

**SYMBIOSIS
CENTRE FOR
MANAGEMENT
STUDIES, NOIDA**

www.scmsnoida.ac.in



**GLOBAL MARKETING
INNOVATION SUMMIT
2022**

25th FEBRUARY, 2022

ABOUT:

Symbiosis International (Deemed) University, Pune, India

Symbiosis International (Deemed University) is a multi-disciplinary university offering its students and faculty a vibrant learning ecosystem designed around its multi-cultural and innovative ethos. Established in 1971 by Prof. Dr. S.B. Mujumdar, it is a 'home away from home' for International students. The Institution is based on the principles of Vedic thought of "World as One Family". The University's name fittingly captures the quintessence of the relationship with International students; a mutually beneficial bond between India and the International student community. Symbiosis is committed to building international understanding by offering quality education, and is resplendent of the activities and students of more than 85 countries.



Symbiosis Centre for Management Studies, NOIDA, India

Symbiosis Centre for Management Studies, NOIDA, a Constituent of Symbiosis International (Deemed University), Pune began its operations in December 2010. Based in the National Capital Region, it imparts quality management education at the undergraduate level. The focus is on holistic growth of the student. Over the decade, SCMS NOIDA has grown leaps and bounds and is presently catering to over 900 students in its flagship program, Bachelor in Business Administration (BBA). With the focus on holistic growth of the students, SCMS NOIDA has reached the milestone of being rated amongst the best BBA colleges in India



ABOUT US:

The International Cell looks forward to exploring collaboration with foreign universities for semester exchange and summer school opportunities. We aim to organize workshops and talk series with international speakers from academics and industry. The cell also hopes to ensure a comfortable and conducive environment for international students during their stay in India.

We believe in cultivating, nurturing & fostering international exposure through education of high excellence and eminence. By creating a platform where scholars from all across the globe are appreciated, respected, and embraced with open arms, the cell tries to put its vision into practice. The cell has successfully conducted various events, workshops, & talk series throughout the year with the aim to provide students with a holistic international exposure

INTERNATIONAL CELL , SCMS NOIDA

Our Initiatives:

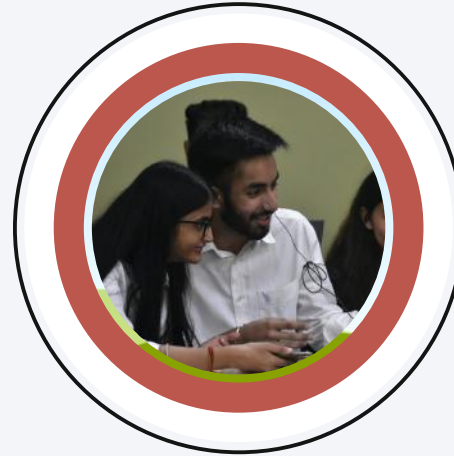
- International Conclave 2021
- Collaborative Online International Learning (COIL) Courses
- Global Talk Series
- Summer School
- Semester Exchange
- SYMFORUM'2020
- International Students Day
- DHBW Online Simulation Programme
- International Conference - "INCONSYM 2020"
- Summer E - Academy Workshops
- Buddy Initiative
- International Women Day



MARKETING CLUB:

About :

The Marketing Society of SCMS, NOIDA aims to continuously enhance the understanding of the marketing enthusiasts by providing a link between the practical and the theoretical knowledge of marketing. Our focus is to build and equip the budding marketers by providing a 360 degree exposure of the dynamic competitive marketing world. The club plans to organize various interactive and constructive events at both national and international levels. We promise to function and serve as a resource hub for the students to help them in developing extraordinary skills and expertise in this changing business environment.



Our Initiatives:

- Symforum'20
- Brandathon 1.0
- Webinar - Reset, Renew, and Recharge: Reimagining Retailing Symforum 2.0
- Brandathon 2.0
- Webinar - Retail Industry
- Pre to Post Covid
- Value Added Courses



Pictures are taken from the events at SCMS, NOIDA.

Global Marketing Innovation Summit 2022

The International Cell and Marketing Club aims to provide vital enriching international exposure to the dynamic global environment. The Global Marketing Innovation Summit will provide substantial insight into innovations in Global Marketing.



Platform: Zoom



This summit plans to impart realistic global marketing knowledge to the participants via accomplished international practitioners followed by a series of activities and discussions to increase learner participation. It will also facilitate the holistic development of all the participants.

**25th February,
2022**

EMINENT SPEAKERS



Mr. Vivek Sharma
Germany



Ms. Jennifer Stirrup
United Kingdom



Ms. Atika Malik
India



Mr. Sourabh Mishra
India



Mr. Anindya Ghosh
India



Ms. Babita Baruah
India



Ms. Liliana Caimacan
United Kingdom

Summit Schedule:

13:00–14:00 IST

Disruptive innovations in Global Branding Landscape

14:15–15:15 IST

Transforming Customer Experience Using Omni Channel AI Interviews

15:30–16:30 IST

The Changing Role of Marketing in Global Startups in the New Reality.

16:30–17:00 IST

Student Activity

About the Speakers



Mr. Vivek Sharma

Keynote Speaker

IoT Capability and Portfolio Management & Executive Strategic Partnership (IoT) Management, Bosch, Germany



Ms. Jennifer Stirrup

Expert Speaker

Founder and CEO, Data Relish, United Kingdom

PANELISTS



Ms. Liliana Caimacan

Panelist

Professor of Marketing, Innovation and Design Thinking, Hult International Business School, London, UK



Mr. Sourabh Mishra

Panelist

Co-Founder and Managing Partner, Azendor Brand Consulting, India



Mr. Anindya Ghosh

Panelist

Founding Partner Sam & Andy, India



Ms. Babita Baruah

Panelist

Regional Client Lead, WPP, India



Ms. Atika Malik

Panelist

Strategic Advisory Partner, Former Chief Operating Officer and Chief Strategy Officer, Cheil India, South West Asia India

CONTACT US:

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International Cell

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Marketing Club

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For registering in the Global Marketing Innovation Summit, please contact us at
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