

# INTERNATIONAL CONFERENCE ON "INNOVATIONS IN MARKETING" DATE: 11TH JUNE 2022



ORGANIZED BY



Accredited by NAAC

SHEILA RAHEJA SCHOOL OF BUSINESS

MANAGEMENT & RESEARCH

(Approved by AICTE New Delhi, Govt. of Maharashtra & Affiliated to University of Mumbai.)

24, Rd Number 2, Kherwadi, Bandra East, Mumbai,  
Maharashtra 400051.



**About us:** Established in the backdrop of a dream to create a strong, resilient future of our country, Sheila Raheja School of Business Management & Research (SRBS), affiliated to the University of Mumbai, is an exceptional B-School in the heart of Mumbai's Suburb, Bandra. In harmony with the ideology of the founder, 'forwarding education for everyone with a passion to learn'.

SRBS is NAAC Accredited since 2019. The philosophy of the Institute is firmly rooted in imparting quality and value-based Business Management Education in line with Industry requirements.

**CONVENER**  
**Dr. H. J. Bhasin**  
Director

**CHIEF PATRON**  
**CA Arvind Tiwari**  
Hon. Gen Sec.



## ABOUT THE CONFERENCE

Sheila Raheja School of Business Management & Research is proud to present the conference on "Innovations in Marketing" by the Marketing department on Friday June 11, 2022. This year's conference brings together industry leaders, Academicians and Research scholars to exchange and share their experiences and research results on all aspects of Innovation and Marketing. It also provides a premier interdisciplinary platform for researchers, practitioners, and educators to present and discuss the most recent innovations, trends, and concerns in the field of marketing. The conference will be held in hybrid mode at SRBS. After the guest speaker sessions, there will be paper presentations.