



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

AICTE Approved | Permanently Affiliated to SPPU, Pune
Sector No. 26, Pradhikaran, Nigdi, Pune - 411 044.
Phone: 020-27656900 / 87960 76060 / 78875 70600
Email: sbpatilmba@gmail.com, Website: www.sbpatilmba.com



EVENT REPORT

Name of the Event / Activity: - Guest Session on “The Changing Dynamic of marketing B2B industry”

Committee / Cell: - Industry Institute Interaction Committee

Date : - July 31, 2021

Time : - 12:30 PM to 1:30 PM

Venue: - Online Platform, MS Teams

Name of Guest Speaker: - Sandeep Shrivastava, Assistant general manager at Panasonic.

Name of the Faculty Coordinator: - Dr. Amarish Padma

Name of the Student Coordinator: - Ms. Akshata Swamy

Number of Students Participated: - 89

Brief Information of the Event: -

A session on “The Changing Dynamic of marketing B2B industry” was conducted under the guidance of Dr. Amarish Padma. The session was hosted by Miss. Akshata Swamy from 2 nd Year MBA who introduced the topic of the session & gave brief introduction of the guest speaker Mr. Sandeep Shrivastava .

Sandeep Shrivastava, Assistant General Manager Marketing at Panasonic, delivered a thought-provoking session on the evolving dynamics of marketing in the B2B industry. Leveraging his extensive expertise in Salesforce implementation, product management, and strategic marketing, Sandeep provided valuable insights into the changing landscape of business-to-business marketing.

Sandeep's session focused on several key areas:

- **Salesforce Implementation:** The critical role of Salesforce in streamlining marketing processes and analytics.
- **Digital Marketing:** The growing importance of digital strategies in B2B marketing.
- **Strategic Planning:** Crafting effective strategies for business planning and global project management.
- **Channel Management:** The intricacies of managing distribution networks in the contemporary business scenario.

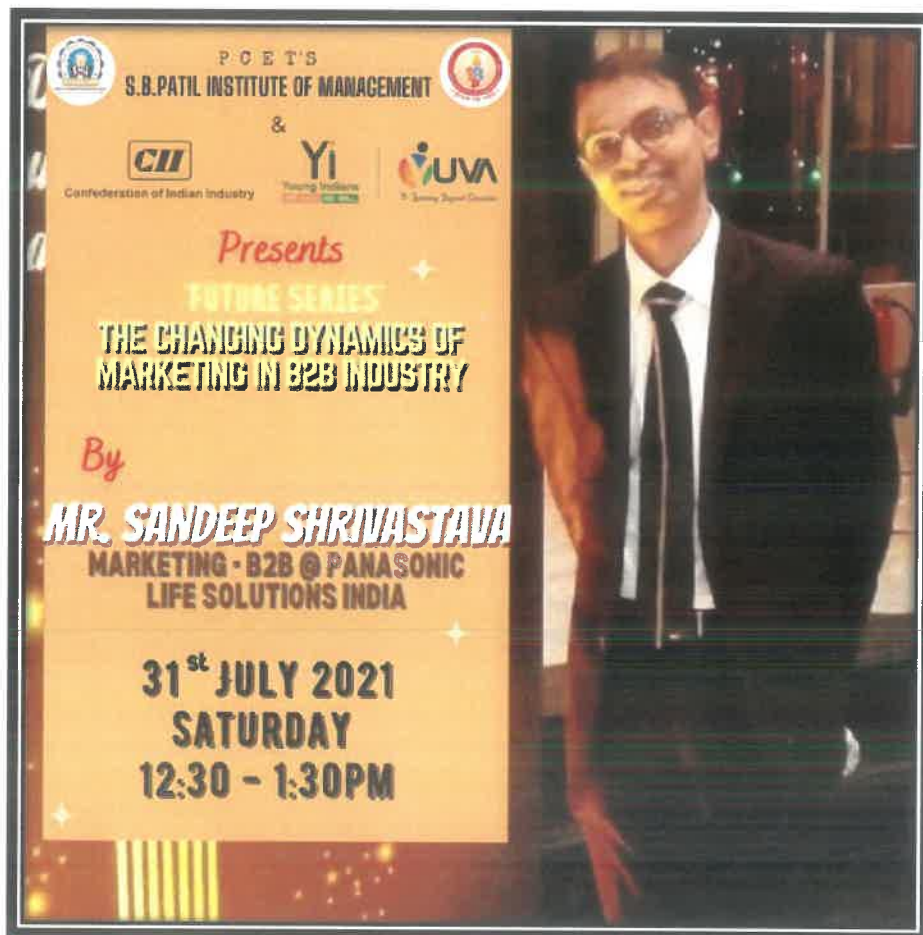
Sandeep briefly touched upon his experiences at Panasonic, Bajaj Electricals Ltd, and Philips Electronics India Limited, highlighting his roles in marketing, channel management, and Salesforce implementation.

The session left a lasting impact on participants, providing a deeper understanding of the challenges and opportunities in B2B marketing. Sandeep's insights into the significance of digital strategies and Salesforce implementation resonated well with the audience.

A lively Q&A session followed, where students engaged with Sandeep, seeking further clarification on topics such as digital marketing trends and effective channel management strategies.

Sandeep Shrivastava's session successfully bridged the gap between theoretical knowledge and real-world applications in the B2B marketing domain. The session was wrapped up by Ms. Akshata Swamy with vote of thanks.

Photos with Captions: -



Flyer of Guest Session


Dr. Amarish Padma
Event Coordinator




Dr. Kirti Dharwadkar
Director



**P.C.E.T.'s
S. B. PATIL INSTITUTE OF MANAGEMENT**




NOTICE

Date: 30/07/2021

It is hereby informed to the students of MBA 1st and 2nd Year Students that S. B. Patil Institute of Management in association with CONFEDERATION OF INDIAN INDUSTRY – CII Yi (Young Indians) scheduled Guest Lecture with details given below.

- Day & Date** : - **Saturday & 31st July 2021**
- Time** : - **12.30 p.m. to 1.30 p.m.**
- Topic** : - **Future Series – The Changing Dynamics of Marketing in B2B industry**
- Name of the Speaker** : - **Mr. Sandeep Shrivastava, Marketing-B2B @ Panasonic Life Solutions India**
- Mode** : - **Online Microsoft Team (Login through ERP)**


Dr. Kirti Dharwadkar
Director,
SBPIM





S. B. Patil Institute of Management
Sector No. 26, Pradhikaran, Nigdi, Pune - 411 044



Online Meeting

Staff: Dr.Amarish Shankar Padma

Time: 12:30 PM To: 01:30 PM

Date: 31 Jul 2021

Title: THE CHANGING DYNAMICS OF MARKETING IN B2B INDUSTRY

Department: MBA

Description:

Sr.	Roll.No.	Student	Attendance
20-21 MBA I Sem II : Div A			
1	2022301	Adsul Rutuja Raju	Y
2	2022302	Agrawal Payal Deepak	Y
3	2022304	Chandekar Mohit Rajendra	Y
4	2022307	Chavan Amruta Surendra	Y
5	2022308	Dalvi Tejaswini Hanuman	Y
6	2022312	Gaikwad Aniket Sanjay	Y
7	2022313	Garud Yadnesh Yashwant	Y
8	2022315	Gilda Yash Rajesh	Y
9	2022316	Jadhav Sanket Ramchandra	Y
10	2022317	Jadhav Shivprasad Vasanttrao	Y
11	2022318	Jogdand Vishal Kamaji	Y
12	2022321	Kachole Teena	Y
13	2022322	Kadam Ravindra Ram	Y
14	2022325	Khairnar Dnyaneshwar Kishor	Y
15	2022328	Mahankale Ashwini Vijay	Y
16	2022329	Malakar Omdeep Pradeepkumar	Y
17	2022334	Sangale Shubham Pandurang	Y
18	2022335	Sankaye Ajinkya Appasaheb	Y
Class Total			18 of 41
20-21 MBA I Sem II : Div B			
1	2022401	Aglawe Revati Sunil	Y
2	2022402	Aradhye Manasi Abhay	Y
3	2022404	Barge Pranay Hindurao	Y
4	2022405	Barkhade Chaitanya Ganesh	Y
5	2022406	BHARAMBE PRANAV Vinod	Y
6	2022409	Chaudhari Ravikant Mohanlal	Y
7	2022410	Chikode Aishwarya Rajendra	Y
8	2022411	Dadar Aishwarya Shripati	Y
9	2022412	Dhawaleshwar Prathmesh Shivshankar	Y
10	2022413	Dodke Vaishnavi Avinash	Y



S. B. Patil Institute of Management
Sector No. 26, Pradhikaran, Nigdi, Pune - 411 044



Sr.	Roll.No.	Student	Attendance
11	2022414	Gadekar Siddharth Sanjay	Y
12	2022415	Gadhawe Rushikesh Balaji	Y
13	2022419	Gore Akshay Balkrishna	Y
14	2022420	Gore Suraj Narayan	Y
15	2022423	Hole Vrushabh Uttam	Y
16	2022424	Jagtap Sagar Raju	Y
17	2022427	Kalshetti Sneha Shivraj	Y
18	2022428	Kamble Harshada Dilip	Y
19	2022431	Kharwade Mayank Ashok	Y
20	2022435	Kulkarni Amruta Suhas	Y
21	2022437	Kute Shreenath Santosh	Y
22	2022440	Mate Snehal Vijay	Y
23	2022441	Miraje Pushpak Satish	Y
24	2022443	Munde Amruta Parasram	Y
25	2022445	Nagtilak Shivam Balkrishna	Y
26	2022452	Phalak Nikhil Praful	Y
27	2022455	Ranawade Sachin Dattatray	Y
28	2022456	Rane Dinesh Punjabrao	Y
29	2022457	Sardal Siddhant Madhukar	Y
30	2022458	Sastukar Gaurav Gajendra	Y
31	2022460	Singh Aanchal Binodkumar	Y
32	2022461	Sonawane` Dhiraj Krishnarao	Y
33	2022462	Suresh Ashwini	Y
34	2022463	Surve Ishwari Chandrakant	Y
35	2022464	Surve Vaishnavi Chandrakant	Y
36	2022465	Takale Kiran Babasaheb	Y
37	2022466	Takalkar Prajwal Ravindra	Y
38	2022467	Thokal Vaishnavi Dipak	Y
39	2022468	Tompe Rashmi Ashok	Y
40	2022469	Ubhalkar Ragini Satish	Y
41	2022470	Urgunde Rohit Shivanand	Y
42	2022471	Varma Yash Rampratap	Y
43	2022472	Wankhede Girish Kailash	Y
Class Total			43 of 74
20-21 MBA I Sem II : Div C			
1	2022502	Bharambe Nikita Dattatray	Y



S. B. Patil Institute of Management
Sector No. 26, Pradhikaran, Nigdi, Pune - 411 044



Sr.	Roll.No.	Student	Attendance
2	2022504	Dayre Jaymala Prakash	Y
3	2022507	Ghatge Sayali Anil	Y
4	2022516	viji nambirajan	Y
5	2022517	Narkhede Khushbu Haribhau	Y
6	2022519	Pardeshi Nikita Arunsingh	Y
7	2022521	Patil Ashwini Barku	Y
8	2022522	Pawar Harshada Ravindra	Y
9	2022524	Raipatrewar Akanksha Nitin	Y
10	2022527	Sastukar Gauri Gajendra	Y
11	2022528	Shinde Kedar Haridas	Y
12	2022529	Sonawane Neha Jalinder	Y
13	2022532	Zagade Priyanka Nandram	Y
14	2022601	Balkhande Jay Kishan	Y
15	2022603	Dhavale Vyankatesh Uday	Y
16	2022608	Kaware Rutuja Shivcharan	Y
17	2022610	Kulkarni Kshitij Nilesh	Y
18	2022613	Mirza Naveedbaig Samibaig	Y
19	2022702	Deshmukh Mrunal Anand	Y
20	2022708	Naik Akash Ashok	Y
21	2022709	Patil Yashodeep Himmat	Y
Class Total			21 of 70
20-21 MBA II Sem IV : Div A			
1	1921322	Mhaskar Rohit Madhukar	Y
2	1921349	Jagtap Vivek	Y
Class Total			2 of 48
20-21 MBA II Sem IV : Div P			
Class Total			0 of 60
20-21 MBA II Sem IV : Div C			
1	1921512	Sutar Manisha Dattatraya	Y
Class Total			1 of 52
20-21 MBA II Sem IV : Div B			
1	1921406	Chaudhari Bhagyashri Laxman	Y
2	1921447	Na Roshin Mariam roy	Y
3	1921451	Sonawane Pankaj Sukdeo	Y
4	1921459	Robin Geevarghese .	Y
Class Total			4 of 78



P.C.E.T.S. (PUNE)
A Trained Board in Education Since 1966...

S. B. Patil Institute of Management
Sector No. 26, Pradhikaran, Nigdi, Pune - 411 044



Sr.	Roll.No.	Student	Attendance
TOTAL			89 of 423
		 Authorised Signatory	

