

Rs. 3

KOLKATA

THURSDAY, 14 APRIL, 2022

PG-8, YEAR-8, ISSUE-321
(RNI NO.: WBENG / 2014 / 56803)

Morning India

Birla Global University organises Marketing Conclave and International Conference

MI News Service, Kolkata/Bhubaneswar: Birla School of Management, Birla Global University, Bhubaneswar organised Marketing Conclave on the topic “Changing Paradigm of Marketing in New Age Business”. During the conclave there were two panel discussions on New Consumer landscape and New Age Business: Marketing Challenges, Opportunities & Strategies. Shashi Sinha, Chief Executive Officer, IPG Media Brands, India and Chairman – BARC joined the inaugural session as Chief Guest.

The Birla School of Law, Birla Global University, organised a two-day Interna-

tional Conference on NIPR, Innovation and Entrepreneurship in collaboration with Maharashtra National Law University, Mumbai. The purpose of this International Conference was to provide a space and an opportunity for students, research scholars, professionals and academicians to share, analyse, enhance their skill and provide feedback on the significance of IPR, Innovation and Entrepreneurship.

Under the generous patronage and constant supervision of Prof P.P Mathur, Vice Chancellor, Prof. Prof B.K Das, Registrar Birla Global University both the events were conducted.