

**GATI CENTRE FOR EXCELLENCE
IN LOGISTICS & SUPPLY CHAIN MANAGEMENT,
ASBM SCHOOL OF BUSINESS**



organises



14TH NATIONAL MARKLOGISTICS SYMPOSIUM

SUPPLY CHAIN AGILITY : LEVERAGING BRAND AGNOSTIC

9th November, 2024

Time

Inaugural Session : 11.00 AM to 1.00 PM

Panel Discussion : 2.00 PM to 3.30 PM

**Shiksha Vihar, ASBM University, P.O., Bhola (Chandaka),
Bhubaneswar, India - 754012**

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**EVENT
LOCATION**

INTRODCTION

The consumer is not just the endpoint but a dynamic force that drives the supply chain forward, influencing its every twist and turn. Their action, preferences and communications influence many aspect of the supply chain. Now a days there is a shift in consumer demand pattern from being brand loyal to brand agnostic, which means making choices based on objective criteria, rather than being influenced by branding. One does not show a preference for a product based on brand rather one chooses to be brand sceptic and more adaptive towards a quick supply chain.

So the ability to quickly adjust supply chains to shifting market dynamics can greatly determine a business's overall health and impact on lives worldwide. Whether it is demand reduction, a bullwhip effect, a raw material shortage or being brand agnostic, market deviations are unpredictable. They can also be costly to the firm.

To keep up with changes and stay financially healthy, businesses need supply chains that are flexible and agile. Agility is a supply chain's ability to respond efficiently and avoid making knee-jerk reactions to fluctuations in consumer demand. An agile supply chain can more easily accommodate these changes. It refers to a supply chain's ability to respond efficiently and avoid making spontaneous reactions to fluctuations in consumer demand due to market vulnerabilities and brand agnosticism.

A brand agnostic can manage a service to optimise its strategy as there are no preferences. Supply chains leverage this characteristic to become flexible, i.e. agile, by using appropriate technology to adjust the processes such as production and shipping by making decisions based on real-time data about demand, supply, inventory etc.





Who can attend

Corporate Executives,
Professionals,
Academics,
Research Scholars,
Consultants,
and Students.

Registration

Please Click on the Link for registration : <https://docs.google.com/forms/d/e/1FAIpQLScIJbluHHOiyIUlogDbSQa>
Only registered participants will be allowed to attend the symposium.

Certificate

Certificates will be issued to the participants.

Category & Registration Fees

Corporate Executives
INR.1000

Research Scholars
INR.300

Academics
INR.500

Students
INR.200



Coordinator

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ABOUT UNIVERSITY

ASBM University established by Government of Odisha in 2019 as a state university, traces its legacy to Asian School of Business Management, which was founded in 2006 by a team of dedicated educationists and management professionals led by prof. Biswajeet Pattanayak, former professor of IIM Lucknow, Indore & Mumbai. The fact that a standalone B School has been granted university status by the state government within thirteen years of its existence speaks volumes about its quality parameters and performance. In fact, its quest for excellence has resulted in ASBM being awarded international accreditation by Accreditation Council for Business Schools and Programs (ACBSP), USA for its MBA Programme.

ASBM University offers cutting edge courses under five schools namely ASBM School of Business, ASBM School of Accountancy, ASBM School Liberal Arts, ASBM School of Information System and ASBM School of Law. Besides playing a pivotal role in providing value-based education with an industry-driven curriculum, ASBM University is also committed to research and development. To realise its vision to set the best standards for education and business leadership, ASBM has entered into coveted MoU with Internationally reckoned centres of learning like Metropolitan State University (MSU), California State University, San Bernardino (CSUSB), Westcliff University, North Carolina Central University (NCCU), St. Cloud State University, University Of Nottingham Malaysia, Universidad Argentina de la Empresa (UADE) Argentina, Management Development Institute of Singapore (MDIS), Singapore and James Cook University Australia, Singapore Campus.



BHUBANESWAR

Bhubaneswar, the capital city of Odisha, is one of the first planned cities of India and is now in the forefront of the smart city movement. Aptly called the City of Temples, it is home to a large number of temples. Together with Puri (Jagannath Temple) and Konark (Sun temple, a world heritage site), it forms the golden triangle for tourism.

The other important attractions of Bhubaneswar include Udayagiri and Khandagiri Caves, Dhauli (with its Ashokan Rock edict and Buddhist monument standing witness to transformation of Ashoka, the Warmonger to Ashoka, the Peace Keeper), Chaushathi Yogini temple (at Hirapur, one among only five in India), Nandan Kanan (437 hectares zoological park and botanical garden), Odisha State Museum, Odisha Modern Art Gallery, Regional Museum of Natural History), Tribal Museum, Pathani Samanta Planetarium etc.

