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DOSSIER

On

Marketing Challenges in VUCA World

on

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Summary

VUCA (Volatile, Uncertainty, Complexity and Ambiguity) characterize any business today. The increase in VUCA has led many organizations to rethink their strategies. Even the most risk-aware organizations are experiencing low-probability and high impact events that are posing challenges to all the departments affecting businesses continuity. To address happening of such events and understanding marketing in VUCA world, RDIAS organized this seminar for students to learn VUCA trends and how marketing is not immune to disruption in today's VUCA world. The session invited two eminent speakers from the industry to deliberate on this. Mr. Mandeep Singh from Frontier Markets, an expert in successful building of start-up businesses, explained the volatility in multiple sectors highlighting the adaptability & learning agility of these startups.

Another Speaker, Mr. Chiranjeev Singh Bedi, an expert in the field of Sales & Marketing, After-Sales Service, Business Development, Channel Management and Development, Managing organizational Team & development, Relationship Management, is presently working with Godrej & Boyce Mfg. Co. Ltd. Sir explained about uncertainty in the field of marketing and shared his views on how to overcome challenges in VUCA world. Sir told about red and blue ocean strategies that the marketer should use before segmenting the market. Both speakers, explained VUCA as Vision, Understanding, Clarity and Agile for marketer, an opportunity to fill up the gap between Customer and the Organization. They stated that it depends upon the marketer to marketer how he/she assess the situation. They need to think out of box to get success. This seminar provided students a platform to critically analyze and suggest possible/workable solutions for resolving this on-going dilemma.