

**New Delhi Institute of Management  
Organized  
National Seminar  
On  
“Role of Social Networking Websites in Marketing”  
10<sup>th</sup> October 2009**

Eminent and Experienced Speakers in both the website networking and marketing have enriched and enlightened our PGDM students on the use of social networking for promoting and developing marketing for the corporate

The Seminar was covered in three technical sessions based on the themes viz. (1) Paradigm shifts in marketing through the use of technology of networking by expanding the base and reducing the cost of marketing, (2) Forging direct links between the business and customers through ideas and opinions expressed in the Networking sites, (3) Potentialities of marketing in Networking sites and needs for explorations.



Mr. Sundarmoy Sen Vice –President, Mckinsey Knowledge Center, presented their conceptual and practical experiences of benefits of marketing that companies are able to reap through the use of social marketing sites.

Mr Vivek Khare, Sr. Vice president at Infoedge India Limited, shared his experiences of two corporate, **Infoedge** and **Naukri.com**

Ms. Tanvi Jain, Group Head, Isobar spoke on “Role of Social net work in Marketing : A mash up of Ideas and Opinions

Mr. Saurabh Pandey, Business Head and Marketing Manager Infoedge India Limited, gave his deliberation on “ Marketing through On Line Social Networks” narrated the strength of the networking sites

Mr. Yogesh Bansal, Owner and Manager, ApnaCircle.com, presented a potentially significant opportunity that marketers have yet to fully understand and tap.

Mr. Naveen Luthra, Chief Marketing Officer DIGINATIVES Content Solutions Ltd spoke on “Using social Media in Local Business”.