

Int'l marketing conclave held

LUCKNOW : Jaipuria School of Business, Ghaziabad, in collaboration with Indo-Gulf Marketing Association, Dubai, organised a one-day virtual international marketing conclave on the theme 'Marketing Disruptions in the Digital Era' on Monday. Tapan Kumar Nayak, director, Jaipuria School of Business, informed that how digital transformation had taken place over the last 2 decades. Shishir Jaipuria, chairman of Seth Anandram Jaipuria Group of Educational Institutions, stated his views and insights on the theme.