

SCHOOL OF COMMERCE & MANAGEMENT

Department of Management

NOTICE

Ref. No: AJU/SCoM/DoM/2026/173

Date: 22.05.2026

Department of Management, (BBA) in association with **XLRI Jamshedpur**, is organizing **International Marketing Day 2026**. The event aims to provide students with valuable insights into emerging marketing trends, consumer behaviour, strategic thinking, branding, and future opportunities in the field of marketing through an exclusive academic interaction with esteemed faculty members from XLRI Jamshedpur.

Details:

Date: 27th May 2026 (Wednesday)

Time: 10:00 AM onwards

Venue: XLRI Campus, Jamshedpur

Participants: BBA students

Students are encouraged to actively participate in this enriching learning opportunity and gain exposure to industry perspectives, strategic marketing practices, and professional networking.

Resource Persons: Prof. Prashant Kumar, Associate Professor (Marketing), XLRI Jamshedpur
Prof. Sanjeev Varshney, Marketing & Alumni Chairperson, XLRI Jamshedpur.

Event Coordinators: Dr. Partha Priya Das & Mr. Ujwal Prakash

Assistant Dean (UG)
School of Commerce and Management
Arka Jain University, Jharkhand



Dr. Pompi Das Sengupta

Asst. Dean (UG)

School of Commerce & Management

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