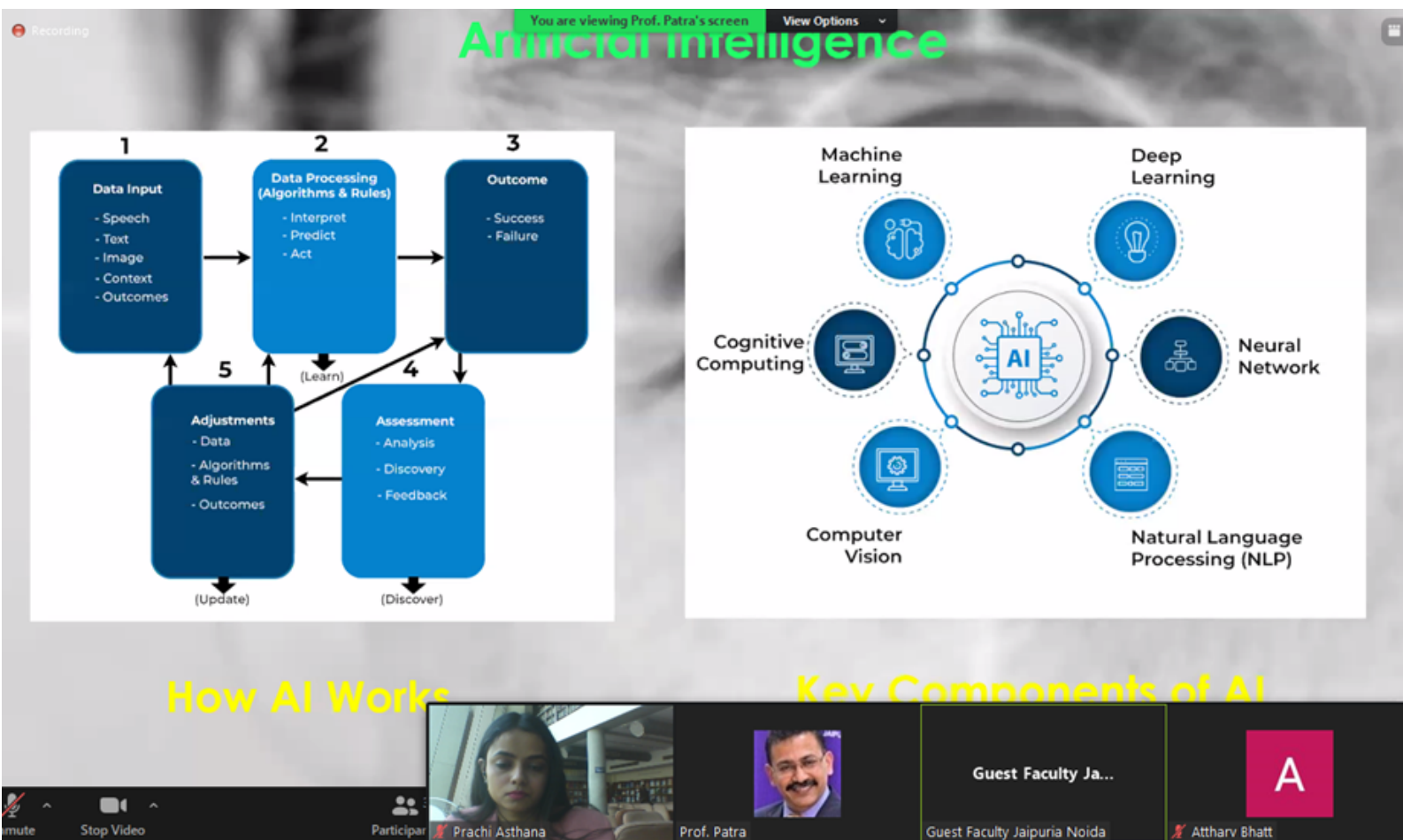
# MAJOR HIGHLIGHTS

## Trends of AI in Marketing

**" Where algorithms amplify engagement and data drives the art of connection."**

Recording You are viewing Prof. Patra's screen View Options

### Artificial Intelligence



**1 Data Input**  
- Speech  
- Text  
- Image  
- Context  
- Outcomes

**2 Data Processing (Algorithms & Rules)**  
- Interpret  
- Predict  
- Act

**3 Outcome**  
- Success  
- Failure

**4 Assessment**  
- Analysis  
- Discovery  
- Feedback  
(Discover)

**5 Adjustments**  
- Data  
- Algorithms & Rules  
- Outcomes  
(Update)

**Machine Learning**

**Deep Learning**

**Cognitive Computing**

**Neural Network**

**Computer Vision**

**Natural Language Processing (NLP)**

**AI**

**How AI Works**

**Key Components of AI**

mute Stop Video Participant Prachi Asthana Prof. Patra Guest Faculty Ja... Guest Faculty Jaipuria Noida Atharv Bhatt

# MAJOR HIGHLIGHTS

## Social Entrepreneurship – Doing Well by Doing Good

December 21, 2023

The International Relations Committee recently organized a thought-provoking webinar on social entrepreneurship on December 21, 2023. The distinguished guest speaker, **Ms Arpita Ghatak**, a Lecturer at Kent Business School, UK, took the virtual stage, sharing her wealth of knowledge and experience in the field. Her insights added a significant dimension to the discussion, providing attendees with a deeper understanding of social entrepreneurship and its implications for modern organizations.

The webinar was expertly guided by **Mr. Vikas Rajput**, an accomplished moderator, entrepreneurship educator and digital marketer. The central theme of the webinar, “Social Entrepreneur: Doing Well by Doing Good,” resonated with the participants. Speaker ARPITA GHATAK’s comprehensive presentation covered various strategic considerations, offering attendees a holistic perspective on the subject matter.

A key aspect of the webinar was audience engagement. Participants actively participated in the Q&A session, posing insightful questions, and contributing to a vibrant exchange of ideas. This interactive element elevated the overall experience, transforming the event into a collaborative learning space.

In conclusion, the webinar left a lasting impression on the audience, expanding their understanding of the complex interplay between social entrepreneurs and their surrounding environment. Lecturer expertise, coupled with moderation, made the session both informative and engaging. The webinar rightfully demonstrated the committee’s commitment to recognizing and fostering intellectual contributions in the academic sphere.

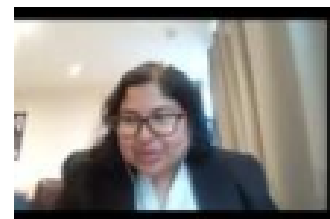
The webinar also highlighted the potential of social entrepreneurs to harness innovative business models to address challenges like poverty, inequality, and environmental sustainability. By leveraging their creativity and business acumen, social entrepreneurs can create sustainable solutions that not only generate profit but also contribute to societal progress. This dual focus on “doing well by doing good” is what sets social entrepreneurship apart and underscores its immense potential for positive change.

A green certificate was presented to Speaker Ms. Ghatak by **Ms. Sonali Mulay**, Chief coordinator of the International Relations Committee, in recognition of her valuable contribution to the webinar. This gesture further emphasized the committee’s commitment to fostering intellectual contributions in the academic sphere. The webinar served as a platform for learning and exchange of ideas, inspiring attendees to explore the field of social entrepreneurship and its potential to drive societal change.

# MAJOR HIGHLIGHTS

## Social Entrepreneurship – Doing Well by Doing Good

December 21, 2023



### Social Entrepreneurship

University of  
Kent



Social entrepreneurship, defined as solving social problems using market-based methods, has gained in popularity over the past two decades and is increasingly acknowledged as a practice that can create both economic and social value . (Hota et al., 2019)

# MAJOR HIGHLIGHTS

## DIPLOMACY QUEST

**On December 21st, 2023**, an engaging event called the Diplomacy Quest was organized by the International Relations Committee. The quest served as a platform for participants to delve into the intricacies of diplomacy, offering a unique and educational journey into the world of international relations.

The event kicked off with a spirited quiz, generating excitement and positive energy. Students from the first and second years showcased their knowledge and quick thinking, creating a dynamic and engaging environment. Following an intense first round, 12 exceptional participants secured their positions for the second round of country-wise group discussions, centered on the theme of sustainability.

In the second round, each participant was assigned a specific country to represent, fostering a diverse and global perspective. Facilitated by **Supriya Ma'am's** expert guidance, the discussions unfolded seamlessly as participants earnestly explored the intricacies of sustainability with a genuine sense of passion and conviction.

Supriya Ma'am's role as the judge was crucial, and her insightful feedback proved invaluable. Her remarks not only provided constructive criticism but also offered practical insights that will undoubtedly benefit the students in their summer internship programs (SIP) and future job placements. The event succeeded not just in fostering healthy competition but also in imparting practical knowledge and skills crucial for a career in international relations.

The winner of the diplomacy quest was Ayush Priyanshu, with Akash Bhardwaj and Vipul Agrahari emerging as the runner-ups. The event was meticulously managed by Prashant, and major contributors to its success were President Vivek Jain and Vice Presidents Sakshi Makhija and Aayush Agarwal, who played a significant role in making this event a triumph. It was heartening to witness the full spirit and commitment with which the students participated in both rounds. Their active engagement and thoughtful contributions added depth to the event, making it a memorable and enriching experience for all involved. The Diplomacy Quest event not only showcased the academic prowess of the participants but also underscored the importance of effective communication and diplomacy in addressing global challenges.



# MAJOR HIGHLIGHTS



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MRC Chairperson



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**Nishita Dutta**  
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**Ankush Sharma**  
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**Vani Kanodia**  
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**Mritunjay Shah**  
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**Mannan Mehrotra**  
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This weekly newsletter is an initiative by MRC Noida to present all the events during the preceding week. We welcome your thoughts and suggestions.