



## Indo-Gulf Marketing Association 6th International Research Conference on "Reimagining Business: New Customers, New Markets" held at Sydney Saturday, January 30, 2021

The **Indo-Gulf Marketing Association (IGMA)**, in collaboration with **FORE School of Management, New Delhi** organised the **6<sup>th</sup> International Research Conference** on the topic **'Reimagining Business: New Customers, New Markets'** on Saturday, January 30, 2021, in Sydney virtually. It witnessed participation from 23 presenters, hailing from different continents and more than 140 delegates from industry and academia participated in this summit. FORE was the Academic Partner for this event.

**Dr. Mohan Lal Agarwal**, President, IGMA initiated the program with a welcome address. The co-host of the Inaugural Session, **Dr. Jitendra Das**, Director, FORE School of Management, New Delhi added that the objective of such conferences is to widen the business acumen of the attendees to guide them towards attaining deeper understandings.



Dr. Jitendra Das, speaking in the Conference

**After the co-host address by Dr. Jitendra K. Das**; The first keynote address was delivered by **Ms Nadia Touil Louis**, Head of eBusiness Development-Nestle, Asia, Africa, Oceania, and Singapore. **Mr. Binu Jacob**, CEO & Managing Director, Nestle, Ho Chi Minh City, Vietnam presented the next keynote address. The final keynote speaker was **Dr Andre Bonfrer**, Professor and Head of Department of Marketing, Deakin University, Melbourne, Australia.

**Dr. Jitendra Das**, Director, FORE School of Management, Delhi summed up the keynote addresses by reinstating how they focused on both industrial as well as academic perspectives. He

pointed out how science and technology, especially Artificial Intelligence (AI) need to be deployed in marketing practices to effectively pave way for a reimagined future.

There were some noteworthy speakers, i.e. **Dr. Ashwini Aggarwal**, Director, Applied Materials, USA. He spoke about the Semi-Conductor Innovation Ecosystem. The next speaker was **Mr. Najmudheen Chali**, a research scholar who talked about The Prospects of Inland Aquaculture in India. His address was followed by **Mr. Bhagirath Choudhary**, from NTPC Power Corporation India, who presented a meticulous about the organisation.