



**Dr. Jitendra Das, Director, FORE School of Management, New Delhi** was invited as a keynote speaker by the **Indo-Gulf Marketing Association** in the inaugural session of the 3<sup>rd</sup> International Research Virtual Conference on “*Reimagining Business - Focus on Customer*” on Saturday, October 31, 2020 held at Boston.

This event was organized in association with **FORE School of Management, New Delhi**. More than 100 no. of participants attended the event.

The conference started with Dr. Mohan Lal Agrawal, President, Indo-Gulf Marketing Association, delivering the Welcome Address. Introducing the experts and specialists invited for the conference, Dr. Agrawal spoke about some of the activities undertaken by the Association.

Dr. Jitendra Das spoke about the way customer management has changed and the disruptions in the marketing function. Sharing how several factors contributed to disrupt traditional businesses around the world that were complacent and drawing on his expertise in Customer Relationship Management. He explained why influencing customers is an important aspect of business marketing. Social conditions, the environment, mobile, and cloud are some of the key factors impacting customer expectations.



Dr. Jitendra Das, Director, FORE School of Management, New Delhi delivering the Keynote Speech

Dr. Das also discussed how new channels, tools, and devices are changing the way a business interacts with its customers and how this, in turn, is influencing customer experience and expectation. He shared insights into how we can adopt some of the best practices in customer management that can help a firm achieve its overall goals.

Dr. Jitendra Das was accompanied by the following prominent personalities during the inaugural session:

- Dr. Mohan Lal Agrawal, President, Indo-Gulf Marketing Association
- Dr. Chetan Srivastava, School of Management Studies, University of Hyderabad