



CHRIST ACADEMY

Institute for Advanced Studies

Department of Management Studies
Organizes

MARKETING CONCLAVE 2026

MARKETING METAMORPHOSIS –
NAVIGATING THE NEW-AGE CONSUMER

25 FEBRUARY 2026



Kishore BS
Co-Founder
Stockbyte



Siddarth Baliga
Co-Founder
swades.fashion



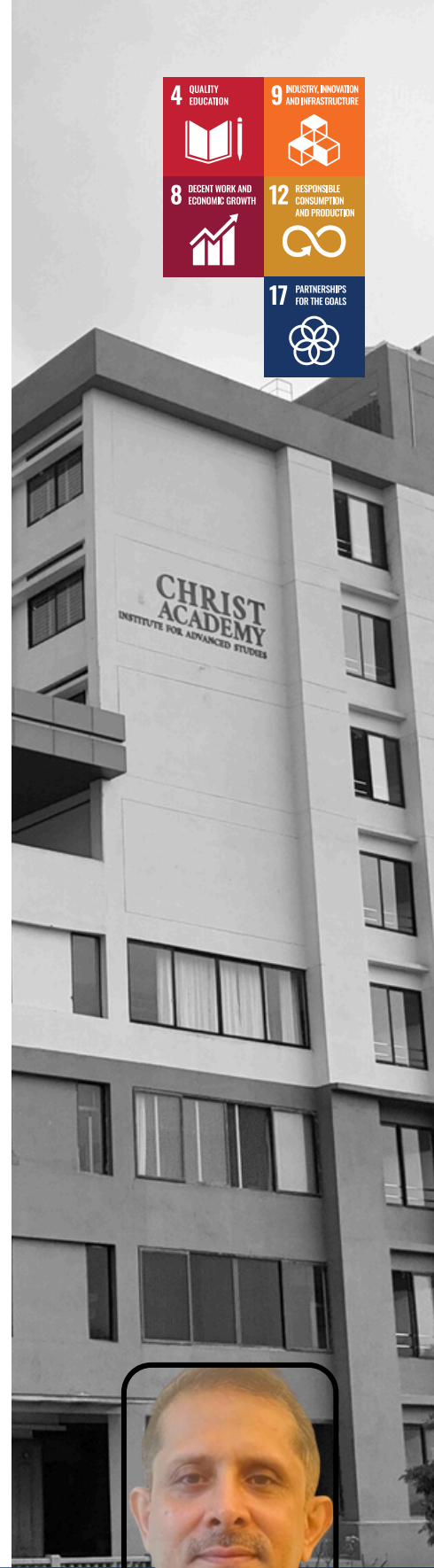
Punya Sundar Raj
Content Sales Leader
Times Internet



Ashish Gupta
Director
Indian Educational
Services



Aashish Mohn Dikshit
Microsoft | CISCO | Adobe



ABOUT CAIAS

Christ Academy Institute for Advanced Studies (CAIAS), Bengaluru, is a premier institution committed to excellence in higher education, research, and holistic student development. Rooted in strong academic values and industry relevance, CAIAS fosters innovation, ethical leadership, and experiential learning.

The institution offers undergraduate and postgraduate programs designed to meet contemporary industry requirements while nurturing socially responsible and globally competent professionals.

ABOUT THE MARKETING CONCLAVE 2026

The CAIAS Marketing Conclave 2026 is a flagship academic–industry interface that brings together academicians, industry professionals, researchers, students, entrepreneurs, and alumni to deliberate on the evolving marketing landscape.

With rapid advancements in AI, data analytics, digital platforms, and changing consumer behavior, marketing is undergoing a fundamental transformation. This conclave aims to explore these shifts and equip participants with insights, tools, and perspectives required to navigate the new-age consumer.

THEME OF THE CONCLAVE

MARKETING METAMORPHOSIS – NAVIGATING THE NEW-AGE CONSUMER

The theme focuses on:

- AI-driven and data-powered marketing
- Digital transformation strategies
- Changing consumer expectations and engagement models
- Ethical, responsible, and sustainable marketing practices

OBJECTIVES OF THE CONCLAVE

- To bridge the gap between academic knowledge and industry practices
- To expose participants to emerging marketing trends and tools
- To promote research, innovation, and critical thinking in marketing
- To create strong networking opportunities between academia and industry
- To enhance employability and entrepreneurial mindset among students

WHO SHOULD ATTEND?

- Faculty members (Marketing & Allied disciplines)
- Research Scholars
- Industry professionals (Marketing, Sales, Digital Marketing, Brand Management)
- Start-up Founders and Entrepreneurs
- UG/PG students from any discipline
- Alumni working in marketing-related roles

HIGHLIGHTS OF THE EVENT

KEYNOTE ADDRESS – Future of Marketing in the AI & Data-Driven Era

PANEL DISCUSSION – Digital transformation, AI-driven marketing, and consumer behaviour shifts.

HANDS-ON WORKSHOP – Practical session on AI Tools in Marketing (Chatbots, CRM, Marketing Automation)

STUDENT-CENTRIC ACTIVITIES

- Product Pitch / Elevator Pitch Challenge
- Interactive Student Exhibition

Suggested Topics for Exhibition

- Logo Guessing & Tagline Match
- Price Perception Wall
- Before-After Rebranding Showcase
- Rural vs Urban Marketing Contrast
- Brand Storytelling Pavilion
- Marketing through AI & Technology

Scan to access guidelines for Student Activities



SPECIAL STUDENT AWARDS

- ◆ Certificate to all participants
- ◆ Cash prizes for 1st, 2nd, and 3rd place worth ₹20,000
- ◆ Trophies for 1st, 2nd, and 3rd place

The conclave aligns with the following United Nations Sustainable Development Goals (SDGs)



SPEAKERS & PANELISTS

Keynote Speaker



KISHORE BS
Co-Founder
Stockbyte

Panel Discussion Members



SIDDARTH BALIGA
Co-Founder
swades.fashion



PUNYA SUNDAR RAJ
Content Sales Leader
Times Internet



ASHISH GUPTA
Director
Indian Educational Services

Hands-on Training



AASHISH MOHN DIKSHIT
Microsoft | CISCO | Adobe

REGISTRATION DETAILS

Category of Participants	Registration Fee (₹)
Students	200
Research Scholars	500
Faculty Members (External)	700
Industry/Entrepreneurs/ Participants	1,000

* Registration is mandatory

* Certificates will be provided to all registered participants

How to Register

Link for Students



<https://rzp.io/rzp/YyeZou89>

Link for Participants (excluding Students)



<https://rzp.io/rzp/F7mZAEG>

ORGANIZING COMMITTEE

CHIEF PATRON

Fr. Antony Davis CMI
Principal

PATRON

Dr K M Vinay Kumar
HOD, Department of
Management Studies

EVENT COORDINATORS

Dr. Rajni Gupta
Associate Professor
Department of Management Studies

Dr. Jyoti Pradhan
Assistant Professor

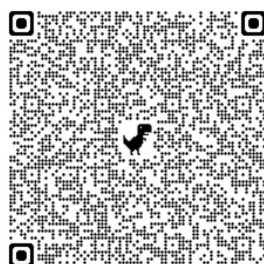
CONTACT DETAILS

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Venue: Chavara Hall, Christ Academy Institute for Advanced Studies, Christ Nagar, Hullahalli, Begur-Koppa Road, Sakkalwara Post, Bengaluru - 560083, Karnataka

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Department of Management Studies, CAIAS

Join us to explore the transformation of marketing and shape the future of the new-age consumer.