



College of Commerce, Science & Information Technology, Pimpri Pune

Institutional Distinctiveness

Portray the performance of the Institution in one area distinctiveness to its priority and thrust within

Response

Global Exposure

The institute always has focused on the development of students and preparing them for the future global platform. The budding mindset needs more exposure to diverse knowledge than being just a small subject book. It is believed that international exposure plays a major role when you want to succeed in today's economy. Therefore, at the ASM GROUP of the Institute students can develop their subject knowledge along with foreign exposure to the topic. This helps you to understand the world marketplace through various factors.

According to, Amit Das Gupta, Inaugural India Country Director, UNSW (The University of South Wales), Australia

“The development of transportation and telecommunication has diminished physical distances across the globe and blurred the boundaries among nations. An increasing number of governments, corporations, and individuals (students/professionals) have started making connections with one another, regardless of their nationality”.

He also says, “With the world converging towards globalization, there is greater scope to widen opportunities in education, especially for students. As a result, today's students have higher chances of implementing practices in the global arena and learn learning the know-how of different countries. Cross-cultural references and a global perspective allow students to have a pragmatic view of international industries.”

The faculty at ASM Group of Institute has experience with some of the leading business schools or corporations. The college being a part of ASM Group of Institute has an understanding that MOU's signed will be effective for IBMR, CSIT, IPS, IMCOST. The students will be beneficial by MOU's..

The institute organizes events, seminars, webinars, where students are exposed to corporate World champions where and students directly interact with them.

The aim of this event is to make the learning platform broader and expose the students with a global knowledge bank.

Its objectives are:

- To acquaint students with global knowledge.
- To achieve personality and attitude enhancement.
- To provide cross-culture exposure.
- To build up strong networking for future growth.

These objectives are achieved by organizing the following events:

Join India's Admission Hunt 2020 webinar session on *'Career options in Management & Engineering during New Normal & Beyond'*

The Webinar was addressed by keynote speaker, Lt Col Kailash Bansal, Director, AICTE and panel speakers were Prof Manoj Kumar Pandey, Associate Professor & Ex Head - Admission & Branding, BIMTECH, Dr. Sandeep Pachpande, Chairman, ASM Group of Institute, Pune Dr. Akhil Shahani, MD, The Shahani Group, Mumbai, Dr. Rakesh D. Vanzara, B.Tech. Programme, Ganpat University, Mehsana, Prof (Dr) Naveen Das, Dean Academics & Dean School of Business & Economics, Adamas University, Kolkata, Ashish Manohar Urkude, Pro Vice-Chancellor, Mangalaytan University, Aligarh.





Audyogik Shikshan Mandal (ASM), in collaboration with Pune Management Association (PMA), Global India Business Forum (GIBF), Consortium of Human Resource Development (CHRD), Indian Business Club (IBC) & SCOOPIN, organised 3 day workshop on Intellectual Property Rights, with specific reference to Patents, Industrial designs & Trademarks.



ASM Group of Institutes is conducting a webinar on the Impact of COVID-19 on the Indian Economy.

Resource person :Ms. Latika Sharma ,

Ms. Sharma has completed her master's in Economics from the London School of Economics and Political Science and has extensive experience in working with the Indian government as a consultant.

The Webinar is organized for Faculty members, Ph.D. scholars Professionals, and Students from all streams.



NextGen Innov8 and ASM is hosting **ASMA Thought Leadership Forum 2022 – Reimagining the Education Ecosystem: Shaping Digital Leaders**. The webinar will delve into understanding how today’s leaders can harness the power of digital innovation to transform the learning culture aimed at engagement and achievement.

Academic Keynote Speaker
 Dr. Rajan Saxena, Management Guru & Veteran Educationist, Former VC – NMIMS

Industry Keynote Speaker
 Amit Das, Director HR & CHRO - Bennett Coleman Co Ltd (Times of India Group)

In the pursuit of excellence and perfection, ASM Group of Institutes, Pune has been recognised with the ‘Icons of Learning’ Award by Business Excellence & Research Group (BERG), Singapore. The award was presented to Dr Sandeep Pachpande, chairman of ASM Group on 9th November 2017 at the 4th Icons of Learning Summit & Awards, Singapore. Speaking at the event Dr Sandeep acknowledged the challenge of changing education streams and courses for preparing a future workforce. He also stated that "we have collaborated with Harvard Business School, for the HBX CORE program, for our students to learn from global programs and be prepared for future jobs in India and worldwide". Here are a few glimpses of the grand ceremony.



Lecture by
Dr.Sanjay
Pudasani,
**Associate
Professor
University of
Kathmandu
Nepal** on
Decision
support system
for
management
decision
making
process.



His knowledge domain are Design Thinking, Business incubation, Soft Skills , Data Management, e-commerce, Digital marketing, Social media analysis and has strong analytical and professional skills in the field of information system, business analytics, e-commerce, knowledge management and data mining. He has over 10 years experience of information system management, He has completed MSC-IT and EMBA from Kathmandu University with (magna cum laude merit) and received Nepal Vidhya Bhusan Padak for securing highest GPA in EMBA.

Mr.Pravin Rajpal, Founder of Innovation Next, Thought Leader of the i360 Global Innovation Movement,Pioneer of iLab's 4.0, 2018



Seminar on “Critical Thinking and Innovation.” 2018



Margherita Mori is a Full Professor of Financial Markets and Institutions at the University of L’Aquila, Italy, and the coordinator of the scientific agreement between this institution and ASM Group of Institutes, Pune, India. As a prominent academic, she is affiliated with several scientific entities worldwide, such as the International Research

Association of Modern Education and Computer Science (RAMECS) and the International Center of Informatics and Computer Science (ICICS).

“Seminar on ECONOMIC CONDITION AND BUSINESS PERSPECTIVE IN INDIA AND ACROSS GLOBE”, She highlighted many economic concepts and their relationship with population growth. She also highlighted the effect of demonetization on the overall economy.



ASM Group of Institutes is bringing to you yet another insightful international webinar on TRIZ Tools for Disruptive Cost Reduction. To host this inspiring session, we will have with us the globally-renowned expert, Dr. Simon S Litvin, Ph.D., TRIZ Master, CEO/ President, GENTRIZ LLC.

As all of us are slowly resuming our business operations and focusing on growth, it has become imperative to adopt processes that can reduce costs.

Sign up for this webinar right away and learn about the powerful TRIZ tools with TRIZ, Dr. Litvin.



**PARTICIPATES
IN**
eWMS
**E WORLD MARKETING
SUMMIT 2021**

NOV 6-7, 2021

HELLO TOMORROW

BUILDING THE NEXT NEW NORMAL

The eWMS Regional Partner

ALPHA OMEGA
INFOSOLUTION INDIA PRIVATE LIMITED

Associate Partner



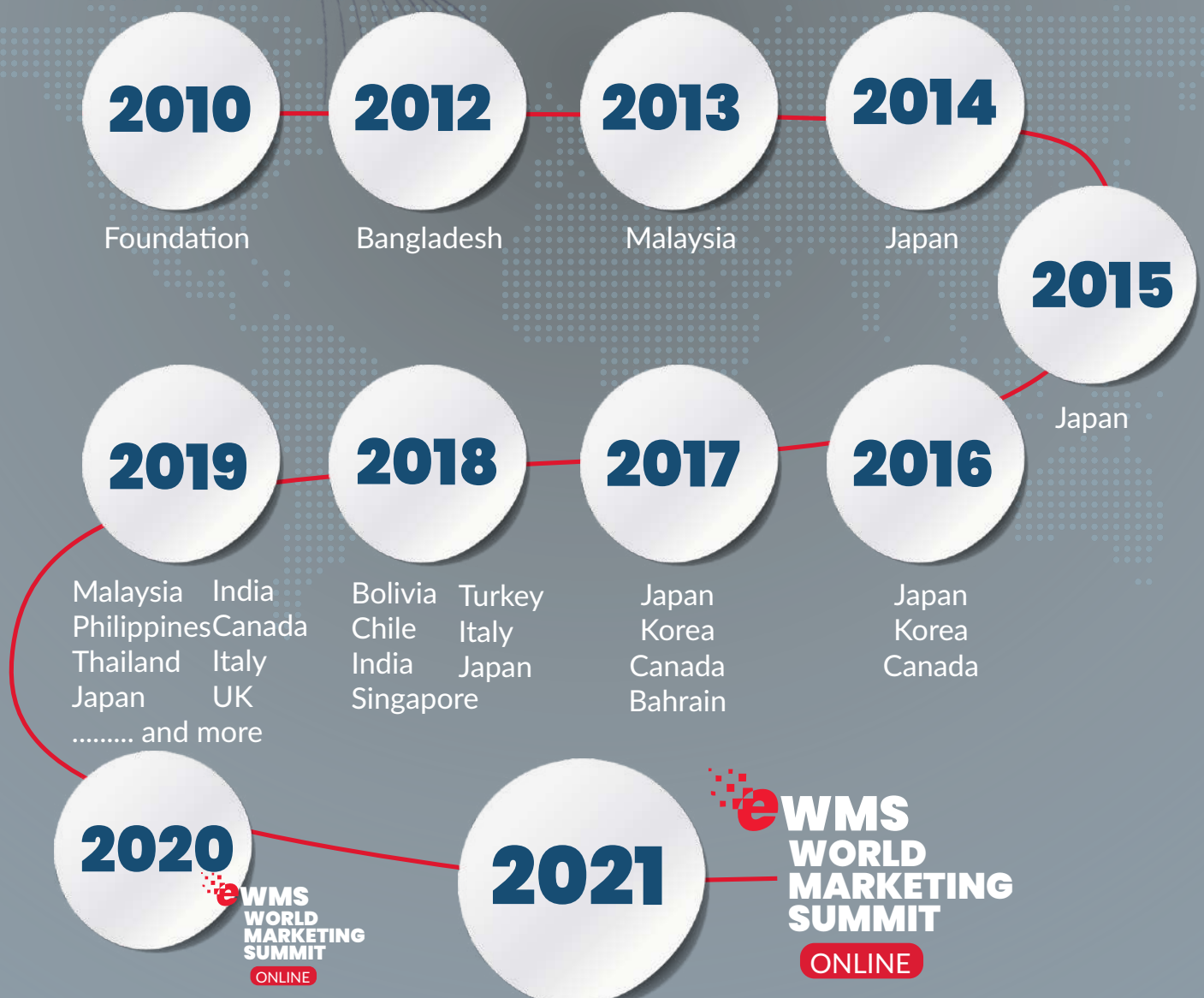
What is the WMS?

The World Marketing Summit (WMS) is a global organisation committed to creating a better world for the future generation through marketing.

WMS was created in 2010 by Prof. Philip Kotler, popularly known as the “father of modern marketing”, who has initiated global movements through marketing strategies that inspire change in human behavior leading to a positive impact on society and living.



Over the years, these countries have hosted the World Marketing Summits:



In 2020, as nations' borders remained closed, the **World Marketing Summit** went digital and reached more than thirty countries!

Again, the 2021 **eWorld Marketing Summit** will be streaming live to a global audience from **November 6 to 7**. Delegates from East to West, developed and emerging economies, will come together!

100+

PARTICIPATING
COUNTRIES

100+

WORLD
RENOWNED
SPEAKERS

48HR

NON - STOP
BROADCAST
WORLDWIDE

150,000+
PARTICIPANTS

TORONTO

NEW YORK

LONDON

MILAN

MUMBAI

TOKYO

HELLO TOMORROW

BUILDING THE NEXT NEW NORMAL



Hello Tomorrow!

BUILDING THE NEXT NEW NORMAL.....

The pandemic has created a critical phase which demands a fresh thought process to rethink your future, for yourself and for future generation and to make this a better world through marketing.

Our objective is to bring together global leaders in business, marketing, digital and social media, academics, branding and related professions to discuss how marketing and innovation philosophies and insights can find effective and sustainable solutions to challenge the contemporary world by empowering our citizens to make them well-informed people for a better future.

The wait is over...

**INDIA
PARTICIPATES
IN THE
WORLD 'S
BIGGEST
MARKETING
SUMMIT**



LEARN FROM THE LEADERS AND GET INSPIRED!

ewms

FEATURED SPEAKERS



PROF. PHILIP KOTLER
Father of Modern Marketing
& Founder of WMS



SADIA KIBRIA
Founder of Socialpreneurship
CEO of WMS Group & Kotler Impact



MAURO PORCINI
Chief Design Officer
PEPSICO, USA



KOZO TAKAOKA
Founder of Innovation School
Japan



TATSHUHIKO FUKATANI
CEO, Nestle
Japan



DR. MANOJ SINGH
CEO, Kotler Impact
India



MILTON KOTLER
CEO, Kotler Marketing Group
USA



MARSHALL GOLDSMITH
Executive Training Coach
USA



ENRICO FOGLIA
CEO, Kotler Impact
Italy



MARC OLIVER OPRESNIK
CRO Kotler Impact
Germany



RACHELE GABELLINI
Negotiation expert, ADR Center
Italy



DR. MOHAMMED HATUT
Marketing consultant
Saudi Arabia



PROF. FRANCO ORSUCCI
University College London
UK



DR. KHALID HASAN
CEO, ResInt
Canada

FEATURED SPEAKERS



KAYOKO TSUCHIYA
CEO, Seekers Base,
Japan



ROYKE TUMILAAAR
CEO, PT Bank Negara Indonesia
(Persero) Tbk



DR. VINNIE JAUHARI
Director of Education
Microsoft, India



PROF. HERMANN SIMON
Founder Simon-Kucher & Partners
Germany



DAVID AAKER
CEO, Prophet Inc
USA



PROF. DAVID REIBSTEIN
Wharton Business School
USA



PROF. HIROTAKA TAKEUCHI
Harvard Business School
USA



GABRIELE CARBONI
CEO, Weebo
Italy



IMRI MUKHTAR
CEO Telecom
Malaysia



ROBERT WOLCOTT
CEO TWIN
USA



ASAKO HOSHINO
Executive Vice President
Nissan Motors Co.
Japan



DR. IGOR MANN
Synergy Business School
Russia



PROF. JONATHAN DECONI
University of Wales
UK



SUSUMU FUJITA
President of Cyberagent
Japan



ELENA HURTADO
CEO Kotler Impact LATAM
Bolivia



DR. PACAPOL ANURIT
Co-Founder Mankind Consultant
Thailand

FEATURED SPEAKERS



PROF. HENRY MINTZBERG
McGill University
Canada



PAOLA ALDAZ
Chief Innovation Officer, DDB
Columbia



DENNIS ROTHMAN
Expert on Artificial Intelligence
France



MARTHA ROGERS
Co-Founder, Don Peppers
USA



PROF. AUNG TUN THET
Economic Advisor
Myanmar



MONICA GOMEZ
Head of Google Agencies
Central America, Columbia



NANCY LEE
Bill & Melinda Foundation
USA



ELIA GUARDIOLA
CEO, Serendipia
Spain



HERMAWAN KARTAJAYA
Founder, Mark Plus
Indonesia



STEFANIA PERTUSI
Vice President, Tetra Pak
Italy



RICHARD STRAUB
Founder, Global Peter Drucker
Foundation
Austria



AMIR PARACHA
CEO, Unilever
Pakistan



DOMINIQUE TURPIN
Dean of External Relations, IMD
Switzerland



PROF. MORAN CERF
Kellogg School of Management
USA



SANDRA SOTILLO
Founder & CEO, Trust Maker
Spain



DR. AHMAD TOLBA
American University Cairo
Egypt

....and more

INTERESTING TOPICS COVERED

Value Creation

Design Thinking & Modelling

Neuroscience & Game Design

New Product Development

Customer Journey Mapping

Market Segmentation

Behaviourial Analytics

Targeting and Positioning through Pricing

Omnichannel Strategy

Digital Marketing ‘

Digital Transformation

Influencer Marketing

Customer Data Management

Blockchain Technology

Marketch

Social Entrepreneurship

Management of Technology

Start-ups Marketing

Social Marketing

Healthcare Marketing

Online Negotiations

Internet of Things

Content Development and Management

Public Relations

Interconnectedness of Marketing Functions

Winning Through Innovation

....and more



SPEAKERS' COMMUNITY*



*The past and the present participants

SPEAKERS' COMMUNITY*



SANOOK!



VELIMIR SRIĆA



**MARSHALL
GOLDSMITH**



ATREVIA™



U. PORTO



UCLA Anderson School of Management



UCLA Anderson School of Management



HOWARD A. TULLMAN



ATREVIA™



BILL & MELINDA GATES foundation



*The past and the present participants

Legal Disclaimer:

- International speakers are subject to their availability.
- Once purchased the refund for tickets cannot be made.
- The tickets are not transferable.
- T & C Apply.

Dr. Philip Kotler

Father of Modern Marketing

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The eWMS Regional Partner



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College of Commerce, Science & Information Technology, Pimpri

Report of e-WMS, 2021 (for faculty)

Date:28th Dec,2021

Our Parent Institute ASM IBMR provided opportunity to Faculty and Students of CSIT to participate in “World Market Summit 2021”.Through online Platform.

Overall event report: (Min 2 to 3 pages)

In today's world, innovation is key for any corporation looking to stay afloat. The brainchild of Professor Philip Kotler -Father of Modern Marketing, The World Marketing Summit is the biggest gathering of Marketing professionals, Practitioners, enthusiasts. The virtual event this year themed: "Hello Tomorrow: building the next new normal, will be aired live on November 6th and 7th 2021. With over 100 speakers and participants from over 104 countries, the event promises to be its biggest version till date.

Professor Dr. Philip Kotler along with other eminent Speakers shared their innovative ideas for the future of business and how they bring it into reality. eWMS was streamed for 48 hours on 30+ topics in order to educate, train & stimulate audiences from 100+ countries.

Some topics Speakers has discussed in two days event are,

- Value Creation
- Design Thinking &Modelling
- Neuroscience & Game Design
- New Product Development
- Customer Journey Mapping
- Market Segmentation
- Behavioural Analytics
- Targeting and Positioning through Pricing
- Omni channel Strategy
- Digital Marketing
- Digital Transformation

- Influencer Marketing
- Customer Data Management
- Block chain Technology
- Market tech
- Social Entrepreneurship
- Management of Technology
- Start-ups Marketing
- Social Marketing
- Healthcare Marketing
- Internet of Things
- Content Development and Management
- Interconnectedness of Marketing Fanons
- Winning Through Innovation

Some of the featured speaker and their details as given below,

Professor Dr. Philip Kotler:

Philip Kotler is the founder of the WMS organization. Kotler is currently the Professor of International Marketing at the Kellogg School of Management at Northwestern University. He was named, the Leader in Marketing Thought by the American Marketing Association due to his leadership in expanding marketing techniques into modern society. His work in expressing the importance of viral marketing techniques through the use of blogging and other internet strategies also won him the title of The Founder of Modern Marketing Management by the Handbook of Management Thinking.

His master's degree was obtained at the University of Chicago and his Ph.D. through MIT, both of which are in economics. Upon completing these studies, he furthered his education by doing post-doctoral work in mathematics and behavioral science. His background in such fields provides him with a unique view of marketing as he is able to understand the way people think and how they will respond to certain marketing strategies given a variety of factors.

Sadia Kibria:

As the CEO of Kotler Impact, she has been able to work with businesses from all around the world to implement new strategies for better care and education for their stakeholders. These transformations include but are not limited to growth in marketing campaign strategy; brand recognition improvement by implementing disruptive innovation tactics such as social media integration into virality loops; creativity being fostered through insight-driven thinking processes and strategic partnering networks which help generate innovative

solutions. She also speaks frequently on women empowerment and helping women enter the field of marketing and growing as she did herself.

Sadia is recognized by the Asia Times as one of the best global marketing minds today due to her unique stance on combining sustainability with global marketing. Alongside Professor Kotler, she has discussed social Entrepreneurship at dozens of speaker events in over 50 countries.

Mauro Porcini:

Chief Design Officer at PepsiCo in the United States, Mauro Porcini will also be making an appearance at the 2021 eWMS. Mauro has been deemed with numerous awards including Fortune's 40 under 40, Fast Company 50 Most Influential Designers in the USA, Master of Design, and Most Creative People in Business. Mauro earned his bachelor's degree at Liceo Scientifico Galileo Ferraris and his master's degree from Politecnico di Milano. His bachelor's and master's degrees are both held in design.

Having won more than 1,100 design awards, Mauro and his team at PepsiCo have made incredible strides in the marketing world. Mauro joined PepsiCo in 2012 as the company's first-ever Chief Design Officer. The purpose of his hire was to reinvent the PepsiCo brand through design and marketing techniques. Mauro took on that role with great pride and rebranded PepsiCo across numerous areas of the company.

He reinvented not only the Pepsi brand, but also, their other popular sub-companies such as Lay's, Mountain Dew, Tropicana, Cheetos, SunChips, SodaStream, Gatorade, Quaker, Lifewtr, Naked, Kevita, and more. His focus with the company includes product design, packaging design, event planning, advertising/marketing methods, licensing, retail, and digital endeavors.

Kozo Takaoka :

Founder of Innovation School in Japan, Kozo Takaoka is a unique speaker to be seen at the eWMS this year. Takaoka is a 30-year veteran at Nestle Japan and is well renowned in his marketing field in the country. His work done at Nestle Japan has been featured in textbooks and examined in business school case studies for being ahead of its time, in the best way possible. Takaoka focuses his marketing techniques on consumer connectedness and embracing transparency in the current world of social media.

Takaoka's career in beverage marketing began long before his hire for Nestle. He spearheaded the design and marketing for the Barista coffee maker in 2009 after presenting data that showed the Japanese public had an insatiable need for specialty coffee drinks that could be made at home using instant coffee. This later turned into the original design concept for the coffee pods or capsules we see all over store shelves today.

Professor Henry Mintzberg:

A renowned professor at McGill University in Canada, Henry Mintzberg has been teaching at Desautels Faculty of Management of McGill University in Montreal, Quebec, Canada since 1968. Mintzberg began his education in mechanical engineering by earning a bachelor's in the field at McGill University. However, he later discovered his interest primarily lied in business management studies. Upon this discovery, Mintzberg rerouted his career by earning a bachelor's and master's in business management from MIT. He then returned to his home school, McGill University, where he still holds the position of Cleghorn Chair of Management Studies in the Desautels Faculty of Management.

Professor Mintzberg focuses his research on observing and analyzing the way leaders and managers work within their company as well as how different parts of a company interact with each other and how the company workers interact with each other. Through his analyses, he proposes changes where they are needed and is well-known for his ability to help a company achieve greater results where desired.

Mintzberg has authored (and co-authored) 15 books since beginning his career in the field. His most popular, well-known works include Mintzberg on Management, The Nature of Managerial Work, The Rise and Fall of Strategic Planning, and The Structuring of Organization. He has also been seen in academic journal publications with his over 150 scholarly articles, one of which earned him the Strategic Management Journal Best Paper Prize in 2005.

Marshall Goldsmith:

Marshall Goldsmith is the only person to ever win the Thinkers 50 award twice for #1 Leadership Thinker in the World. He has also been ranked as a top 10 business thinker for the last eight years. His work focuses on the development of leadership skills for business managers, HR managers, and varying other business sub-fields. Over 150 CEO's have reached out to Goldsmith to work with him on furthering their coaching abilities to improve their company stats.

Goldsmith has authored and/or edited 36 books in his career. Three of these books landed him the New York Times Best Seller award and have been listed as best sellers in 12 countries. He has received numerous awards and acknowledgements across varying business bureaus including:

- INC Magazine – #1 Executive Coach
- Forbes – One of five most-respected executive coaches
- Wall Street Journal – Top 10 executive educators
- Leader to Leader Institute – Leader of the Future award

Mr. Tatsuhiko Fukatani:

Recently assuming the position as CEO of Nestle Japan after the company's former CEO (Kozo Takaoka) retired, Fukatani has made great strides in his career prior to and since assuming the new position. It's said that Takaoka actually recommended Fukatani for the position as they have been working together for several years.

Prior to his current role at Nestle Japan, Fukatani was the Managing Executive Officer as well as the General Manager of the Beverage Business Division at Nestle Japan. He joined the company in 1996, managing the design and marketing side for the Nescafe division of the company.

Professor Michael Jacobides:

Professor Michael Jacobides works at the London Business School where he holds the Sir Donald Gordon Chair of Entrepreneurship & Innovation. His work focuses on value migration, industry evolution, having firm boundaries, and organization design. His current focus is on the importance of digital platforms and what this means for marketing as well as policy issues within pre-existing and currently developing companies. He has won the Sloan Foundation Award for his work, much of which has appeared in numerous academic journals in the UK.

Jacobides earned his Ph.D. through Wharton and is the Chief Expert Advisor on the Digital Economy at the Hellenic Competition Commission. He is also the Lead Advisor of Evolution Ltd and an Academic Advisor to the Boston Consulting Group. Jacobides also frequently writes for SMR, Forbes, and HBR and was noted as one of the Thinkers50 in 2019. He has also been featured on CNN and BBC.

Amir Paracha :

Currently the Chairmen and Chief Executive Officer of Unilever Pak, Amir Paracha joined the company in 2000 and has held numerous leadership roles within the company since. Paracha's primary role at the company was the VP of Customer Development for the Pakistan and North Africa Middle East sectors of the company. He maintained an inspired vision for the future of the company and promoted change where needed from a leadership standpoint.

Paracha has won several awards for his excellence including the Brand Excellence Asia Bronze Award 2002 (twice), Mindshare Asia Pacific Purple

Head and Golden Planet Award, and Honorary Lifetime Membership Award by the Marketing Association of Pakistan.

This year's speakers at E World Marketing Summit 2021 are shaping the future of marketing. Explore what they have to say about some of today's most pressing challenges so you can get ahead and stay competitive in a world that is constantly evolving, and enroll now for this global summit!

4. Conclusion:

- All the attendees have learned from world-class thought leaders and entrepreneurs at the cutting edge of business practices.
- Learned to make effective marketing and sales strategies in changing environments.
- Got the right knowledge and experience of how consumers behave and what motivates them.
- Got an idea of how you can successfully undertake the opportunities of a new normal by capturing them.
- This event was the opportunity to network with more than 100+ global companies and learn about new ways that branding and advertising can work hand-in-hand