



Pimpri Chinchwad Education Trust's
S. B. PATIL INSTITUTE OF MANAGEMENT

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EVENT REPORT

Name of the Event / Activity: - **International Webinar on “Marketing Analytics – Its Scope & Future”**

Committee / Cell: - **Research Centre**

Date : - **27th December 2021**

Time : - **6.30 PM (IST)**

Venue : - **Online – Webinar Jam**

Name of the Faculty Coordinator: - **Dr. Bhushan Pardeshi and Dr. Aishwarya Gopalakrishnan**

Name of the Student Coordinator: - **NA**

Number of Students Participated: - **92 Students**

Number of Staff Participated: - **14**

Brief Information of the Event: -

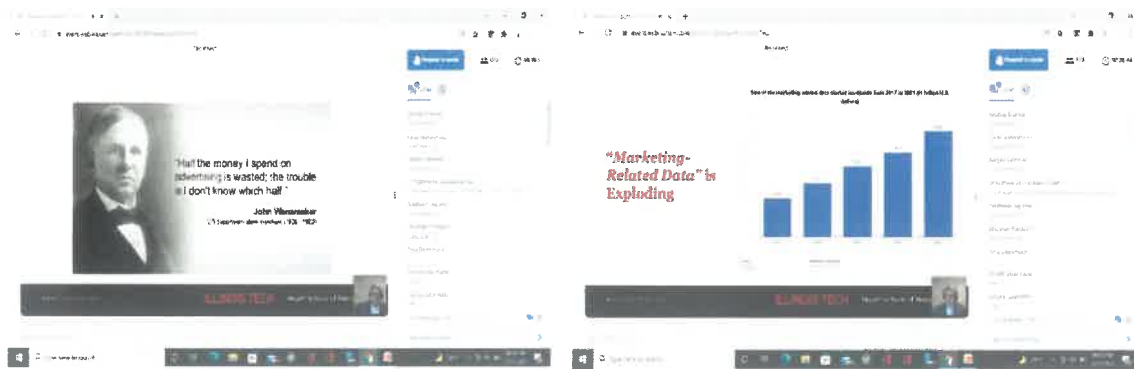
Pimpri Chinchwad Education Trust's, S. B. Patil Institute of Management in association with **Illinois Institute of Technology - Stuart School of Business, Chicago, USA** organized **International Webinar on 27th December 2021 at 6.30 pm (IST) on the topic “Marketing Analytics – Its Scope & Future”** for the Students of MBA I and MBA II year. This webinar was conducted online through Webinar Jam.



(Dr. Krishna Erramilli addressing the participants through Webinar Jam)

The Guest Speaker for the session was Dr. Krishna Erramilli, Associate Dean, Director, M.S. in Marketing Analytics Illinois Institute of Technology - Stuart School of Business, Chicago, USA. In this webinar, Dr. Erramilli focused on the use of social media and the internet technology in marketing. How the organizations are doing the digital marketing and the dimensions of digital marketing like web design, content marketing, SEM and app development, etc. The Internet is transforming the world, he highlighted the percentage growth in the use of internet by across the world and the populations using the internet. Dr. Erramilli presented many statistical data in his presentation.

The presentation highlighted the marketing analytics in analyzing the impact of marketing and marketing action over the business. How the marketing analytics can be an input for business strategic decisions? He also pointed out the different benefits of marketing analytics like improved customer experience, customer acquisition, retention and predicting the behavior of customers, etc. The analytics will help the businesses to improve the business and marketing.



(Dr. Krishna Erramilli addressing the participants through Webinar Jam)

Dr. Erramilli also highlighted the different career opportunities in the Marketing and analytics field. He explained the MS Admission process to the students of our MBA students as an option for further study or under student exchange programme.

The Students of MBA I and II Year were actively participated and asked many question to the speaker, the session was interactive and full of discussion.

Dr. Aishwarya Gopalakrishnan, Assistant Professor & Coordinator, International Relations and Dr. Bhushan Pardeshi, HOD-Research SBPIM successfully organized and executed the Webinar under the guidance of Dr. Kirti Dharwadkar, Director SBPIM and Support of Dr. Janhavi Inamdar Director, International Relations, PCET. The session received overwhelming response and 92 students attended and participated actively in the webinar.

Dr. Bhushan Pardeshi and Dr. Aishwarya Gopalakrishnan
Event Coordinator

Dr. Kirti Dharwadkar
Director

