

**APEX Institute of Technology-MBA**

## **Importance of Technology for Success in Management Roles: The Way towards Education 4.0**

**Concept Note :**

Technology plays quintessentially important role in management activities. Philip Kotler describes Marketing 5.0 as something where a whole new set of tools are used in marketing like AI, algorithms which makes us reach towards a sustainable development.

Digital revolution has taken over, computer, softwares are involved, new media or the so called social media is attached to marketing. Smart phones have all the information of the world. But traditional marketing is also needed along with online selling. Today we are creating software programs that will create decisions for us – these softwares work 24X7 even when we are sleeping. This is called as Marketing Automation. Today we can simulate a lot, we can develop a product, create it as a visual and watch customer react to it, without even creating the product in the factory. We are in the world of augmented reality. And its all possible because of advancement of technology.

**Technology for Sustainable Development :**

What is the purpose of any brand you make ? Unilever CERO made every brand manager made purpose of their brands. What is the higher purpose of food business ? Or higher purpose of cleaning purpose ? Is our capitalism benefitting everyone or few people ? Society should distribute happiness amongst people. You cannot be producing things hurting our air and water. Your brand should show your values. Does your company care enough of others. Companies should be caring companies and not a money making machines. This is true sustainable development in its true sense. And that's where our technology should work on.

The panel discussion which includes 3 esteemed members from the Industry and 2 from reputed firms will get together to discuss how should we revolutionize our Education by incorporating technology that helps in sustainable development and better management.

**The following would be present during this International Conclave:**

S.No.	Name	Designation

1	Mr Vimplesh Pandey	Assistant Consultant, TCS, Zurich, Switzerland
2	Mr Joseph Jude	CTO, Net Solution
3	Mr. Kunal Nandwani	Cofounder and CEO at uTrade Solutions
4	Mr Gopal Krishnan	India Country Manager, Entrupy
5	Mr Rahul Aggarwal	Associate Director, KPMG, India

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