**WEBINAR REPORT**

**June 19, 2021**

**“Marketing Re-strategizing: How to Drive Brand Performance in Covid Induced World”**

On June 19, 2021, School of Management, Sambhram Academy of Management Studies hosted a webinar “Marketing Re-strategizing: How to Drive Brand Performance in Covid Induced World” for the students and faculty; there were totally 100 participants.

Dr. K C Mishra, Principal, Sambhram Academy of Management Studies welcomed the resource person and introduced the audience with the topic. He shared his viewpoints about branding in today’s scenario.

The speaker of the day was Dr. Arijit Roy; Assistant Professor, Head, St Claret College of Management .He is a young dynamic teacher having research oriented approach. He projected a clear understanding of branding concept and its applicability in real business world. He said the most recent global narrative is that the novel Coronavirus pandemic would inevitably change both economic and social settings. As the key component of the economy, the market behavior of both supplier and buyer is expediently bound to witness a dramatic shift.

As a result one of the most desirable marketing activities, branding of products and services is also certain to undergo a sea change. He had given various examples of world famous companies branding initiatives and strategies to create brand value.