



ADIKAVI NANNAYA UNIVERSITY

అదికవి నన్నయ విశ్వవిద్యాలయము

RAJAMAHENDRAVARAM, ANDHRA PRADESH, INDIA - 533296.



**THE INSTITUTE OF
Company Secretaries of India**

भारतीय कम्पनी सचिव संस्थान

IN PURSUIT OF PROFESSIONAL EXCELLENCE

Statutory body under an Act of Parliament

(Under the jurisdiction of Ministry of Corporate Affairs)

Adikavi Nannaya University, Rajahmundry-533296 and The Institute of Company Secretaries of India, SIRC- Visakhapatnam Chapter

Report on
Jointly organized
National Webinar on
“Emerging Concepts in Commerce and Management Studies”

5th August 2020

Conveners

Prof. S. Teki

Department of Commerce and Management Studies, Adikavi Nannaya
University, Rajahmundry-533296

Shri. D.V.N.S.Sarma, Regional Director, ICSI-SIRO

INTRODUCTION

“Emerging Concepts in Commerce and Management Studies” is an important concern to all stakeholder in the present times, as the both commerce and management studies fields as both are dynamic subjects, metamorphosis keep coming every year, accordingly the stakeholders especially the culty members are expected to in sync with the emerging wisdom in the pertinent subject (s);

- Behavioural finance,
- Volatility Uncertainty Complexity Ambiguity (VUCA) Management,
- Carbon financing and marketing,
- Digital marketing, green marketing,
- Financial inclusion,
- Fintech,
- Fiscal valuation of ecological services
- Corporate Social Responsibility
- Employ engagement etc. are emerging concepts in commerce and management studies, that makes the faculty members and students always relevant and fit for achieving their goals.

Department of Commerce and management Studies (DCMS) has already incorporated some of these concepts already into the syllabi revised in the last year to sync with the contemporary business world. The DCMS is always toils for updating curriculum and syllabi so that students will get latest wisdom to make themselves well informed learners. As part of it VUCA is an acronym for Volatility, Uncertainty, Complexity and Ambiguity. Management is always concerned with future for its decision making purpose. But ever thing management tries to visualize filled with these four risk factors, if left unmanaged the art of management becomes nothing less than the art of gambling. The term VUCA world implies a situation of business decision making where management of these four factors becomes vital than need

The DCMS liaison with all University affiliated college’s faculty members in imparting the emerging wisdom in their respective subjects through faculty development programs seminars and workshops.

Timber was considered important contribution of forests, as 2% GDP comes to exchequer. Ecological services are now considered equally important for forest restoration to

sequester carbon mitigating climate change and sustainable supply of low carbon energy. In this world every minute proximately 50 acres (22 hectares of forest cut down, to compensate this slaughter every minute Rs. 5,94,000, funds must be invested in natural resources especially in forests. Thereby this environment can sustain for long time without terrible disasters and catastrophes. These are projects and investments that are conventionally not feasible financial, yet emergence of carbon financing and accounting underpins its essentiality for the survival and growth of business world, these are the subject areas that should be researched thoroughly and bring to the academic world through buoyant publication and incorporation into bandwagon curriculum and syllabi of commerce and management studies. Which may be transcribed as inputs into National and Global policy making.

Objectives of the programme:

- To update commerce and management faculty members with contemporary topics and wisdom in commerce and management studies for making faculty members in sync with emerging environment
- To outline subject wise metamorphosis and provide exposure to the pertinent subject of the faculty member concern
- To sensitize the faculty members with professional bodies in purying and disseminating the relevant field by practicing professional including company secretaries.

Organizers:

Prof. S. Teki, Department of Commerce and Management Studies, Adikavi Nannaya University, Rajahmundry-533296

Shri. D.V.N.S.Sarma, Regional Director, ICSI-SIRO

Resource Persons:

Mr. R. Prakash, General manager (legal) and company secretary and compliance officer in HC Kothari group of companies.

Prof. S. Teki, Department of Commerce and Management Studies, Adikavi Nannaya University, Rajahmundry-533296

Dr. P. Umamaheswari Devi, Department of Commerce and Management Studies, Adikavi Nannaya University, Rajahmundry-533296

Dr. N. Udays Bhaskar, Department of Commerce and Management Studies, Adikavi Nannaya University, Rajahmundry-533296

Brief Bio-data of Resource Persons

PROFILE - R PRAKASH

Presently working as *General Manager (Legal) & Company Secretary and Compliance Officer* in *HC Kothari Group of Companies*.

His qualification is B.Sc., M. Com., FCS & L.L.B.

- i) Prior to joining Corporate Sector, he was in Defence Services as an Aviator for 10 years.
- ii) In Defence, he handled various portfolios such as Weather Forecast, Flight Dispatch and Maintaining Law and Order as well as other Staff Officer duties.
- iii) He made his CS qualification in *FIRST ATTEMPT* while serving in the Defence.
- iv) Presently, heading the Secretarial Department & Legal functions of HC Kothari Group of Companies, where around 20 Companies are functioning in various sectors and he also holds Directorship for 06 Companies in the Group.
- v) He handled more than 100 Programs / Seminars / Classes for CS Professionals including EDP / PDP / Executive / Professional / MSOP etc. at ICSI-SIRC & its Chapters, Study Circles of ICSI, Orientation Programmes for CWA - SIRC, Colleges, Universities and various other Private Institutions.
- vi) He is one of the well recognized faculty among the CS Professionals.
- vii) He was nominated as a Member of the Research Committee for the year 2011 at ICSI - SIRC.
- viii) He held position as a Convenor for CS South Study Circle, Chennai for *the year 2013 and 2017*.
- ix) He was a member of Professional Development Committee of ICSI - SIRC for the year 2016 & in the current year and he was member of Student Oral Coach Committee of SIRC in the year 2019.
- x) Member of Expert Advisory Board - ICSI for the year 2016 - 2017.

Prof. S.Teki, is currently Professor & BOS, Department of Commerce and Management Studies, and Dean faculty of Commerce and Management Studies, Adikavi Nannaya University, Rajahmundry, India. He has Ph.D., M.B.A. and M.Com., degrees. He has a total of 25 years premier academic experience including eleven years at the national level management institutions, at the National Institute of Financial Management, Faridabad and the Indian Institute of Forest Management, Bhopal, and in post-graduate MBA teaching, academic administration, research, consultancy and training. He has published 54 papers/articles in national and international journals and international conference proceedings publications. He extensively travelled all over the world visiting 30 countries including North

America, Europe, Australia, South America, Africa, and Asia for delivering various sponsored academic assignments like paper presentations, training, and consultancy. e-mail: tekisunny@gmail.com, Phone: 8121692457.

Dr. P. Umamaheswari Devi, is currently senior Assistant Professor, and Head, Department of Commerce and Management Studies, Adikavi Nannaya Univeristy, Rajahmundry. Shee has Ph.D. M.Phil., M.Com. and M.B.A Degrees. She has 15 years premium academic experience and she published many research papers in national and international journal. He presented several international conference paper held in abroad. Email:umdevi_4@yahoo.com

Dr. N. Uday Bhaskar, is currently senior Assistant Professor, Department of Commerce and Management Studies, Adikavi Nannaya Univeristy, Rajahmundry. He has Ph.D. M.Phil., and M.B.A Degrees. He is presently Dean student affairs. He has 15 years premium academic experience and he published many research papers in national and international journal. He presented several international conference paper held in abroad. Email: nudaybhaskar@gmail.com

Dr. P. Lakshmi Narayana, is currently Assistant Professor, Department of Economics, Adikavi Nannaya Univeristy, Rajahmundry. He has Ph.D. and M.A Degrees. He is presently course coordinator. He has 10 years academic experience and he published several research papers in national and international journal. He presented number of research papers in national conferences and seminars.

Flyer



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Visakhapatnam
Chapter

With



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**Organizing Webinar a Faculty Development Program on “Emerging Concepts
in Commerce & Management Studies”**

**Day, Date & Time: Wednesday, 5th August, 2020
[10.00 am to 1.00 pm]**

Inaugural Address:[10.00am-10.20am]

**Prof. M Jagannadha Rao, Vice-Chancellor, ANUR
CS A,V.V.S.S.CH.B.Sekhar Babu, Secretary, ICSI-SIRC**

Opening Remarks:[10.20am-10.30am]

**Prof. K S Ramesh, Principal UCAC, ANUR
CS Suresh Marpu, Chairman, ICSI Visakhapatnam Chapter**

Q& Ans. session & Valedictory Address:[12.30 pm-1.00pm]

Prof. B Ganga Rao, Registrar, ANUR

Core Speakers

Name of the Speaker	Topic
CS R Prakash, General Manager & CS, HCKothari Group, Chennai	Latest Amendments in Companies Act 2013 [10.30am-11.45am]
Prof. S Teki, Professor, DCMS Adikavi Nannaya University, Rajahmundry	Carbon financing and marketing [11.45am-12.00pm]
Dr. P Umamageswari Devi, Assistant Professor DCMS, Adikavi Nannaya University, Rajahmundry	Contemporary marketing concepts [12.00pm-12.15pm]
Dr. N. Udaya Bhaskar, Assistant Professor DCMS, Adikavi Nannaya University, Rajahmundry	Contemporary marketing concepts [12.15pm-12.30pm]

No Participation fee but prior registration is must through link: shorturl.at/CFPS4

Participants will receive e-Certificate from ANUR.*

Webinar link will be share on 04.08.2020 for registered members.

Coordinators

**Prof. S Teki, Professor, DCMS, ANUR, Rajahmundry
Shri. D.V.N.S.Sarma, Regional Director, ICSI-SIRO**

Programme sheet

Date: Wednesday 5th August, 2020 10.00 am to 1.00 pm

Time	Name of the Speaker	Topic
10.00 – 10.20	Prof.M.Jagannadha rao, Vice Chancellor, Adikavi Nannaya University, Rajahmundry CS . A,V.V.S.S.CH.B.SekharBabu, Secretary, ICSI-SIRC1	Inaugural Addresses
10.20 - 10.30	Prof.K.S Ramesh, Prinicipal, UCAC, ANUR	Opening remarks
10.30 - 11.45	CS R Prakash, General Manager & CS,HCKothari Group, Chennai	Latest Amendments in Companies Act 2013
11.45 - 12.00	Prof.S.Teki, DCMS, ANUR	Carbon financing and marketing
12.00 - 12.15	Dr.P.Uma Maheswari Devi, DCMS, ANUR	Contemporary marketing concepts
12.15 – 12.30	Dr.N.Udaya Bhaskar, DCMS, ANUR	Contemporary marketing concepts
12.30 – 12.45	Question answer session participants and resource persons	Question answer session
12.45- 1.00	Prof.B.Ganga Rao, Registrar, ANUR	Valedictory address

Details of Lectures:

CS R Prakash, General Manager & CS,HCKothari Group, Chennai

Companies Act 2013 - Recent & Key Amendments

- Active Co.
- 11,95,045
- Public Co.
- 63,582
- Private Co.
- 11,23,735
- Listed Co.
- 6,806
- OPC
- 27,810
- Limited By
- Shares
- 11,87,317
- Limited by Guarantee
- 7,422
- Unlimited Liability
- 306

Companies Amendment Act 2013

QUORUM

- It is

- 02 members
- 05 members
- 15 members
- 30 members

E-voting rights

- Applicability
 - Listed Company (Equity)
 - Company having 1000 shareholders
- Mode of Serving Notice
 - Registered Post
 - Speed Post
 - Courier
 - Electronic Means

Matters Not To Be Dealt Through Video Conferencing

- Approval of the Annual Financial Statements
- Approval Board's Report
- Approval of the Prospectus
- Approval of the matter relating to Amalgamation, Merger, Demerger, Acquisition and Takeover

Dividend

- Transfer to Reserve
- Interim Dividend
- Declaration from Reserve
- Transfer of shares to IEPF
- Listed Co.

Internal audit

All Listed Companies

- Public Co.
 - PC - 50 Cr
 - TO - 200 Cr
 - OB - 100 Cr
 - Deposit - 25 Cr
- Private Co.
 - TO - 200 Cr
 - OB - 100 Cr
- Statutory Auditor Rotation
 - Listed
 - Public Co.
 - Paid-up Share Capital
 - 10 Cr
 - Private Co.
 - Paid-up Share Capital
 - 50 Cr
 - Borrowing
 - 50 Cr

Notification dated 23rd Jun 2020

Matters not to be dealt within a meeting through VC or OAVM

In the Companies (Meetings of Board and its Powers) Rules, 2014, in rule 4 in sub-rule (2), for the figures, letters and word “30th June 2020”, the figures, letters and word “30th September 2020” shall be substituted.

Notification dated 23rd Jun 2020

Compliances required by a person eligible and willing to be Appointed as an Independent Director - Inclusion of name in the Data Bank

In the Companies (Appointment and Qualification of Directors) Rules, 2014, in rule 6, in sub-rule (1), in clause (a), for the words “seven months” the words “ten months” shall be substituted

CSR measures for the benefits

In the Schedule VII, in item (vi), after the words “war widows and their dependents”, the words “Central Armed Police Forces (CAPF) and Central Para Military Forces (CPMF) veterans, and their dependents including widows;” shall be inserted.

The Companies (Appointment and Qualification of Directors) Amendment Rules, 2020.

Provided that an individual shall not be required to pass the online proficiency self-assessment test, when he has served as a director or key managerial personnel, for a total period of not less than ten years, as on the date of inclusion of his name in the databank, in one or more of the following, namely:

- (a) Listed public company; or
- (b) Unlisted public company having a paid-up share capital of rupees ten crore or more; or

Body corporate listed on a recognized stock exchange

The Companies (Share Capital and Debentures) Amendment Rules, 2020.

Rule 8:

- (i) Relating to Sweat Equity Shares for Start - up Co.
- (ii) Limit can go upto 50% of paid-up capital.
- (iii) Duration of 5 years substituted with 10 years.

Applicable to all companies except:

A private limited company, not being a subsidiary or holding company of a public company, having a paid up capital and reserves and a surplus not more than one crore rupees as on the balance sheet date and which does not have total borrowings exceeding one crore rupees from any bank or financial institution at any point of time during the financial year and which does not have a total revenue as disclosed in Scheduled III to the Companies Act (including revenue from discontinuing operations) exceeding ten crore rupees during the financial year as per the financial statements.

Rule 9A (8): Every unlisted public company governed by this rule shall submit Form PAS-6 to the Registrar with such fee as provided in Companies (Registration Offices and Fees) Rules, 2014 within sixty days from the conclusion of each half year duly certified by a company secretary in practice or chartered accountant in practice.

- (i) e-form notified on 15.07.2020
- (ii) Two e-forms for the HY 30.09.2019 / HY 31.03.2020
- (iii) Due date to file both the e-forms is 13.09.2020
- (iv) Deemed Public Company?

- (ii) The Rules may be called the Companies (Appointment and Remuneration of Managerial Personnel) Amendment Rules, 2020.
 - (i) Company Secretary
 - (ii) SA: Every company having outstanding loans or borrowings from banks or public financial institutions of one hundred crore rupees or more
 - (iii) For the purposes of this sub-rule, it is hereby clarified that the paid-up share capital, turnover, or outstanding loans or borrowings as the case may be, existing on the last date of latest audited financial statement shall be taken into account.
- (iii) All the above Circulars are relating to VC General Meetings
- (iv) 14/2020 : EGM through VC
- (v) 17/2020 : Clarifications to EGM
- (vi) 18/2020 : AGM by the companies F.Y. ended 31.12.2019
- (vii) 20/2020 : AGM Related Provisions
- (viii) 22/2020 : Extension of VC EGM
- (ix)

Prof. S. Teki, Professor, DCMS, Adikavi Nannaya University, Rajahmundry

Carbon financing and marketing

In measuring the national income economists ignored the depreciation done to the ecosystem for the years. The ecological imbalance caused due to excessive emission of Green House Gases GHG into the atmosphere created Climate Change and Carbon financing (CC) which is today a universal concern. One of the other causes for CC is degradation of forest. World over every minute 22 hectares forest is degraded. Reckonings suggests that US\$ 11880, funds must be invested every minute to restore the forest.

In India Atmospheric pollution has soared in 90's because of increased automobiles and electronic goods. CPCB (Central Pollution Control Board), Anamkalakendram, Rajamahendravaram NO₂ concentration in RMV 17.01 ug/m³, in 2017. When compared to Nation capital city (NCC) New Delhi where similar NO₂ values on the same day indicates 14.01 ug/m³. It is argued that the consumers are capable of meeting part of cost of CC mitigation. Recent survey (Teki and Srinivas, 2019) in Andhra Pradesh, India revealed that 36% of sample preferred to compensate through tax on petroleum products, 31% in investing in forestry bonds, 54% favoured compulsory investment in bonds. Awareness about climate change was 92%, and 88% favoured both technology transitions and economic sanctions for mitigating CC. Evolving innovative fiscal administrative initiatives mitigating CC is important.

Timber was considered important contribution of forests, as 2% GDP comes to exchequer. Ecological services are now considered equally important for forest restoration to sequester carbon mitigating climate change and sustainable supply of low carbon energy. Forests have innovative fiscal instruments like Eco-tourism, to finance forest restoration. Self reliance apart from government funding and private funding. Mobilisation of savings, bank finance, creating/strengthening global carbon budget are important for restoration of ecological integration and productivity and economic value of low carbon systems.

Climate change and Carbon financing (CC), as an issue has risen from the annals of esoteric scientific discussion. Automobile industry and users are one of the constituents that are responsible for CC. Forest restoration not only would clean the air of excess carbon, but may also mitigate the CC and also offers spin off benefits like meeting wood requirement of the society. World over about 25 hectares of forest cut down per minute, much of it in tropical developing nations. To compensate this massacre every minute US\$ 13500, funds should be invested for long term sustenance of the forests and mitigating CC. Ministry of environment and forests government of India gets budget allocations, on an average 105.39 billion INR p.a. for last 15 years. To meet multiple objectives including mitigating CC forest restoration is essential. Thus in India the forestry restoration and CC fund can be created in lines with World Bank's climate investment fund. With the help of this fund forest restoration projects can be financed involving local communities through Joint Forest Management (JFM) committees and Community Forest Management (CFM) committees mechanism for effective and efficient forest restoration and inclusive development, that would eventually helps in mitigation and adoption measures of CC. All national and global agencies should strive to protect and enhance the health of primary forests and forest cover as it is not only the greater source of carbon sequestration and mitigating CC, but also provides many other vital services.

Automobile and electronics consumers in Andhra Pradesh of India are willing to compensate for pollution created by them and contribute for the creation forest restoration and CC budget. Innovative fiscal administrative initiatives they preferred include that cess on petroleum products, investing in low coupon rate long term forestry bonds, direct green taxes and cess on income tax, in that order. More than half (59%) of the respondents favoured introducing a compulsory investment in forestry bonds. Hence, policy makers can consider levying cess on petroleum products and issuing forestry bonds as sources for financing forest restoration fund. The awareness rate about pollution /GHG emission caused by them is 98% in automobile users and 91% in electronics goods consumption and 87% of the sample favoured both technology transitions (improvements) and forest restoration for carbon sequestration, as CC mitigation and adaptation measure which is in line with global preferences.

Enhanced budgetary allocations by all levels of governments, going to capital market with means such as long term bonds, coupled with income tax rebates, levying, forest cess on income tax, green tax on petroleum products, and automobile users and consumers of polluting electronics goods, compulsory investment in forestry bonds, etc. are innovative fiscal administrative initiatives for financing forest restoration activities. There is enough global evidence for deploying innovative financial instruments to finance forestry projects. Important services like, mitigation of CC will be accrued from forest restoration. Global and national level efforts to raise the fund, to finance forest restoration should be augmented.

Carbon financing

- A way of financing environmental sustainability of Industries.
- Enhancing the economic feasibility of Clean Development Mechanism (CDM) Projects.
- International Financing through Carbon Credits awarded by UNFCCC (United Nations Framework Convention on Climate Change
- Debit – Entity responsible for emitting CO₂ in excess of permitted levels.
- Credit – Entities taking responsibility to reduce the CO₂ emissions into environment.

- Certified Emission Reductions (CER) are carbon credits as certified by UNFCCC that an entity that had taken up the responsibility had really done so by taking steps :-
- To reduce power consumption with existing technology.
- Use alternative technologies that directly or indirectly reduce the CO2 emission.

Marketing of CER

CER is the other name for Carbon credit. A carbon credit is the result of reducing 1 ton of CO2 release.

Market for buying and selling of carbon credits is created by UNFCCC. The holder of a CER can exercise his right to sell CER or can hold them for a better price in future. Thus total mechanism will exactly be like that of stock market.

When the world evolved the 'clean development mechanism' (CDM) after the Kyoto Protocol agreement of 1997, companies in the developing world could put up projects — such as renewable energy or afforestation — that helped reduce carbon dioxide emissions, and earn 'credits' that could be sold in the market. It was expected that these credits would be bought by the developed countries that had committed to emissions cuts under the Protocol.

Indian companies have registered 1,669 projects under CDM and earned 246.6 million credits; another 526 projects were registered under the 'voluntary' market and these have earned 89 million credits. Thus, in all, Indian companies got roughly 350 million credits.

CONTEMPORARY ISSUES IN MARKETING

Dr. P.UmaMaheswariDevi
Asst.Professor
DCMS, Adikavi Nannaya University

“I’ve learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.” – [Maya Angelou](#),
“The best marketing doesn’t feel like marketing.” – [Tom Fishburne](#), “

- As the landscape of marketing knowledge changes, contemporary buyers, be it individuals or organisations are now more informed, more demanding and crave value co-creation with marketers. This, coupled with technological and socio-cultural changes, provides robust evidence that the old perspectives, assumptions, and practices of marketing are no longer satisfactory. Today it’s important to be present, be relevant and add value. Bringing together theory and practitioners’ perspectives, it firmly addresses the prevailing challenges in the marketing world. In an era of Super smart-phones, high-speed internet, and convergence of digital media in day to day life, it is important that traditional marketing techniques to evolve along with the digitisation of advertising, sales promotion and brand management.
- Marketing has moved on from basic advertising and sales promotion, to a more personal and customised approach towards customers, delivering a whole new level of involvement and experience to the consumers

Marketing is the "The management process responsible for identifying, anticipating and satisfying customer requirements profitably."(The Chartered Institute of Marketing).

Marketing requires constantly adapting to the changing consumer needs, and satisfying them in a way that is better than the competitors, in a profitable manner. In today's highly evolved and competitive business environment, it is indispensable to employ the aid of technology in marketing, the fact that technology has a transformational impact on the marketing is done cannot be ignored. Technology is changing the way companies interact with their consumers; marketing is becoming more focused on technology to increase the sales and returns on investment (ROI).

Google is one of the best examples of companies that have successfully employed technology in their marketing strategies. The firm started up as a small search engine in 1998 and today has an estimated worth of more than \$35 billion, employing more than 20000 people.

Trends in 2020

- Trend 1: Companies who rely on Google Analytics will get beat by their competition
Companies will optimize for voice search, but not for revenue

Trend 3: look for alternative communication channels

- Chatbots or virtual assistants (artificial intelligence software that can simulate a conversation or a chat with a user in natural language through messaging applications, websites, mobile apps or through telephone will take off drastically.
- ManyChat and MobileMonkey leverage [Facebook Messenger](#) and as they connect it with Instagram and WhatsApp it will get even more popular.

Trend #4: Marketing will become a more even playing field, you'll have no choice but to use automation.

- the marketing playing field is getting more even. And if you want to do well, you are going to have to leverage AI and automation.

- Trend #6: There will be no more silver bullets, we will all have to optimize for marginal gains

- A lot of businesses were built off of one marketing channel. Dropbox grew through referral marketing. Multi-channel marketing – all media channels have to become digitally addressable

Trend #7: Personalization is the new marketing

- personalization, you can convert more of your visitors into customers. A basic example of this is Amazon. When you go to Amazon, they know your patterns and what you typically buy so they show you what they think you want to see in order to boost their conversions.

- trend 1: A New Era For Integrated Data

- In 2020, organizations will be increasingly focused on integrating their data so as to better stitch together the customer journey.
- As a result, leveraging customer data platforms (CDPs) and journey orchestration will be top priorities for companies in 2020, according to McKinsey's Heller

Trend 2: AI-Augmented Content: The technology has matured to the point where AI platforms can understand the emotions that specific words and phrases can evoke, and even extract metadata about an image or a video without that metadata actually existing

Trend 3: Companies Begin To Climb The Digital Maturity Curve

Trend 5: Marketing Becomes A Catalyst For Companywide Digital Transformation:

- “Marketing is becoming the tip of the spear for companies in terms of digital intelligence and transformation,”

Hottest trends

Video marketing-Video content-branded videos ,live videos,Face books messengermarketing/Audioadvertising,Interactivecontent,Realtimemarketing.CRMautomati on.Channel marketing –integrating online andoffline channels and Predictive analysis using big dataanalytiCS,Virtualreality and augmentedreality,Conversationalmarketing,Liveevents,livevideos,Collaborations

- Customer engagement-customerco-creation,Digitalmarketing,Mobilemarketing,Innovation AND Ruralmarketing

.Impact of covid 19 on marketing

- he coronavirus has taken the entire world by storm and countless industries have been hit — including the marketing industry. .COVID-19 has really shaken up the marketing world, and with big events being cancelled, marketers are experiencing high volumes of stress due to the fact that they won’t be able to advertise products and services the way they are usedto.Instead of being concerned about how things are changing, it is vital for marketers to keep their heads high and start looking at alternative ways to advertise their brands. Change is scary, but it is *also* full ofopportunities.

marketing strategies

- am not so sure anymore. I believe that this new realisation is going to bring about a huge change in communication. The dialogue is going to get more real, truthful and impactful. Gone will be the fluff and jazz that are at times applied to give you a dreamy, fairy-tale feel.
- The customer is going to want to see value, value in the product of course but also in the way you as a brand communicate. There is going to be a growing emphasis on transparency, the need for the customer to know what your brand values are, how much are you giving back, what is the status of the mental health ofyour organisation, are you environmentally conscious, do you as a brand really care, and what are you doing to show that youcare.
- Actionswillpeaklouderthanwordsandwordswillbetheenabler of action

Impact of covid 19 on marketing

- Brands will need to figure out how to strike that balance — andthat will require more than snappy slogans. “
- Now, more than ever, consumers want to know their money is going toward companies that are doing the right thing, even when it is the hard thing to do,” consumers simply want to support the businesses that pledge to support their concerns in return. [2018 research from Mintel](#)revealed that 73 percent of consumers are swayed by companies’ c,haritable giving when determining where to make purchases; that’s not likely to change anytime soon.
- *Marketing strategies — now and after the pandemic — should center on[using content](#)to create powerful onlineconnections.*
- By humanizing your brand and speakingto consumers’ concerns — not your company’s —you can nurture an ongoing conversation, even among those who are in precarious financial situations or juggling multiple responsibilities.
- Support isn’t always tied to revenue; the quarantine has taught us that online conversations can be just as meaningful as face-to-face interactions, and

marketers should take note.

- The term marketing encapsulates multiple tools such as Design, Digital Marketing, Public Relations, On ground Marketing, Advertising and events - falling under the integrated marketing umbrella. In the new age, since social distancing is here to stay - i believe at least for a while - the tool of digital marketing is going to become paramount.
- However, digital marketing without both the EQ and IQ is going to fall flat.
- Brands are going to have to tell their story using digital and online platforms, creating an emotional connect through well worded content and design.
- Social media marketing may become your brands calling card, away for the customer to connect with you.
- Your website may again gain the importance it lost recently - here is where you can tell your story, your values and your culture.
- Influencer marketing is here to stay - what may change is the quality over the quantity - and also the ability to find the right match of the influencer, with innovative, timely and honest content - this is when your brand will truly see remarkable results.

which type of marketing is getting hit the hardest?

- So, This would definitely be [traditional marketing](#), which includes:
- TV ads
- radio ads
- billboards
- flyers
- newspapers, and
- print advertisement.
- The reason why traditional marketing will take such a big hit is because people won't be consuming this type of marketing in the same way they normally would have or at the same times.

Radio ads

Most people will listen to the radio while they are in the car on their way to work. But now, because people will no longer be sitting in traffic, advertisers will need to find the times that consumers are *actually* tuning into stations and go from there.

- Television ads
- The same will apply to television, because instead of watching TV when people get home after work, the TV will always be on, which means lots of opportunities for ads. People will be staying tuned to news channels to find out what's happening with COVID-19, so marketers will need to place their ads wisely.

Print ads

Since many people are in self-isolation and not getting in their cars to go to the shops, print ads will definitely be impacted, albeit more negatively. People want to receive their news online in order to read up on what's happening in the world to find out any updates regarding the pandemic; this means that print ads for newspapers will need to consider moving online, if they haven't already.

Flyers will also not be beneficial during the COVID-19 pandemic because there will be less people on the road and people might be concerned about taking a flyer from a person standing next to the road due to germs that can spread easily.

- Billboards will *need* to be placed at more convenient spots. For example, when people run to the shops, advertisers will need to ensure that they see their billboard on the way, as opposed to placing them on busy roads or the highway, because people might not drive these roads anymore.
- So, how is the COVID-19 outbreak affecting online marketing?
- A recent study done by *apptopia* found that [“daily downloads in February to \[Sunday, March 15\] \[from\] Instacart, Walmart Grocery and Shipt have seen surges of 218%, 160% and 124% respectively”](#)
- how is the COVID-19 outbreak affecting online marketing?
- caused marketers to become more focused on customer experience and social media
- most important tactical priorities during the pandemic,
- Trying new marketing technologies or features (50% of respondents)
- Becoming more consumer centric in marketing messaging (45%)
- Developing new transaction fulfillment capabilities (42%)

the top three priorities : When participants in the Merkle survey were asked to identify their
The Takeaway

- These research findings indicate that many marketers (and the companies they work for) have recognized the importance of continuing to invest in marketing during the COVID-19 recession.

Strategies during COVID-19 outbreak

- Our priorities have shifted, and [marketing strategies should reflect that](#). Out-of-touch marketing or [tone-deaf messaging \(INSENSITIVE\)](#) is one of the fastest ways to alienate the very people we hope to impact
 - . ; consumers simply want to support the businesses that pledge to support their concerns in return
 - strategies
 - Marketing strategies — now and after the pandemic — should center on [using content](#) to create powerful online connections.
 - By humanizing your brand and speaking to consumers’ concerns — not your company’s — you can nurture an ongoing conversation, even among those who are in precarious financial situations or juggling multiple responsibilities.
 - Support isn’t always tied to revenue; the quarantine has taught us that online conversations can be just as meaningful as face-to-face interactions, and marketers should take note.
- DJs are throwing virtual parties. Yoga instructors are teaching on Zoom. Chefs are cooking up a storm on IG Live,”
- “Likewise, brands have a wealth of resources and opportunities to connect with their communities.”
 - Think about what your brand brings to the table:
 - Could you host a content marketing seminar?
 - Could you temporarily make an online class free of charge? Could you launch a DIY
 - Instead, aim for authenticity and value.
 - “coronavirus has [changed the way we internet](#).” Our tolerance for screen time has never been higher, and that’s not likely to change.

- To keep up with these consumption changes, brands that can need to double down on their engagement efforts. Ultimately, some brands will survive the pandemic; others won't. That means you may need to revisit your approach to organic traffic.
- When it comes to organic traffic, you'll need to realign your benchmarks to match your industry's new "normal." Search Engine Journal [studied retailers' traffic](#) from 2019 and across the same weeks in 2020.
- It found that essential retailers, like grocers, had experienced an increase in organic traffic; "inessential" retailers, like clothing stores, had experienced a drop. Every industry is going to experience traffic changes, whether positive or negative; marketers need to plan accordingly.
- The easiest and fastest way to boost organic traffic? Provide [relevant content](#). When people are unable to browse brick-and-mortar stores to test out products, they need to build trust in other ways.
- Updating your storefront or homepage, as well as quickly answering questions and proactively creating content that addresses concerns, can go a long way toward fostering trust.
- When we do get back to our new normal, whatever that is, one thing is clear: Consumers will be back in the market. It may happen just as quickly as quarantine did.
- That's why it's critical for businesses to keep their marketing going now — they need to be ready to intercept consumers once their doors open back up
- Covid-19 pandemic continues to impact Indian retailers at an unprecedented scale.
- . Leveraging digital technologies are imperative to fill the void and complement evolving consumer needs via their preferred channels (where), contactless experience (how) and 360-degree convenience (when)
- New retail has to be the convergence of physical and digital commerce.
- Retailers need to be present where consumers are, instead of depending on store footfall.
- New models like click n collect or deliver at home with a pre-fed monthly shopping list is the new norm.
- Other popular international models remain Scan & Go, integrated with digital payment to maintain social distancing.
- In addition, personalised customer experience and social listening are crucial to retain brand loyalty.
- Cloud and integrated e-commerce: with low infrastructure cost and ease of use, cloud services have opened new channels for mid- tier retailers to introduce integrated e- commerce services along with complete customer experience and personalised services.
- Order orchestration and management tools ensure timely online fulfilment directly through dark stores to liquidate locked inventory
- ERP with enhanced robotic process automation & analytics: Automation enabled ERPs are the catalysts of digital transformation. Retailers should harness them to redefine the future of work and reshape each of its function from Finance, Supply Chain to the point of sales and regulate support services.
- Retailers need to prepare teams with new skill sets and explore investments necessary to deploy bots.
- Accordingly, the demand for decision-ready and real-time data will also increase. Clean, meaningful and authentic data can improve the quality of decision making.
- AI holds the key: New emerging technologies like AI, ML, AR and VR will be crucial in shaping new retail models.

- Virtual trial rooms, touchless in-store shopping, and personalised digital communication are the new areas to explore.
- Interactive live streaming will deliver the required experiences for high fashion and automobile commerce.
- Similarly, content-led commerce will be a new way; influencers and store associates will create content and use AR to deliver commerce
- New era of partnership: Retailers and technology providers need to work as partners. Technology is helping retailers in maturing their shared service models allowing them to broaden their customer and geographic reach and provide greater value and insight to internal customers.
- All retailers across the globe are trying to know their customers better, thereby coming out with specific personalised marketing campaigns and promotions.
- Targeted campaigns on social platforms and apps are now trending, spends on media ads are slowly being curtailed, and the marketing rule books are being re-written. This pandemic has fast-forwarded the shift to digital transformation. Now is the time for retail players to get control of the current crisis and invest in the right technologies
- The term marketing encapsulates multiple tools such as Design, Digital Marketing, Public Relations, On ground Marketing, Advertising and events - falling under the integrated marketing umbrella. In the new age, since social distancing is here to stay - i believe at least for a while - the tool of digital marketing is going to become paramount. However, digital marketing without both the EQ and IQ is going to fall flat.
- Brands are going to have to tell their story using digital and online platforms, creating an emotional connect through well worded content and design.
- Social media marketing may become your brands calling card, a way for the customer to connect with you. Your website may again gain the importance it lost recently - here is where you can tell your story, your values and your culture.
- Influencer marketing is here to stay - what may change is the quality over the quantity - and also the ability to find the right match of the influencer, with innovative, timely and honest content - this is when your brand will truly see remarkable results.

Impact of Coronavirus #5: Changing priorities are leading to increases in investments

- As priorities and plans shift, marketing teams are also expecting shifts in the budget.
- As event and conferences come to stop as the result of the pandemic (see Insight #6), 78% of marketing leaders indicated in the survey that they expect an increase or significant increase in the creation of virtual events, and another 72% expect notable increases in web content. 67% of marketers expect an increase or significant increase in webinars.
- Similarly, these marketers also expect a 66% increase in social media followed by blog content at 57% and video production at 50%. Clearly, online media is becoming the go-to alternative as the pandemic continues
- Not surprisingly, 88% of marketing leaders indicated in the survey that they expect a decrease or significant decrease in live events and conferences.
- Other less obvious areas expected to see a decrease in investments include direct mail and digital advertising – at 34% and 27%, respectively.
- Marketing leaders also expect a 19% decrease in investments related to premium

- content. This is possibly related to a downturn in lead generation activities.
- The insights from the survey tell a compelling story. The impact of coronavirus rapidly changed priorities for marketing and is shifting budgets. Marketing is more difficult than ever during this pandemic.
 - Marketers are scrambling to modify their execution plans and find the bandwidth and resources necessary to execute new campaigns and build new content. Compounded with working remotely, market teams' productivity is likely on the decline as there appears to be an increase in "work about work", such as an increase in meetings and status updates
 - The data suggests that companies who were early to adopt planning and project management tools, often characterized as Marketing Work Management (MWM), Marketing Resource Management (MRM), and Content Marketing Platforms (CMP) are facing fewer challenges as the result of the impact of the coronavirus compared to those who have not adopted these software technologies.
 - This makes logical sense as these tools are designed to provide increased visibility and control into the overall marketing workforce, both for internal employees and non-employees and agencies, and help with planning, budgeting, and management of shifting priorities
 - more consumers are resorting to online shopping — and not only for clothes but groceries too.

Because people are working remotely and limiting their traveling, the time consumers spend online is increasing.

- Marketers will therefore need to start advertising more on social media and on digital platforms.

An important thing that marketers will need to keep in mind is that, since people will be more active on social media and online platforms while in self-isolation, the pressure to create more digital content will be extremely high.

- Business will need to ensure that they create a lot of high-quality content to stay relevant during this pandemic. If marketers and online creators thought they had a lot of work before, they have no idea how much harder this will become; people are bored at home, so they will want more content that is still of high quality. So the content will need to be quantity and quality at this point in order to stay relevant.
- The index also found that four in 10 humans are checking the news much more frequently to keep up to date with what is happening regarding the coronavirus. Therefore marketers will need to start including content talking about the coronavirus because during this time this is what people want to read and stay updated with.

Marketers also need to keep in mind that they need to support their consumers during this difficult time. Consumers want to feel cared for by their favorite brands while being in self-isolation, so make sure your content shows your consumers you value them

So, what does the future hold for marketers?

- Marketers need to understand that they have to find ways to adjust to the current situation. No one can be sure how long it will be before there is a cure for the coronavirus.

- On the plus side, people have always been able to adjust to change, and your consumers will thank you for the new, high-quality
Another thing to consider is that, after the pandemic, consumers might not even want to go back to old ways of doing things.
- Online shopping is a lot easier and working remotely means people get to be more productive.
- When consumers start requesting different ways of consuming advertisements, marketers will have to listen and adjust to the changes that are being requested.
- Marketers will have to start making use of new and innovative ways to reach their audiences.

What are some other changes you think COVID-19 will bring to the marketing industry

- The consumer behavior makes the customers decide on how, when, what, where, and why he/she buys a specific product. The informed consumers display the change in behavior with the interplay of macro and microfactors.
- The companies have been articulate in handling the challenges of consumer buying behavior. The present scenario of Covid-19 is no exception for the brands. Most of the brands are showing the variations in their marketing communication to influence consumer choice.
- The low demand for non-essential goods and services are transitory owing to consumer's choice more into the survival goods or services only.
- In this crisis of Covid-19, even non-essential services/goods brands must engage with customers by communicating on social media. The social relationship of customers with the brands always have impacted the consumer purchase decisions.
- The consumer survival mood is temporary and after the lifting of the lockdown, the customers will start their purchases with precautions.
- The post- lockdown situation may change the scenario of markets. The cycle of the market will gain momentum. The Covid-19 vaccine will act as a life jacket and without a life jacket, the fear of the virus may curtail the shopper's intensity of shopping to some extent. Online shopping will increase and physical buying will go down. The tourism and travel brands need to recreate and reposition their strategies
- The coronavirus fear has penetrated the consumer's mind and psychology which may affect his/her ways of buying. The brands have to exploit the new brand communication which minimizes the psychological impact in the consumer's minds.
- The positioning strategies will be different. The new technology and strategies may open new avenues to the brands and they may be able to influence consumer behavior

Adapt Your Marketing Strategy for COVID-19

- Customers may never know how a company's finance or HR department responds to a major unpredicted event, but marketing sits center stage, its moves reflected in every ad campaign, message and channel. You set the tone for how customers perceive the brand during a difficult time.
- Taking the right actions and finding the right message can be challenging, especially in a fast-changing situation. All companies should operate with integrity and trust even as they come under pressure from a swiftly evolving situation. Those with a product or service well-suited for difficult times must, meanwhile, tread lightly, lest customers think

they're exploiting tragedy.

Adapt Your Marketing Strategy

- Long before the coronavirus emerged, consumer trust in both government and large brands had eroded.”
- “Among marketing’s greatest challenges is foreseeing how customer wants, needs, expectations and purchasing decisions will evolve,” says AugieRay, VP Analyst, Gartner. “
- Customers themselves won’t know until COVID-19 infections, fears and restrictions occur in their workplaces, locales and lives.”
- Marketers shouldn’t wait for problems to develop or the market to point in a clear direction before making plans and taking action. Instead, follow a four-step action plan to define scenarios, monitor customers and plan for marketing changes.

- Define theoretical best, worst and moderate scenarios that could play out during the crisis from the perspective of the business, its customers and critical partners.
- Work with peers in other departments like HR and finance to develop the scenarios as they apply overall to the business
 - Listen for changes in customer sentiment and behaviour
- Long before the coronavirus emerged, consumer trust in both government and large brands had eroded. People now align more closely with family, friends and local businesses. The current crisis seems poised to amplify the distrust customers have of brands. Brands can push against that wave by rising to the occasion to reestablish trust through customer-centric actions. For example:
 - Listen. Now more than ever, it’s important to know what customers feel and do, and why. Set voice of the customer (VoC) programs to listen for references to COVID-19 or other shifts.
 - Use social listening to monitor customer discussions about health concerns or information needs relevant to your brand.
 - Ask sales and account management teams what they hear from the front lines.
 - Monitor customer care emails, phone calls and service chats for changes in concerns or sentiment.
 - Balance your response. Marketers must support customers and protect customer relationships while staying honest about what the firm can and cannot deliver at this time. Be careful about taking actions that provide short-term stability (or gain) for the firm at the expense of customer trust.
 - Anticipate operational impacts
- Challenges to product and service delivery abound during this crisis. Closed factories and disrupted supply chains create reduced supply on one side of the business, while customer questions create rising service demand on the other. Marketers must adapt their messages to reflect the on-the-ground realities while staying true to the brand’s values. Some steps to take include:
 - Manage your promises. Set realistic expectations about service levels, product launch dates, product availability, and so on. Consider pulling ad campaigns for products you can’t be sure you can produce and deliver. Evaluate current policies and consider rational changes — for example, allowing cancellations or extending payment terms.
 - Create capacity to address customer service volumes.
 - Craft proactive messages to distribute via email, social media and the web to answer common questions.

- Also draft reactive scripts to help customer service reps handle sensitive one-on-one interactions.
- Train qualified team members in functions with lower volume to help manage demand from customer service channels
- Ramp up digital delivery. Promote apps and other mobile tools and services. Ramp up capacity for online transactions and digital interactions.
- Innovate ways to deliver your product or aspects of it online, like telemedicine for routine doctor visits or online learning for the millions of students who will be out of school.
- Yet, even as you enable digital options, understand that some people will always need to hear an empathetic human voice, especially now, and be prepared to offer it.
- Optimize the marketing budget. All organizational functions will be called on to prioritize spending.
- Try to avoid across-the-board cuts.
 - Look instead for ways to drive efficiency (for example, by looking for overlap in agency or marketing technology contracts), and to reduce or postpone obligations that won't bring value — and may even come off as tone-deaf — in the current environment

Adapt the marketing plan

The next three to six months will bring many societal changes that trickle down to the marketing plan.

- Use the best-, worst- and moderate-case scenarios to anticipate possible and likely changes and take alternative actions. Some areas of focus include:
- Event-based programs. Restrictions on large gatherings are cutting into the businesses that serve these events and the marketers that theme their campaigns around them.
- Develop alternative marketing ideas now for physical events planned for spring and summer.
- Sports events may move to streaming delivery; conference expos may move online, and soon.
- Don't wait until an event is canceled to develop a plan.
- Deliver compelling content. More people will be spending time at home over the coming months. Brands can provide lighthearted and uplifting or informative and encouraging content to people looking for support. This may also be a good time to relaunch or bring out escapist experiments such as VR content.
 - Secure media early. Everyone is in the same boat, and every one is looking to secure key spots to replace lost opportunities.
- More Emphasis on Quality, Value, and Customer Satisfaction:
- *”More Emphasis on Relationship Building and Customer Retention:*
- *More Emphasis on Managing Business Processes and Integrated Business Functions*
- *More Emphasis on Global Thinking and Local Market Planning:* “Act locally, but think globally.”
- More Emphasis on Strategic Alliances and Networks:
- *. More Emphasis on Direct and Online Marketing:*

- *More Emphasis on Services Marketing:.*
- *More Emphasis on High-tech Industries:*
- *More Emphasis on Ethical Marketing Behaviour:*
- *10. Other issues:*
- *Craze for international standards and emphasis on quality, value and customer satisfaction. Application of TQM (even, Six Sigma) in every aspect of marketing management.*
- *changed attitude toward competition. They compete not for maximum gains but for maximum offers to customers*

Dr. N. Uday Bhaskar, Asstt. Professor, DCMS, Adikavi Nannaya University, Rajahmundry.
Contemporary issues in Marketing and coping strategies

Bottom line understanding the effect of COVID-19

- Underutilization of labor by 3 percent across all sectors in the global economy results in declining capital usage.
- Trade costs of global imports and exports increase by 25%, applied across all goods and services.
- Sharp drop in international as well as domestic tourism and hospitality (captured via a 50% tax on inbound and outbound tourist-related services such as transport, accommodation, etc.)
- Reallocation of demand away from sectors requiring human interaction.

The Quantity Theory of Money

$$MV = PY$$

M= Money supply

V= Velocity, the rate of money turnover

P= Price Level

Y= Real GDP

If M decreases V should increase, either or the GDP will decrease

If circulation/ availability of cash reduces the business transactions be on Credit or will not occur

Strategies to Boost the Economy

- Government should ensure more, local, regional and international cooperation in responding to the health and economic challenge
- To speed up the recovery the government should initiate joint policies

- Health care: support to health care workers, Using retired health care staff, Extensive testing etc.
- Employment generation: thinking of short term employment, cash advances, caring the vulnerable
- Manufacturing: Tax exemption, waiving the interest on principal, provision for working capital
- Restoring the customer confidence
- Faster and inclusive Digitalization
- Inclusive financial services and banking, jandhan yojana
- Multiple payment gateways (postal, RTC, Railways)
- Individual tax rebates and real estate stamp duties may be reduced
- Reducing the Corporate Tax (presently @ 17%)
- Cyber Security
- Boosters for Private Consumption
- Lower lending rates (Monetary Policy)
- Increasing Govt Expenditure (Fiscal Policy)
- Direct benefit transfer to the most vulnerable groups

Changing business trends post COVID-19

M-commerce and mobile first solutions

- Mobile payments
- Mobile apps
- Gaming
- Mobile advertising and promotion
- Information

Social Commerce (business via social media)

face book, instagram, tiktok etc..

Artificial Intelligence and Machine Learning

Instruction based Intelligence

Recommendation engine-rating analysis

Search engine optimisation-Decision support system

Visual search, voice search (Alexa speaker)

In store- Virtual reality application (Smart mirrors)

Number of participants 203

Certificate

