

**PROCEEDINGS OF WORKSHOP CONDUCTED ON 24<sup>th</sup>**  
**SEPTEMBER 2019 ON THE TOPIC “TRENDS IN**  
**MARKETING”**

## **PROFILE OF THE RESOURCE PERSON**

Full name	-Kumar Sreedevi Chandrasekar
Date of birth	-31 <sup>st</sup> July 1967
Present position	-Institute of Management in Kerala
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Email	<a href="mailto:kscnair@gmail.com">-kscnair@gmail.com</a>
Residential address	- KRA A18, Chettikulangara, Trivandrum 695001.
Education	-Certificate in Proficiency in Entrepreneurship Teaching (CPET), Indian School of Business, Hyderabad, 2007.  -M.S (Psychotherapy and counseling), IPMS, Mumbai, 2005(percentage 72.5)  -D.Univ, Commonwealth Open University, Lugones, Asturias, SPAIN, 2002  -Ph.D. in management, Alagappa University, karaikudi, INDIA, 2001  - MBA (Distinction), School of management, Bharathiar university, Coimbatore, INDIA Specializing in marketing, 19929 percentage: 84.09)  -B.Pharm (Hons), B.I.T.S., Pilani, 1998 (percentage: 61.10)

## **EXPERIENCE**

- Head of Department, institute of management in Kerala, University of Kerala since 01/04/2009.
- SBT Chair Professor in Management, Institute Of Management in Kerala since 12/01/2007.
- Director, Centre for Management Education and Entrepreneurship Development (C-MEE), University of Kerala since 18/07/2006.
- Chairman, Board of Studies in Business Management, university of Kerala since 12/05/2006.
- Visiting Professor, Commonwealth Open University, Spain and UK since 9/02/2002.

## **PROCEEDINGS**

The workshop got commenced on 2:30pm (dated 24<sup>th</sup> September 2019). The invitees included:

-Prof. T. Mallikarjunappa (Head of Department of Commerce and International Business)

-Dr. K.S. Chandrasekar (Head of Department, Institute of Management in Kerala, University of Kerala since 01/04/2009)

- Ms. Haritha (Faculty of Commerce)

-Ms. Dheera (Faculty of Commerce)

The workshop started with the welcome speech by Ajeesh (Student, Department of Commerce & International Business). Once the welcome speech got delivered Prof. T Mallikarjunappa stood up for welcoming the resource person. He mentioned about the career excellence & achievements of the resource person Dr. K.S. Chandrasekhar & cordially invited the guest to commence the session.

Dr Chandrasekhar in his session firstly expressed his happiness to experience the success of Central university of Kerala. He also expressed his sincere gratitude towards Prof T Mallikarjunappa for accepting the invitation to head the Department of Commerce & International Business. He also advised the students to draw maximum benefits out of the H.O.D.

By 3PM the resource person officially started his session on the topic trends in marketing. In the session, the resource person mentioned of the importance of marketing & what makes it an inevitable part of an organization's success. The resource person also mentioned of the New Economic Policy 1991 & its impact on the Indian economy, the demonetization occurred in 2016 and how it shifted the consumers towards the digital world. The resource person mentioned of the dynamic changes occurred in the economy and market and how it has provided more choices and comforts to the customers. He mentioned of the huge varieties of substitute products available in the market presently as compared to past. The resource person mentioned of the increase in information flow to the customers

which had created more awareness among the customers regarding the market conditions & different varieties of products available in the market.

Later during the session he mentioned of the different marketing strategies adopted by the business organizations to survive in the present competing business environment. He explained the concept by quoting examples of tooth paste industry, tooth brush industry, sanitizer industry, cosmetics industries etc.

He mentioned of how far India has reached in the field of tourism. He also mentioned of the immense growth potential of India in the tourism sector. The importance of customer satisfaction was also topic of discussion. He clarified to the students on the topic customer expectation and customer experience by quoting few examples. The importance of customer delight and how the focused marketing strategies of the present world have converted customer delight in to customer devotion were also discussed in the session.

He mentioned of the marketing strategy of increasing the customers' expectations by quoting examples of film trailers. Examples of Voltas' "all weather air conditioner" was used to explain how innovation could supplement sales. The importance of fixing the brand name in the mindset of the prospective customers through mass advertisement was also discussed in the session by quoting example of McDonald's.

Finally the resource person summed up the session by highlighting the present trend in marketing i.e., digital marketing and how the digital marketing has made a tremendous impact in the present economy. The vote of thanks was delivered by Dhanasree (Student of Department of Commerce & International Business). The workshop got completed by 4.30pm.



  
CENTRAL UNIVERSITY OF KERALA  
DEPARTMENT OF COMMERCE AND INTERNATIONAL BUSINESS  
CORDIALLY INVITE  
Dr. K.S. CHANDRASEKAR  
ONE DAY WORKSHOP  
24.09.2019



