

Marketing Conference

18th February, 2012.



Jagran Institute of Management

620 W-Block,
Saket Nagar,
Kanpur- 208 014

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Find us on the Web:

www.jimkanpur.ac.in

Retail Dynamics

A Multi Dimensional Approach To Retail Management



Message from the Director

The emerging customer is more demanding than ever in today's increasingly competitive retail environment. Successful retailers have been using innovative strategies to leverage greater value from all components of their integrated retail offer.

This engaging one day conference is designed to provide a common platform for knowledge sharing between academic experts, retail industry practitioners and the students specialising/ doing research in the related fields

The program aims to analyze the elements for accelerating the development of retail practices that can quickly change the scope of retailing in India. The conference addresses the retail practices which are to be adopted for modern retailing formats, with a view to meet the rising expectations of today's customer as this will be the key to understand retail in the next decade.

This program provides an invaluable insight for retail leaders involved in marketing, merchandising, distribution, finance, IT, operations, business development.

CA Vinod Kr Sharma

Objectives and content

By investigating the key elements of retail value and addressing actual business situations, the conference provides participants with a platform for sharing their understanding and research findings of the current retail scenario. This knowledge sharing will help in building a unique value model for retail businesses.

The subthemes are:

- Retail Value Chain
- Retail And Merchandise Management
- Retail Store Operations
- Multi Channel Retailing
- Retail Strategies
- Retail Communication
- Rural Retailing
- Emerging Trends in Retailing

Conference details

Program Registration

Inauguration

Welcome Address

Technical Session - 1

Lunch

Technical Session - 2

Technical Session- 3

Valedictory Session

High Tea

Who should attend?

This conference is open for research contributions from:

- Academicians/ Research Practitioners
- Corporate Practitioners
- Students (pursuing Doctorate/ Masters program)
- others interested in the related fields.

Delivery

The program is facilitated by highly regarded international management educators from:

- Indian Institute of Management
- Institute of Management And Technology
- Indian Institute of Technology
- International Management Institute

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Information and registration

For further information on this program please contact the Program Coordinators. To register please complete the attached registration form and return to Program Coordinator

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Jagran Institute of Management Management Studies

Jagran Institute of Management is an upcoming progressive B school that pursues activities and development purposefully in context of Global Business Environment.

At JIM efforts are focused in channelizing & synchronizing teaching with research programmes, ensuring that they are all relevant to the economic and social development

Date, venue and fee

Location	Jagran Institute of Management Kanpur
Commences	Saturday 18th February; 10am
Duration	1 day
Participation Fee	500



Marketing Conference

18th February 2012, Kanpur.

Conference Registration Form

Retail Dynamics- Multi Dimensional Approach To Retail Management

Enrol by fax or post by completing this form and sending it to The Program Co-ordinator 620, W Block Saket Nagar.

I wish to reserve places for Participants for the program as follows:

Participants

Title:	Name:
Position:	Organisation Name:
Postal Address:	
State:	Postcode:
Phone:	Fax:
Email:	

Title:	Name:
Position:	Organisation Name:
Postal Address:	
State:	Postcode:
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Find us on the Web:

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Conference Patron:

Dr. J.N. Gupta

Ex-Director GHSIMR, Kanpur

CEO- Jagran Education Foundation

Dr. M.P. Gupta

Director

Jagran College of Arts, Science & Commerce

Kanpur



Conference Director:

CA Vinod Kr. Sharma

Director

Jagran Institute of Management, Kanpur

Program Co-ordinator:

Ms. R S Kapoor- 9889020770

Mr Naveen Arora- 9336602209

See you at the Conference!