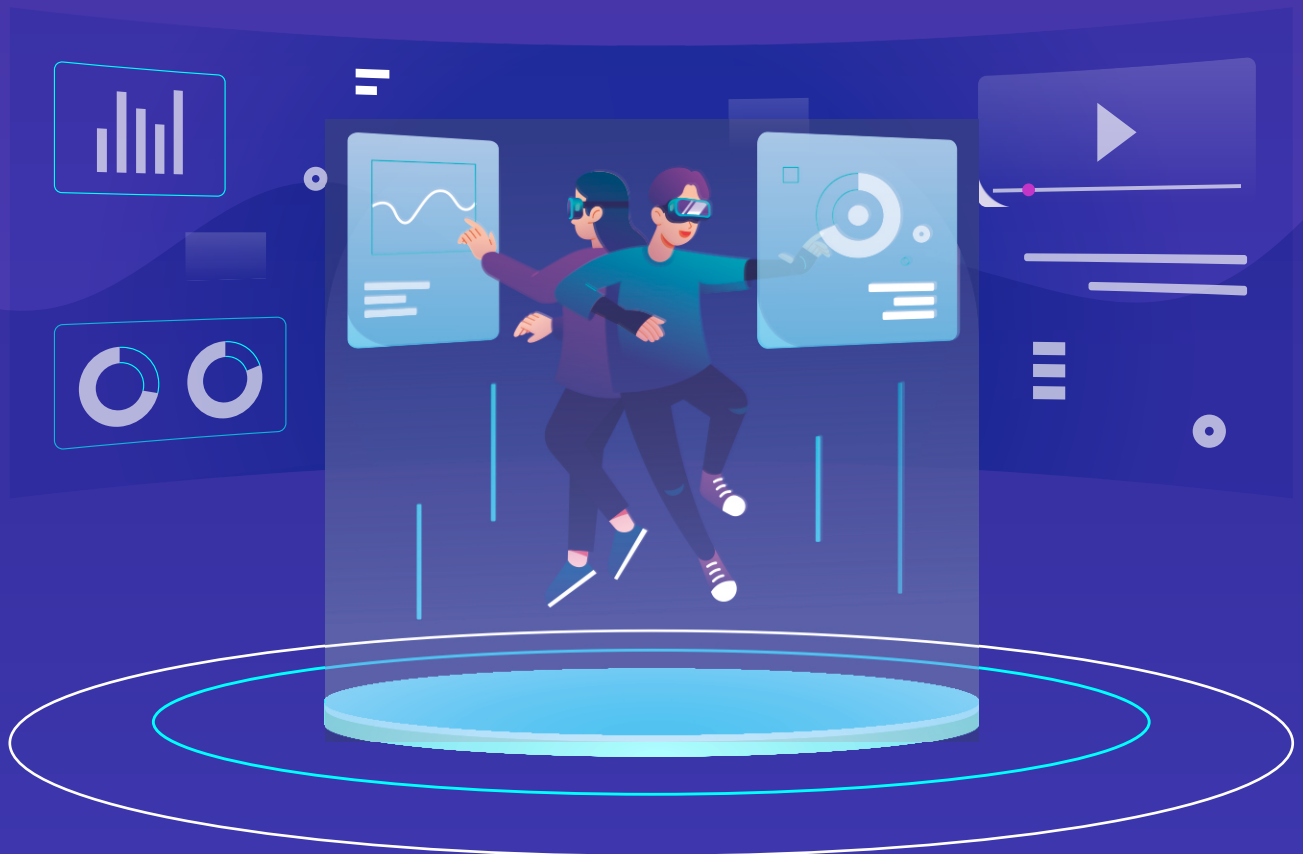


Jaipuria Institute of Management, Noida

# 14th ANNUAL MARKETING CONCLAVE 2024 ON MARKETING IN METAVERSE

13 JANUARY 2024 | Saturday | 11:00 AM to 1:00 PM



## MARKETING IN METAVERSE

In the ever-expanding digital landscape, marketers are venturing into uncharted territory: the Metaverse. This virtual realm, a fusion of augmented and virtual reality, offers exciting new avenues for brand engagement and interaction. From immersive virtual showrooms to virtual product launches, marketing in the Metaverse presents an opportunity to create unforgettable, multi-sensory experiences for consumers. As the Metaverse continues to evolve, it's clear that marketing will need to evolve with it, making creativity, innovation, and adaptability essential

for success. As per Statista, Metaverse market worldwide is projected to grow by 36.80% (2023-2030) resulting in a market volume of US\$507.8bn in 2030. As per Deloitte, mixed reality is entering a rapid development stage similar to the smartphone. Tech giants are expanding deployment in the AR/VR industry as they aim for the next generation of computing platforms. Thus, to stay ahead with the changing ecosystem, the conclave aims to create awareness and spark discussion on the advancing technologies in the field of marketing.

### What to Expect



**Insightful Discussions:** Engage in thought-provoking discussions on the metaverse's impact on marketing, commerce, and society.



**Expert Speakers:** Hear from leading experts and innovators who are shaping the metaverse landscape.



**Case Studies:** Explore real-world examples of brands harnessing the power of the metaverse to transform their marketing strategies.



**Policy implications:** Understand how the government aims to shape up the policies in sync with the changing dynamics of technology.



## PROGRAMME SCHEDULE

11.00 AM - 11.30 AM	<b>Inaugural Session</b> <b>Lightning of the Lamp and Saraswati Vandana</b> <hr/> <b>Welcome Address</b> <b>Dr. Subhajyoti Ray, Director-Jaipuria Noida</b> <hr/> <b>Introduction Conclave Theme:</b> <b>Prof. Abhishek Jain (Co-Chair-Marketing Conclave)</b>
11.30 AM - 12.30 PM	<b>Panel Discussion on the theme of conclave</b> <hr/> <b>A Panel Discussion with four leaders from some of the world's most reputed companies</b> <hr/> <b>Internally Moderated By: Prof. Anuja Shukla (Chair-Marketing Conclave)</b>
12.30 PM - 12.50 PM	<b>Questions by students</b>
12.50 PM - 1.00 PM	<b>Vote of Thanks by Dr. Deepak Halan (Area Chair-Marketing)</b>

The metaverse isn't just a buzzword; it's a game-changer. It's where brands will redefine customer engagement, e-commerce will take on new dimensions, and marketing will become an immersive experience. The conclave allows you to be at the forefront of this digital revolution. The Marketing Conclave 2024 on the topic "Marketing in Metaverse" tries to address the following questions:

- How is the marketing landscape evolving with the emergence of the metaverse?
- What are the key opportunities and challenges for businesses in utilizing the metaverse for marketing purposes?
- How can brands create immersive and engaging experiences for consumers within the metaverse?
- What ethical considerations and privacy concerns need to be addressed in metaverse marketing?
- How can traditional marketing strategies be adapted and integrated into the metaverse environment?
- What role will emerging technologies like virtual reality (VR) and augmented reality (AR) play in metaverse marketing?
- How are consumer behaviors and expectations changing in response to metaverse marketing efforts?
- What is the future outlook for marketing in the metaverse, and how can businesses prepare for it?



## ABOUT SPEAKER



### **Nihar Madkaiker**

Co-Founder,  
iXR Labs

A technophile and enterprising innovator, Mr Nihar Sripad Madkaiker founded a new-edge Edtech start-up iXR Labs, in 2020. The company deploys Virtual Reality, Augmented Reality, Mixed Reality, 3D, and Gamification to improve the efficiency and efficacy of higher education. Mr.

Madkaiker leads products, strategy, and alliances at iXR Labs. He is also certified in Higher Education Teaching from Harvard's Derek Bok Centre for Teaching and Learning. As a founding member of the education NGO Fascination' Mr Madkaiker worked to improve dwindling learning outcomes in interior regions of Goa. As a voracious reader, he launched a social initiative, 'Pustak,' to provide students with quality and diverse reading material.

Additionally, Nihar has consulted organizations in the likes of LG, Pepsico, Ashirwad pipes, Oxford University Press, Cambridge, DRDO etc on the deployment of virtual reality and immersive technologies across different use cases. Nihar has contributed to the founding teams for other metaverse-based companies and advised on innovation through immersive technologies as well. Mr.Madkaiker holds a Green belt in Lean Six Sigma, Certified by KPMG.



### **Dr. Ashish Karan**

Director Cyber Security & Forensics,  
Government of India

An experienced Director level Government Officer with over 20 years of experience in project and operation management of IT, he has a proven track record of delivering successful IT initiatives that align with the organization's strategic goals. His expertise in developing and executing complex IT projects, optimizing IT operations, and managing large-scale IT programs has helped drive digital transformation and innovation across government agencies. Additionally, his experience in managing budgets, ensuring compliance with regulations, and building strong relationships with stakeholders has enabled him to effectively navigate the unique challenges of the public sector. With a passion for leveraging technology to improve government services and outcomes, he is committed to driving meaningful change through strategic IT.



## ABOUT SPEAKER



### **Vatsalya Jain**

Vice President, Infogain

With over 24 years of experience in the industry Vatsalya Jain provides the delivery leadership for Fortune 50 customers on large scale engineering programs on data and analytics. He comes in with a strong background in Product Engineering Services and has led large-scale digital transformation engagements of 400+ team members across multiple locations worldwide. He was based out of Boston for 6+ years before coming back to India. He has had long work tenures with Dell Services and HCL Technologies and have travelled across the globe for work. He is a frequent speaker on Data Engineering, Product Management and new age digital technologies at national conclaves and panel events.



### **Chaitanya Avasarala**

Director & Founder, Diagonal Consulting

Chaitanya has over 20 years of experience working with more than 500 clients across Asia Pacific and Japan. He is currently the CEO and Founder of two firms, Diagonal Consulting and DataLumin, where he helps businesses transform through Data Advisory, planning, and cyber security services. Previously, he held leadership roles at leading analytics companies like Qlik and Big 4 Consulting Organizations where he was instrumental in driving sales and partnerships. An Alumnus of IBS Hyderabad with an MBA IN Marketing, Chaitanya also holds extensive experience in industries ranging from quick service retail to oil and gas. He has worked with renowned organizations like Deloitte, PWC, BPCL, honing his expertise in business development, strategy and Analytics. Apart from being a trusted Advisor to many large enterprises, Chaitanya is also an analytics evangelist, passionate about helping businesses unlock value from their data through strategic decision making.



## ABOUT JAIPURIA, NOIDA

Jaipuria Noida was established in 2004. This top ranked B-School situated in the heart of the corporate hub of the NCR region provides students with wide exposure to industries. Led by Dr. Shubhajyoti Ray with a strong team of full time faculty comprising of qualified and experienced professors as well as industry managers turned academicians. Jaipuria Noida offers AICTE approved, AIU recognized Post Graduate Diploma in Management Programmes that is as equivalent to MBA; PGDM, PGDM (Service Management), PGDM (Marketing) and Doctoral level, fellow program in Management (FPM). The Institute draws upon a mix of pedagogy focusing on learning through both in-class discussions, cases, and simulations as well as beyond the class room learning through live projects, field project studies and regular industry interface.

### RANKING AND ACCREDITATIONS

**47<sup>th</sup>** Amongst all Management Institutes  
in India (**NIRF, 2023**)  
Ministry of HRD, Govt. of India

**30<sup>th</sup>** Amongst all Management Institutes  
in India (NIRF, 2023)  
**Ministry of HRD, Govt. of India**



## CONCLAVE CHAIR



### **PROF. ANUJA SHUKLA**

Prof. Anuja Shukla is Associate Professor with Jaipuria Institute of Management, Noida. Dr. Anuja Shukla is a distinguished expert in the field of management. She is the recipient of the President Medal and the Director Medal. She has over 12 years of experience and over 30 paper publications. Her research articles have been published in the International Journal of Information Management (A\*), Psychology and Marketing (A), VISION (C), and FIIB (ABS 1). She has won best research paper awards at FMS, Symbiosis, and Amity. She is a management Guru and has trained Top level managers/CEO's/CTO's and VP's in Strategy building. She provides educational consulting to management graduates at international universities such as Deakin University (Australia), Liverpool John Mores University (UK) and Golden Gate University (USA). She is affiliated as a Thesis Supervisor with the Swiss School of Business Management (Switzerland). She is the author of the book "Agile Research", a comprehensive guide that has been instrumental in shaping the research endeavors of students and professionals. Her areas of research interest include Electronic Word of Mouth, Consumer Behavior, M-commerce, AR/VR, NLP, Metaverse, Smart Voice Assistants, Generative AI and next-gen technology.

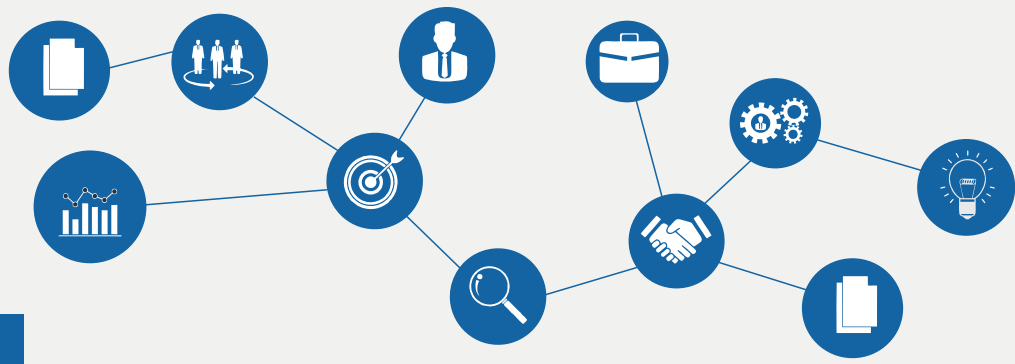
## CONCLAVE CO-CHAIR



### **PROF. ABHISHEK JAIN**

Prof. Abhishek Jain is Adjunct Professor with Jaipuria Institute of Management, Noida. Mr. Abhishek Jain has extensive experience of over 17 years in Product Management Launch, Sales Marketing, Business Development, and Channel Development for Telecom, Consumer Durables, and General Insurance. He is also the director (strategy) of KnJ partners and a successful entrepreneur. He has done his Engineering from R.G.P.V. University Bhopal, and PGDM from IBS Hyderabad. He has worked with various companies like Bharti Airtel, ICICI Lombard, Godrej etc. in various managerial capacities. Distinguished for setting up small and medium retail formats, experienced in organizing promotional events and elevating business, profitability, and market coverage. His foray into management education started as a hobby, in parallel to corporate career, in 2017 and has resulted in conducting several marketing courses in top management institutes including Amity Business School, Symbiosis etc.





## AREA CHAIR MARKETING



### **PROF. DEEPAK HALAN**

Dr. Deepak Halan is Associate Professor and Area Chair, Marketing at Jaipuria Institute of Management, Noida, India and earned his PhD in the area of online retail. His research interest areas also include green marketing. Dr. Halan has more than 28 years of experience across academics and industry. His 17 years of industry experience spans across firms like IMG/TWI (world's largest sports and entertainment group), HCL Infosystems (India's premier IT company) and IDC India (a global provider of market intelligence & advisory services) amongst others. His last industry job was as Group Business Director with IMRB (part of the KANTAR Group that provides research expertise in over a hundred countries worldwide). Dr Halan's research has been published in reputed international journals such as International Journal of Retail & Distribution Management, International Development and Learning in Organizations and Journal of Business and Globalisation etc. He has presented several papers at international and national conferences and also published several articles in well-known newspapers & magazines, as well as book chapters.

**In association with  
student Marketing club  
INVICTUS**



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