

## लखनऊ विश्वविद्यालय, लखनऊ University of Lucknow, Lucknow

### Press Note 07 June 2020

International E-Seminar on Changing Paradigms in Marketing (7 June 2020)

The Department of Business Administration (LUMBA), University of Lucknow organized an International E- Seminar on “Changing Paradigms in Marketing” on 7th June, 2020. The e-seminar witnessed unprecedented registrations crossing the 2500 mark from academicians, corporate professionals, managers and students across five continents (USA, Europe, Australia, Africa and Asia) and more than fifteen countries (Singapore, Australia, Kenya, Finland, Pakistan, Canada, Afghanistan, UK, India, Nepal etc.). Due to the overwhelming response, the organizers had to close registrations one day before the event. However, in order make the event accessible to everyone; it was broadcast live on the YouTube Channel of the Department.

The first speaker was Prof. Alok Kumar Rai, Vice Chancellor University of Lucknow. Prof Rai emphasized upon the importance of customer relationship management and proposed an architectural framework for the same. Mr. Rajiv Jamkhedkar, CEO, Serengeti Ventures spoke about the need to innovate and come up with new products to survive in the current scenario. Marketing needs to consider environmental value, aesthetic value and human value rather than just focus on economic values was the insight provided by Prof. Pia Polsa, Professor of Marketing, Hanken School of Economics, Finland. Mr. Sudhir Syal, CEO, BookMyShow, UAE highlighted how customer acquisition costs can be curtailed through leveraging Public Relations Strategy. Mr. Syed Rizvi, Head, Cognitive Business Operations, TCS, North America stressed upon the importance of using digital technologies in current scenario and introduced the concept of ‘Purpose’ statement that needs to be declared by brands. Over 1000 questions were received by the organizers. Only a few could be taken up due to paucity of time.

Earlier, a warm welcome was extended by the Organizing Secretary, Dr. Ritu Narang, Assistant Professor, Department of Business Administration.

This event was a huge success where participants stayed logged in till the end of the e-Seminar. Congratulatory messages were pouring in till the time of this reporting.

व्यवसाय प्रशासन विभाग (LUMBA), लखनऊ विश्वविद्यालय ने 7 जून, 2020 को "मार्केटिंग में बदलते प्रतिमान" विषय पर एक अंतर्राष्ट्रीय ई-सेमिनार का आयोजन किया। ई-सेमिनार में शिक्षाविदों, कॉर्पोरेट

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पेशेवरों, छात्रों और प्रबंधकों से 2500 का आंकड़ा पार करते हुए अभूतपूर्व पंजीकरण देखा गया। पांच महाद्वीपों (यूएसए, यूरोप, ऑस्ट्रेलिया, अफ्रीका और एशिया) और पंद्रह से अधिक देशों (सिंगापुर, ऑस्ट्रेलिया, केन्या, फिनलैंड, पाकिस्तान, कनाडा, अफगानिस्तान, यूके, भारत, नेपाल आदि) के प्रतिभागियों के कारण, आयोजकों को आयोजन से एक दिन पहले पंजीकरण बंद करना पड़ा। हालांकि, क्रम में घटना को हर किसी के लिए सुलभ बनाना; यह विभाग के YouTube चैनल पर लाइव प्रसारित किया गया था।

पहले वक्ता लखनऊ के कुलपति प्रो आलोक कुमार राय थे। प्रो राय ने ग्राहक संबंध प्रबंधन के महत्व पर जोर दिया और इसके लिए एक वास्तुशिल्प रूपरेखा का प्रस्ताव रखा। श्री राजीव जामखेडकर, सीईओ, सेरेन्गेटी वेंचर्स ने वर्तमान परिदृश्य में जीवित रहने के लिए नए उत्पादों के साथ नया करने और आने की आवश्यकता के बारे में बात की। विपणन को आर्थिक मूल्यों पर ध्यान देने के बजाय पर्यावरणीय मूल्य, सौंदर्य मूल्य और मानवीय मूल्य पर विचार करने की आवश्यकता थी, यह प्रो। पिया पोल्सा, विपणन के प्रोफेसर, हैकेन स्कूल ऑफ इकोनॉमिक्स, फिनलैंड द्वारा प्रदान की गई अंतर्दृष्टि थी।

श्री सुधीर स्याल, सीईओ, बुकमायशो, यूई ने इस बात पर प्रकाश डाला कि किस तरह से पब्लिक रिलेशन स्ट्रेटेजी के जरिए ग्राहक अधिग्रहण की लागत को कम किया जा सकता है। श्री सय्यद रिज़वी, प्रमुख, संज्ञानात्मक व्यवसाय संचालन, टीसीएस, उत्तरी अमेरिका ने वर्तमान परिदृश्य में डिजिटल तकनीकों का उपयोग करने के महत्व पर जोर दिया और पोसे उद्देश्य 'बयान की अवधारणा पेश की जिसे ब्रांडों द्वारा घोषित किए जाने की आवश्यकता है। आयोजकों द्वारा 1000 से अधिक प्रश्न प्राप्त किए गए थे। समय की कमी के कारण कुछ ही लिया जा सका।

इससे पहले, आयोजन सचिव, व्यवसाय प्रशासन विभाग के सहायक प्रोफेसर, डॉ। रितु नारंग द्वारा गर्मजोशी से स्वागत किया गया।

यह आयोजन एक बड़ी सफलता थी जहाँ ई-सेमिनार के अंत तक प्रतिभागी लॉग इन रहते थे। इस रिपोर्टिंग के समय तक बधाई संदेश डाले जा रहे थे।

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### Webinar on “Happiness: Different strokes on canvas of Covid – 19”

06<sup>th</sup>-7<sup>th</sup> of June, 2020

19’ organised by Psychology Department of University of Lucknow. The department is already providing Covid-19 counselling for mental health of students, this is another initiative taken by them to ensure good mental health of people during the times of pandemic. Today when the norms of social distancing have become equivalent to call for survival, webinars are an excellent medium to stream information and guidance to people.

For the webinar, department invited two speakers, Brahmakumari Sister Radha (Head of lucknow zone of Brahmakumaris) and Ms. Aparna Nivetia (Founder and Chairperson Rejuvenation- A Spiritual Foundation). The two speakers were joined by Prof Madhurima Pradhan (Head, Psychology Department, Lucknow University), who has specialization in Positive Psychology, Counselling, Spirituality and Mindfulness.

The webinar was inaugurated by Prof. Alok Kumar Rai, Vice Chancellor of Lucknow University. In his inaugural address he unfolded the agenda of the webinar in the form questions pertaining to happiness, its meaning and way to find it. BK Radha is a practitioner and instructor of Rajyoga meditation for last 35 years. During the webinar, she elaborated on the meaning of word **LIFE- Look Internally and Forward Externally**, which is to find happiness from within and to radiate it to the world. She said, as our body’s immunity is levelled up by healthy food intake, in the same way to make your mind immune from panic and stress, regular practice of meditation is necessary. Ms.Aparna Nivetia, through her address emphasized on the role of spirituality in controlling outside circumstances from affecting our mental peace and equilibrium. According to her, to make spirituality a part of one’s daily life, no specific age or other special capabilities are required, but what’s required is a peaceful mind and dedicated practice. Prof. Madhurima Pradhan presented her views based on Positive Psychology and Indian Psychology. She said, ‘To be happy, is both a science and an art. Positive Psychology and Indian Psychology play an integral role in guiding us for the same. To be happy is the basic nature of human beings but is made difficult due to ignorance. Meditation, prayer, gratitude, and spirituality are the key to mental stability and happiness’. She explained the difference in the working of happy and unhappy mind and also gave tools to turn an unhappy mind to a happy and satisfied mind. She also talked about various factors that affect the level of happiness of a person. She affirmed that age, income, gender, education social status are not the only decisive factors for happiness. The level of happiness and mental stability is actually decided by level of positive thinking, gratitude, self- esteem, optimism, surge capacity

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and quality of social relationships. Dr. Manini Srivastava was the Organising Secretary of the webinar and Dr. Archana Shukla was the Convener for the same. On the second day of the happiness webinar, the department invited representation from Sadhguru's Isha Foundation to share their principles of happiness and meditation. During the session, the demonstrations of Samhakriya (an immunity boosting breathing exercise) and Isha kriya were made. Discussion was also made on inner engineering for stable happiness. In the end the Dean Faculty of Arts Prof BK Shukla addressed the gathering and talked about various ways of attaining happiness and leading a life devoid of fears.

All the two sessions were experiential and tried to help the participants learn to deal with the daily stressors of life.