

**NAIPUNNYA INSTITUTE OF MANAGEMENT AND
INFORMATION TECHNOLOGY, PONGAM**

**IQAC & Department of Commerce
Computer Application Stream**

REPORT ON NATIONAL WEBINAR 17-07-2020

Marketing in a VUCA world

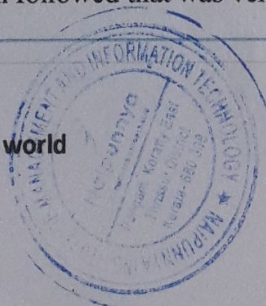
IQAC - Naipunnya Institute of Management and Information Technology, in association with the students of Computer Applications stream of the Department of Commerce organised a national level webinar in marketing. The webinar was titled "MARKETING IN A 'VUCA' WORLD" (Volatility, Uncertainty, Complexity and Ambiguity). The aim of the webinar was to enrich the audience with the knowledge regarding unpredictable change that will in turn become the normal conditions for marketing in certain industries and areas of the business world due to the Covid 19 pandemic. The most eminent speakers were reviewed from the best speakers and Dr. Anandakuttan B. Unnithan who is the Dean of Academic affairs and Development of Marketing-IIM (K) was selected as the resource person for the webinar.

The national webinar was scheduled for 2:30 pm on 17th of July 2020 and the event started right on time with an audience accruing to 464 members. The webinar was hosted on the Webex (CISCO) platform which offered a seamless participation to the vast audience. The webinar was inaugurated by the Director of Naipunnya – Rev. Dr. Paulachan KJ. Most of the faculty members of NIMIT, along with the students, faculties of other esteemed institutions, marketing professionals and other members from the industry joined the audience. The technical session started after the inauguration and lasted to over an hour and 20 minutes.

The major aspects covered by the speaker included the following

- Who is a valued customer?
- What will be a value proposition
- What kind of gains a business offer's
- What difficulties does a business address
- A differentiation of the pain and gains which will be faced
- How to gain a valued customer
- Different creations of valued propositions
- What is a value chain
- Tangible and intangible goals to be set.

A Question and Answer session followed that was very lively with the audience interacting with





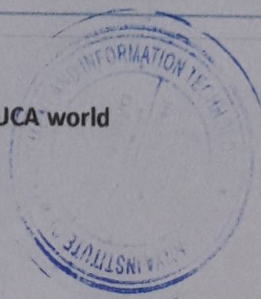
the speaker both in oral mode and in written chats and the same lasted for over 20 minutes. The major discussions included the following aspects.

- Concept of value proposition
- How can a business survive and thrive such a rickety market environment? And how to make a difference.
- How can marketers remain agile in a world of uncertainty and ambiguity?
- How to validate market research at a time like this?
- How do global corporations nurture strategic learning among managers, employees and partners?

The session concluded with words of gratitude and the National Anthem. The major highlight of the webinar was that the students was the organisers and behind the complete event.

The student committee included the following members

3rd BCOM CA:-	2nd BCOM CA :-
Sean Simon (Student Coordinator) Abhijith Ashokan Sreelakshmi K Anilamol Tomy Alen P Joy Besto Wilson Christo Francis Sandra NS Sandra Biju Anulakshmi TK	Ann Margret Johny Harin S Varma Thomas Sebastian Raimol T Antony

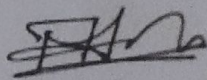


Program Schedule

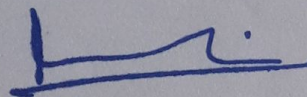
MARKETING IN A VUCA WORLD

(17-7-2020)

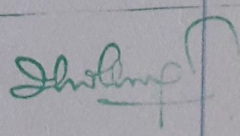
Moderator	- Sean Simon
Prayer	- Anulakshmi T K
Welcome Speech.	- Abhijith Ashokan
Presidential Address	- Rev.Dr.Paulachan.K.J
Keynote Address	- Dr.Anandakuttan B Unnithan
Q/A session	- Moderator , Audience and Chief Guest
Vote of Thanks	Raimol
National Anthem	

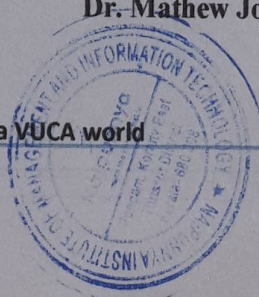


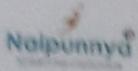
Compiled By
Event Coordinator
Mr. Joseph James



Reviewed By
HOD
Dr. Mathew Jose

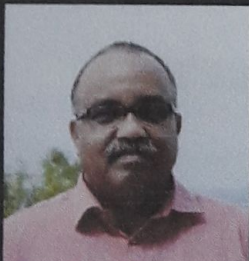
Approved by 
Principal
K Rev. Dr. Paulachan K.J.





Boucher

MARKETING IN A VUCA WORLD



Dean(Academic Affairs And
Development)Marketing Management



NAIPUNNYA INSTITUTE OF
MANAGEMENT AND INFORMATION
TECHNOLOGY (NIMIT)

(Affiliated to the University Of Calicut,
Accredited by NAAC with B++ ISO 9001-2015 Certified)

In Association with Computer
Application Of Commerce Dept.

CONTACT INFORMATION

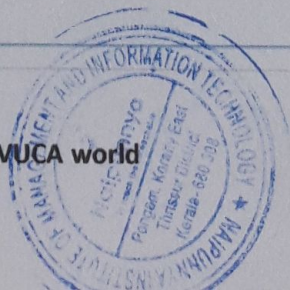
TEACHER COORDINATOR,

Joseph James:9946275055

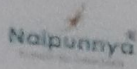
STUDENT COORDINATOR,

Sean Simon:8129574867

E-mail:naipunnyawebinar@gmail.com



Requisitions made:



Naipunnya Institute of Management and Information Technology

IT Support Request Form

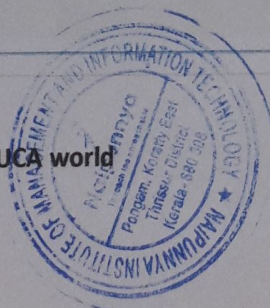
Type of event with date	Joseph James
Venue (if offline)	Online
Type of online platform to be used	Google Meet / Webex
Number of expected attendees	All fifth semester students(500)
Preferred platform of the main speaker	Google Meet
Registration form/Evaluation form required? (Y/N); if yes, give the content	N.A.
Any other requirements (recording, pictures etc.)	Recording of the entire session

Support Requested by:

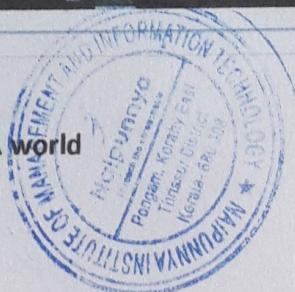
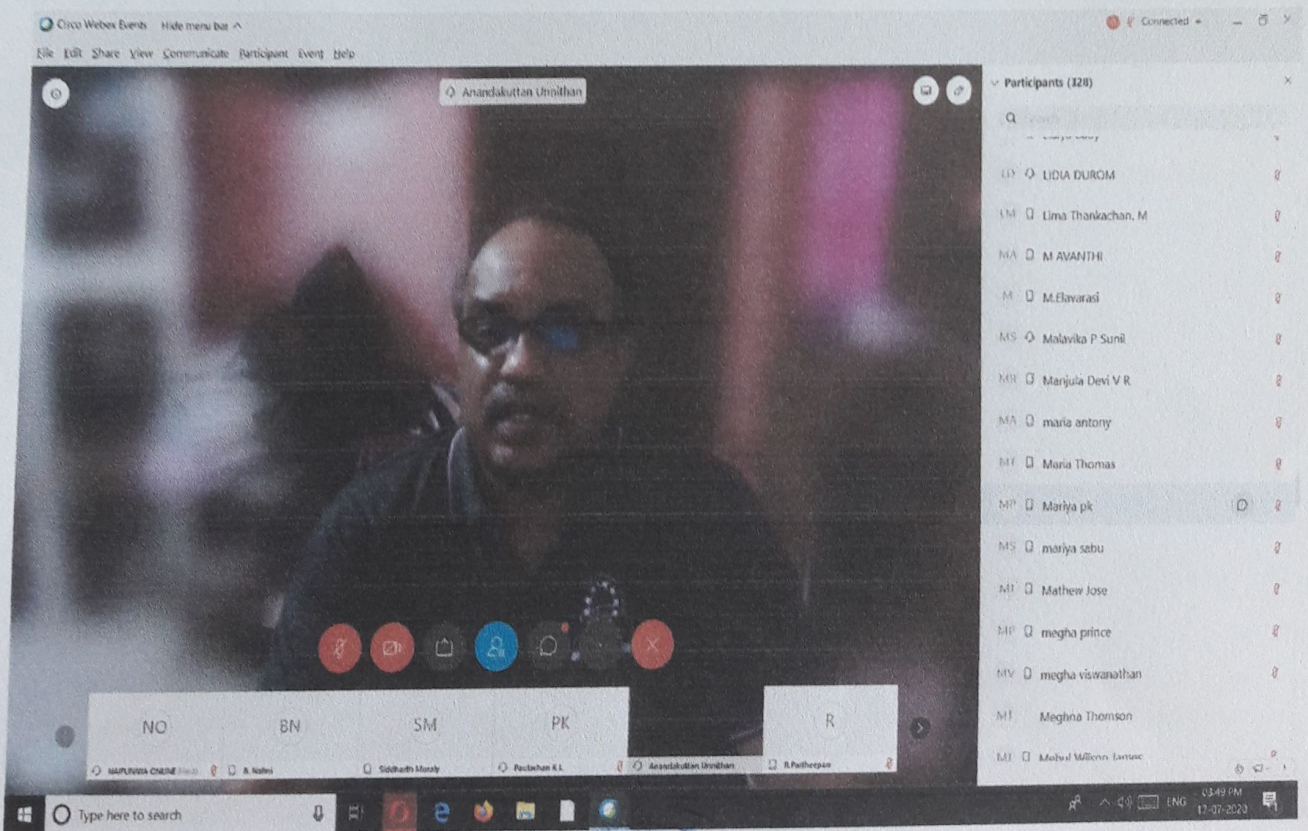
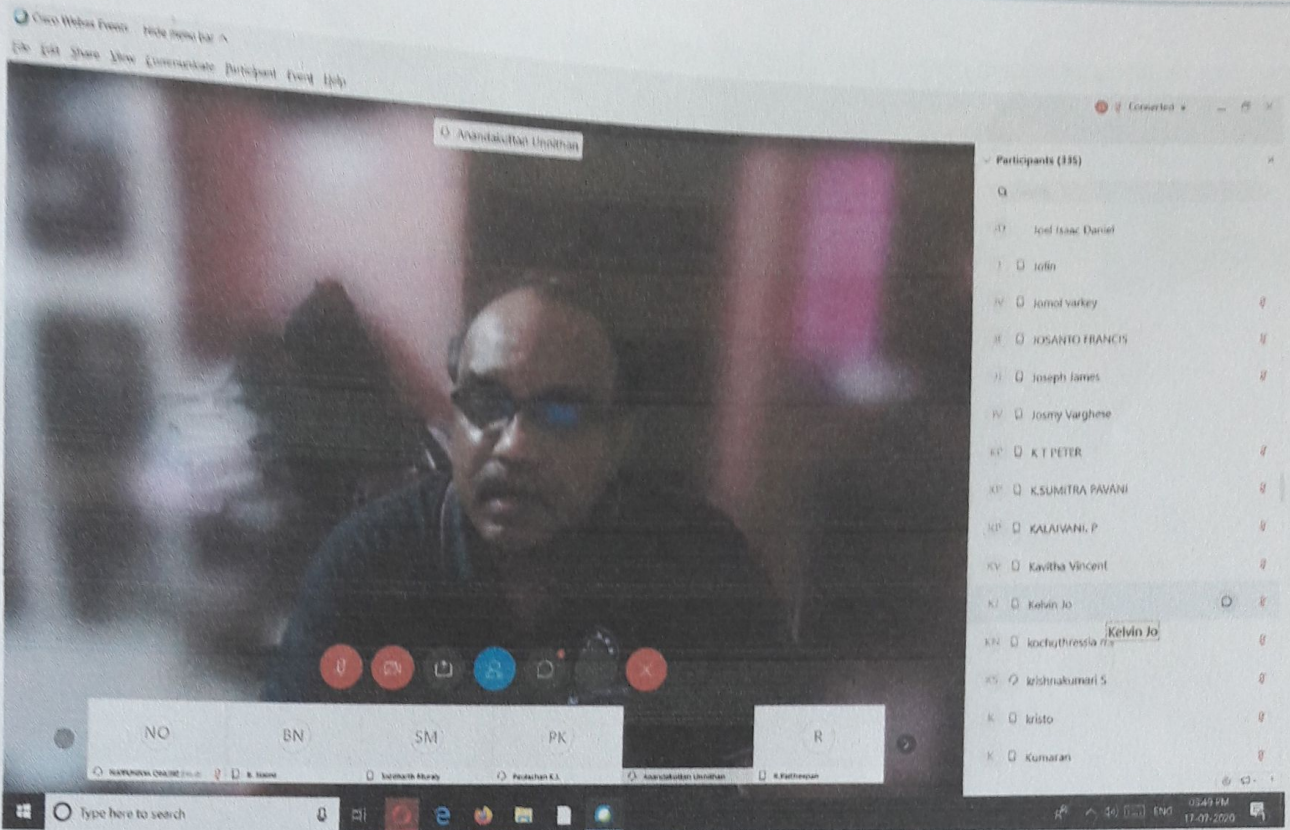
Name of Faculty: **Joseph James**

Department: **Commerce**

Date: **9-8-2020**

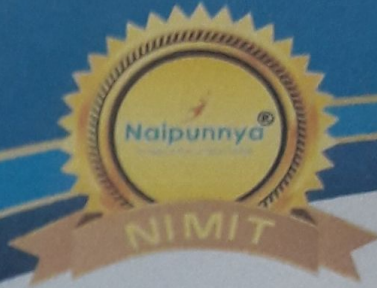


Screenshots



E-Certificate

CERTIFICATE OF PARTICIPATION



NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY (NIMIT)

(Affiliated to University of Calicut, Accredited by NAAC with B++, ISO 9001-2015 Certified)
Pongam, Koratty East, Thrissur District, Kerala State, India, Pincode - 680 308

NATIONAL WEBINAR ON "MARKETING IN A VUCA WORLD"

This is to certify that Mrs. Anitha Mary Alex, Naipunnya Institute of Management and Information Technology (NIMIT) has participated in the National Webinar on "Marketing in a VUCA World", organised by IQAC in association with Computer Applications Stream, Department of Commerce, Naipunnya Institute of Management and Information Technology on 17 July 2020.

Mr. Joseph James
Faculty Coordinator

Dr. Joy Joseph Puthussery
IQAC Coordinator

Fr. (Dr.) Paulachan K J
Principal & Executive Director

