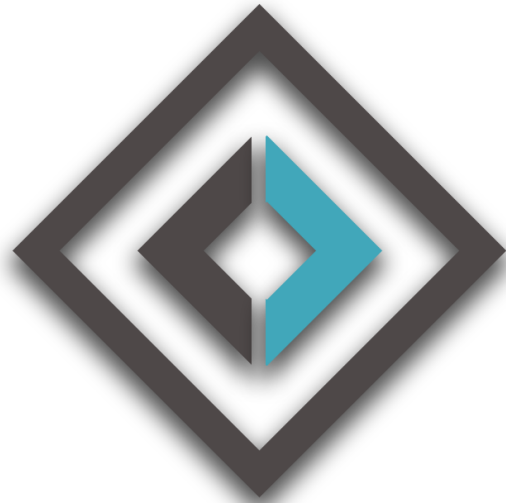




भारतीय प्रबंध संस्थान अमृतसर
Indian Institute of Management Amritsar



PARIPREKSHYA'23

The 7th Annual Finance & Marketing Conclave

4th November 2023



IIM Amritsar

Established in 2015, the Indian Institute of Management Amritsar is one of the fastest-growing IIMs. The institute has been increasing its batch strength every year. The increase in the batch size by seven times from its inception year shows the immense confidence and potential of the institute's growth. Thriving on its diversity, IIM Amritsar is home to students from twenty-four states of the country, making it a place where collaboration holds an essential perspective in the learning process. IIM Amritsar offers Master of Business Administration, Ph.D., and Certificate Programs in Data Analytics and Advanced Data Analytics. In addition, IIM Amritsar has also launched a full-time two-year residential Post- Doctoral program, MBA in Human Resources Management, MBA in Business Analytics, and a non-residential Executive MBA Program from the year 2021. These programs have been designed to provide world-class management education to meet the requirements of enterprises across sectors by producing highly insightful management professionals. The institute is committed to imparting strong educational foundations and values to future managers' hearts, thoughts, and actions. Owing to its unwavering allegiance to providing exemplary education, IIM Amritsar has established itself as the vanguard of quality education and learning in a short time. Besides getting to learn from qualified faculties and industry leaders, the students here learn by involving themselves in activities of various clubs and committees. The tireless efforts of our students have resulted in them winning many corporate and B-school competitions and ultimately bagging promising career opportunities. In a true sense, IIM Amritsar is a playground for dreams to nurture, personalities to flourish, and careers to change the world. Each year the institute strives to engage with the corporate world to give budding managers a glimpse of the nature of the tasks they are about to undertake. This engagement takes the form of workshops, conclaves, and guest lectures. The Institute conducts 4 conclaves in a year focusing on emerging topics in the domains of HR, Analytics, Marketing, Finance, Operations and Strategy. It also conducts an Annual leadership summit every year and makes sure that the students develop a wider perspective.





Timeline

Guests Welcome, Conclave + Finance theme, Keynote Speaker, and Panel introduction	10:00 am to 10:08 am
The lighting of the lamp and inauguration ceremony by the Director and other Dignitaries	10:09 am to 10:14 am
Director's address to the audience	10:15 am to 10:29 am
Theme Presentation by students of IIM, Amritsar	10:30 am to 10:44 am
Keynote Speaker's address to the audience	10:45 am to 11:05 am
Finance Panel Discussion	11:06 am to 12:15 pm
Q&A session	12:16 pm to 12:45 pm
Vote of Thanks	12:46 pm to 12:50 pm
Lunch Break	12:51 pm to 2:15 pm
Guests Welcome, Marketing theme, Keynote Speaker and Panel Introduction	2:16 pm to 2:21 pm
Theme Presentation by students of IIM, Amritsar	2:22 pm to 2:37 pm
Keynote Speaker's address to the audience	2:38 pm to 2:58 pm
Marketing Panel Discussion	3:00 pm to 4:10 pm
Q&A session	4:11 pm to 4:41 pm
Closing Remarks	4:42 pm to 4:45 pm
Vote of Thanks	4:46 pm to 4:50 pm





Pariprekshya

Finance Panel

Theme: Digital Transformation in Finance: Exploring the Intersection of Finance and Technology

“Digital Transformation in Finance: Exploring the Intersection of Finance and Technology” as the theme for the Finance Panel of the upcoming **Pariprekshya** is driven by a confluence of critical factors that underscore the current financial landscape. First and foremost, we find ourselves at a pivotal moment in history where technology radically reshapes how we interact with financial systems. The rise of fintech innovations, blockchain, and artificial intelligence is transforming traditional banking, investment, and financial operations. It is essential to comprehend these changes and their implications comprehensively.

Furthermore, finance professionals must stay ahead of the curve to remain competitive and relevant. In this digital age, understanding the intricate relationship between finance and technology is not merely an advantage but a necessity. Our theme provides a platform for individuals to gain insights into these evolving dynamics, equipping them with the knowledge and skills needed for success in the modern financial landscape. The theme also reflects our commitment to fostering innovative thinking and pushing the boundaries of finance education. We believe exploring the intersection of finance and technology will inspire new ideas, strategies, and solutions to drive our industry forward. By selecting this theme, we aim to create a forum where thought leaders, industry experts, and aspiring finance professionals can engage in meaningful discussions, share groundbreaking insights, and collectively shape the future of finance. Together, we will unlock the vast potential of the digital era and embark on a transformative journey that promises to redefine finance as we know it.





Discussion Points

1. What are the key drivers pushing financial institutions to adopt digital transformation strategies, and how are these strategies reshaping the industry?
2. In the era of digital finance, how can regulators effectively oversee and regulate the industry to ensure stability and protect consumers?
3. What role does emerging technology like blockchain and cryptocurrencies play in reshaping the financial landscape, and what are the implications for traditional banking?
4. How can financial organizations ensure digital inclusion and accessibility for underserved populations while pursuing digital transformation?
5. What challenges and opportunities are associated with using artificial intelligence and machine learning in financial decision-making and customer service?
6. In the wake of increased cyber threats, how can financial institutions fortify their cybersecurity measures to protect sensitive financial data?
7. What ethical considerations should financial organizations consider as they leverage data analytics and AI in their operations?
8. How does the digital transformation of finance impact the traditional roles of banks, insurance companies, and investment firms?
9. What are the global trends in digital payment systems and their impact on the future of traditional banking services?
10. How can financial professionals and institutions adapt to the rapidly changing landscape of digital finance, and what skills are essential for success in this industry?





Pariprekshya

Marketing Panel

Theme: Demystifying the Digital Maze: From Media Attribution to Customer Journey

In an era marked by evolving consumer behaviors and a dynamic digital landscape, modern marketers find themselves navigating a landscape characterized by intricate nuances in media attribution and the intricacies of the customer journey. As the influence of Millennials and Gen Z continues to reshape the marketing landscape, their tech-savvy nature underscores the critical importance of digital marketing as a powerful tool for engagement and growth. In this ever-shifting terrain, “Demystifying the Digital Maze” emerges as a guiding light, shedding clarity on the intricate pathways of modern marketing and illuminating the way forward.

In 2023 and beyond, the relevance of this theme becomes even more pronounced as digital marketing takes center stage in shaping business strategies. It delves into the art of masterfully engaging audiences through digital channels and crafting personalized marketing strategies that leave an indelible impact.

Media attribution unveils the intricate dance of diverse marketing channels in the journey toward conversions, allowing astute marketers to allocate their resources with precision. Simultaneously, understanding the intricate path of the customer journey becomes paramount in creating bespoke experiences, nurturing unwavering brand loyalty, and igniting exponential growth.





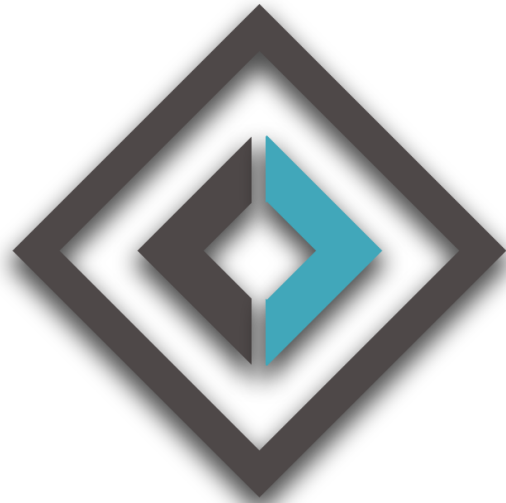
Discussion Points

1. How digital marketing fits into the broader context of digital transformation, emphasizing the need for businesses to adapt and evolve in the digital age?
2. Discuss the importance of a seamless customer experience across various digital channels and touchpoints?
3. Discuss the role of emerging technologies like AR, VR, blockchain, and voice search in shaping the future of digital marketing?
4. Challenges and opportunities of delivering personalized content and experiences to a wide audience through automation and AI-driven personalization?
5. Evolving Creation trends, such as video marketing, influencer collaborations, and user-generated content, in capturing audience attention?
6. Significance of mapping and optimizing the customer journey to enhance customer satisfaction and loyalty?
7. Address the shift towards direct-to-consumer (D2C) models and how e-commerce strategies are evolving in response?
8. Explore how businesses are integrating sustainability and social responsibility into their marketing efforts to resonate with socially conscious consumers?
9. Explore how businesses can balance globalization and localization strategies in the digital realm?





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Designed by Media & Public
Relations Cell, IIM Amritsar

