

DIGITAL MARKETING & ANALYTICS



What Managers Really Need To
Know About These Trends



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Anchel Professor of Marketing
The Smeal College at Penn State

Kolkata

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Mumbai

16th March, 2017 ITC Central Plaza, Parel

ARVIND RANGASWAMY

Ph.D., Marketing, Northwestern University, 1985

PGDM (MBA), Indian Institute of Management
Calcutta, 1979

Bachelor of Technology, Indian Institute of Technology,
Madras, 1976

Prof. Rangaswamy is currently the Anchel Professor of Marketing at The Smeal College at Penn State. He was the Senior Associate Dean for Research and Faculty from 2009-12. He has previously been a faculty member at the Wharton School, University of Pennsylvania and at the J.L. Kellogg Graduate School of Management, Northwestern University.

His research is focused on developing concepts, methods and models to improve the efficiency and effectiveness of marketing using information technology, an area in which he is internationally recognized. His recent research covers such topics as marketing modelling, online customer behavior, networked markets, and Internet business models.

He is a Fellow of the IC2 Institute, was an IBM Faculty Partner (2000-2001), and is the Chair of the e-Business Section of The Institute for Operations Research and the Management Sciences (INFORMS). He is also the Research Director of the e-Business Research Center at Penn State, and the Program Director for Electronic Markets and Marketing Information Systems and a member of the Advisory Board of the Institute for the Study of Business Markets (ISBM) at Penn State. He is a Principal and co-founder of DecisionPro Inc. (www.decisionpro.biz).

He has published numerous acclaimed articles on marketing analytics and online marketing. His articles have appeared in leading journals such as, **Marketing Science, JMR, Management Science,**

Journal of Marketing and **International Journal of Research in Marketing**. He co-authored a successful book titled '**Marketing Engineering**', which has subsequently spawned several related books.

Prof. Rangaswamy has also consulted for several companies in the areas of marketing, marketing analytics, and e-Business. His recent consulting engagements have been at companies such as Abbott Labs, J.D. Power Associates, DuPont, IBM Global Services, AT&T Wireless, Bristol-Myers Squibb, Cigna (Intracorp), Pfizer, Xerox, TVS (India), and Unisys. He serves on the advisory boards of M-Factor and Segmedica.

His academic honors include Government of India Scholar Award (1970), Robert B. Clarke Outstanding Educator Award (2013), Thinkers50 India (2013), and he is a two-time recipient of The Jan-Benedict E.M. Steenkamp award for Long-Term Impact given by International Journal of Research in Marketing.

More detailed information about his background is available at www.arvind.info.



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DIGITAL MARKETING & ANALYTICS

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MORNING SESSION:

DIGITAL MARKETING: WHAT DO MANAGERS REALLY NEED TO KNOW?

Digital Marketing has grown exponentially in recent times, leaving marketers with new and often confusing challenges. This session will clarify key issues and provide guidelines on how to maneuver this landscape.

- The transformation of marketing through online technologies
- The marketing process in a connected world
- The new opportunities and challenges for marketers
- Real-time advertising and marketing
- Customerisation – the new one-to-one marketing
- Marketing without boundaries
- Dealing with the ramifications of social media such as loss of “market control” and loss of privacy

AFTERNOON SESSION:

AN OVERVIEW OF MARKETING ANALYTICS

This session will provide an understanding of marketing analytics as a way to leverage and optimize marketing. Participants will gain knowledge of traditional marketing analytics and develop an appreciation for emerging areas of analytics in digital marketing. Most importantly, it will demonstrate how marketing analytics contributes to improving the efficiency, effectiveness, and competitiveness of the firm.

- Background on the explosion in the availability of various types of data
- Definition of analytics (what it is and what it is not)
- The organizational costs and benefits of marketing analytics
- Introduction to various areas of marketing where analytics can be successfully applied
- Takeaways for participants so that they can apply analytics in their everyday life
- Preparing an organization for analytics-driven decision making



ABOUT IIMCAA

The IIM Calcutta Alumni Association, comprising stellar alumni of India's first IIM, is a not-for-profit organization. Our Objectives are: To act as a vehicle for improvement of the brand equity of IIMC; To enhance the practice of scientific management in our environment; To engage in meaningful societal activities which contribute to the development of human resources; and to live as a global community with shared values, objectives and purpose.



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GuruSpeak is IIM Calcutta Alumni Association's signature annual endeavour - a unique day long advanced knowledge workshop with a contemporary Global Guru - which has had an incredibly successful run of 12 years since 2004. Some of the world's most revered management Gurus and thought leaders have shared their insights on this platform. GuruSpeak today is widely acknowledged as India's most significant annual workshop in the management knowledge space.

GuruSpeak is attended by over 200 high-profile delegates, including several CXOs, some even coming in from other cities to participate. This year GuruSpeak is being held in Kolkata and Mumbai and we invite you to join in this endeavour.



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2014-15
Dr. Amitava Chattopadhyay



2013-14
Dr. Venkatesh Shankar



2012-13
Prof. Venkat Venkatraman



2011
Prof. Venkat Ramaswamy



2010
Prof. Dipak C Jain



2009
Prof. Mohanbir Sawhney



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Prof. A Parasuraman



2007
Prof. Nirmalya Kumar



2006
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Prof. Suresh Sundaresan
Prof. B B Chakrabarti



2004
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