

FRIDAY, DECEMBER 20, 2019, NEW DELHI



RETAIL CONCLAVE- JIMS, ROHINI

PGDM Retail Management Dept. at JIMS Rohini organised Retail Conclave 2019 on 'Enhancing Customer Engagement in Changing Retail Landscape' recently. As retailers look for ways to differentiate in today's highly competitive market, customer engagement strategies have become the critical components for optimizing the customer's shopping experience. Manoj Kulkarni, ED, Nielsen was the Chief Guest, & Deepak Chaudhary, Dir. Sales and CEO, Audi (New Delhi West) was the Guest of Honour on the occasion. The event started with lamp lighting ceremony followed by the welcome address by pooja Jain, Director JIMS.