3D...
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Theme:

Marketing 5.0: A Humanistic Approach

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Guest Editor's Note

Marketing has come through many phases. Marketing 1.0 was about achieving the productivity (production and sales). Marketing 2.0 was about ensuring customer satisfaction. When customers have started expecting mass benefits from the brands, Marketing 3.0 emerged, which focussed on sales promotion to appease customers in an effort to provide additional values. Then came a digital revolution. Marketers never hesitated to adopt latest technology to provide the best utility called '*Convenience'* to customers. Marketing 4.0 is about providing the best value to customers through digital experiences. Last one decade has witnessed a tremendous amount of shift in the digital advancement which has driven both the marketers and customers crazy. While the marketers irrespective of business scale have changed their operations to adapt to digital trends, customers across the strata embraced this change rather quickly.

After having gone through the four phases, customers never seem to look happy and contended. The situations outside have forced them to question the brands even stronger. This time the questions appear to be not self-centric; questions are on how brands fit into the community, how do they appeal to the society as a whole. Customers are more empathetic now, they are thinking about inclusive living and collectivism. They expect the brands to perform a '*larger than life*' role. "Today's consumers expect the brands to be humane. They want the brands to have human character, opinions and points of view. It is a connected world, customers empathize with the community that they are part of. They are even venturing beyond their own community to explore and to stand by them. "In the divided world, consumers are united by purpose" says the source.

Today's Marketing is all about humanistic approach, which is called H2H Marketing[1] (Kotler et al., 2021). It is service-dominant which is human centered. It is based on Design thinking approach.

In this context, Marketing 5.0 tries to address the following;

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[1] H2H Marketing, ISBN 978-3-030-59531-9 (eBook), https://doi.org/10.1007/978-3-030-59531-9

- Do the marketers understand this trend of collectivism?
- How are they connecting with customers?
- How should the brands bring in an element of 'Humanity', 'Ethics and integrity'?

Upon extensive deliberations, it was decided to hold "Marketing 5.0 – a Humanistic Approach" as a theme of the upcoming issue of 3D Journal. Articles, research papers and working papers were invited from academicians and practitioners on the theme. The idea was to get answers for the above three questions.

We have received good responses from students to scholars to academicians to practitioners. The articles have gone through a blind review process and five articles have made a final cut. Selected articles are highly relevant to the theme of the journal; the ideas presented come through different prisms, but all of them merge into one in the end. Three articles are drawn from the published sources as the contents are too relevant and important to ignore. We believe that the opinions expressed through these articles offer a fertile ground for further research on the theme. 3D Journal doesn't claim any right on such published articles and due credit is given to the sources of such articles republished herewith.

A brief sneak into the articles published;

Gauri Chaudhary, in her article writes on how important it is for brands today to take a firm stance when it comes to humanity or the issues that trouble common people. That is because, she reiterates that in the divided world, consumers are united by purpose. She writes that Marketing 5.0 is all about engaging community for a purpose. She cites various examples to substantiate her viewpoints on the matter.

Anupam Narula explains how the purpose-driven Marketing is the need of an hour post pandemic and during other uncertainties. Agility and adaptability are two dimensions of new-age Marketing, he says. Tej Singh Kardam also writes about the role of technology in helping the mankind exist better, wherein he beautifully explains how the technology could be a facilitating factor to ease the complexities of life.

Dr. Ramana Acharyulu checks on the *Agility* as a driving factor of Marketing through his paper. He sees modern marketing no less than a project in itself which involves multiple small projects, all aiming to seamlessly connect with stakeholders. The author backs his views with cases and examples wherein it is validated that the responsiveness of the business firms is a subject factor of their agility facilitated by the technology. His contention that the technology is a precursor to evolution of ecosystem is well weighed upon through the article.

'There is a clear disconnect between Marketing objectives and outcome, that business outcome is not clearly accounted for', says Shreyas Naik. Therefore, he suggests, there is a need for businesses to embrace Affinity programmes to engage customers and to bring in transparency; that helps them plug in the gap. Today's Marketing uses technology to do this effectively. The paper is a fine read for marketers to think beyond loyalty programmes which could be doing little to appease customers.

In an exclusive interview with the Editor, Praveen Kumar highlights the importance of looking at soft skills in a candidate while recruiting for Sales jobs. While sharing his viewpoints, he points to how today's sales organizations suffer in the hands of incompetent employees. The excerpts of an interview hovers around how important it is to keep the employees in good stead to get the desired business results. The right investment on employees starts from the time when recruiting firms give importance to their ability of being empathetic, adaptability, quick learning and other skills which generally remain consistent, but are overlooked more often than not. Looking only at the hard skills of employees could prove fatal which do not necessarily guarantee an accountability from them.

An article from Rishikesh Sharma reviews the leadership type that is required for post COVID time. He proposes a Mind-Balancing Attitude Leadership (MBAL) which is more versatile, holistic, ever evolving and more importantly empathetic. The author has no inhibitions in saying that such dynamic leadership style is the need of an hour at the time of uncertainty. Marketing function in an organization must need such leadership qualities which can defy the traditional one-sided aggression completely. Sharma's contention on leadership fits really well into the scope of the journal and to the ideas expressed by other authors.

Anandgoud, another practitioner writes on the similar line. He writes that it is time for businesses to build relationships with customers beyond the transaction lines. Business firms can afford to take few jolts here and there in the interest of their biggest stakeholder, the benefit of that could be huge in the long run.

The articles are carefully selected from academic and industry fraternity to present different viewpoints on the theme. The discussions flow from the naïveté to the depth of the topic; from the contour of Customer Connect to different tenets of Marketing. Rightly so, the different perspectives on the theme aren't colliding, but complementing each other, proving that we are in unison to declare that Marketing 5.0 is oriented towards community welfare and tries to reduce the noise around. Gone are the days, when a Marketer would have revealed only what is required for transactions. New-age Marketing is all about establishing the right fit between the brand personality and the consumer's personality. Ensuring that doesn't easily come by, that the

business firms need to embrace that culture, nurture it and hone it to reap the required benefits. Only selected few firms have got this right, few more have started acclimatising themselves to this new demand and the large junk are yet to understand the significance of it. If the ideas presented in this issue of the journal reaches out to the large pie of such businesses or to those who want to explore this theme any further, the purpose is served. You may write to us at nagendra.h@iba.ac.in

At the outset, let me thank all those who have sent their articles obliging our invite. Thanks to Economic Times and Telangana Today, able sources of information. A heartfelt gratitude to Dr. Subhash Sharma, Dean of IBA, Bangalore for providing this opportunity and for handy insights to make this happen. Big thanks to all those who helped directly and indirectly to bring this issue out.

Let the hunger in you to hunt for knowledge stay intact.

With Best Compliments From,

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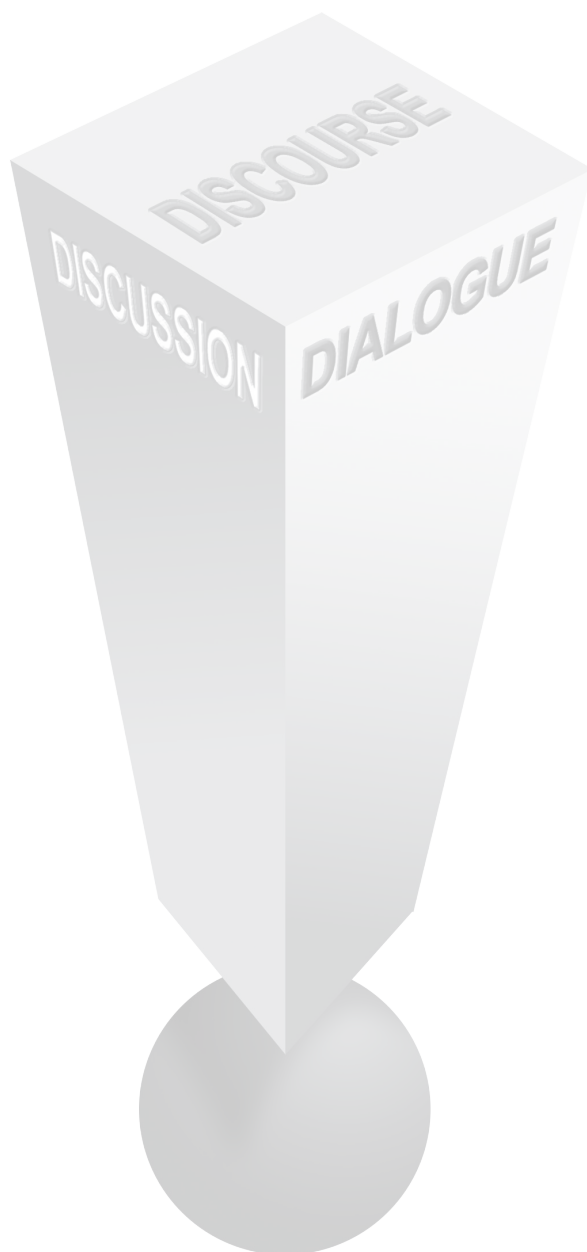 - •E-mail: Nagendra.h@iba.ac.in

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Gauri Chaudhary

What else do the brands need to do in the world dominated by Marketing 5.0?...

[The author is Gauri Chaudhary, taken as it is from ET Brandequity.com, published on August 02, 2021].

The current buzzword across the corporates is digital transformation, and rightfully so. There wouldn't be a single corporate that has not taken digital initiatives as its top priority. The pandemic has taught us the value of technology across functions. Yet the question is, "Is it enough?" Marketing has come a long way. While the feature and benefit-driven Marketing 1.0 focused on logic and rationality, Marketing 2.0 brought out the importance of emotions. Marketing 3.0 was about improving people›s lives and rising standard of living under the umbrella of rational and emotional solutions. It was about making happier and healthier consumers. Yet, 3.0 was limited by mass solutions. Marketing 4.0 changed it. Thanks to the digital revolution that allowed marketers to provide individualized solutions.

Technology further enabled the marketing practices, taking the marketers to the world of Marketing 5.0. Artificial Intelligence, machine learning, virtual and artificial reality are being used to enhance customer experience. Companies are transforming themselves to embrace technology and using Marketing 5.0 practices as a competitive differentiator. But is technology the only hallmark of marketing 5.0? Is digital transformation the only prerequisite?

The technology adoption is only half the story. Today's consumers have many more expectations from brands. What else do the brands need to do in the world dominated by Marketing5.0?

In the Artificial World, Consumers Want Brands to Be Human

Today's consumers expect brands to be humane. They want brands to have human character, opinions and points of view. They want brands to take a stance on issues that trouble common people. In 2014, when Michael Brown was shot dead mercilessly by Missouri Police, people were agitated and were vocal about the anger. Yet many brands remained silent. They did not feel it necessary to express their views. As per the research done by The Verge, an American Technology website, none of the technology

brands took any stance. There wasn't even a statement put out by Apple, Google or Facebook about Michael Brown.

Come 2020, and things have changed. When a Minneapolis policeman murdered George Floyd, people expected the brands to take a stance. And all the top brands responded to this expectation. Not only they made a public statement, but they also changed the internal policies to respond to social issues related to black lives.

Brands with human characteristics are not only trusted but are also pardoned easily in case of any mistake. In the marketing 5.0 world, it is perfectly fine to be imperfect as long as the brand has human characters.

In the Artificial World, Consumers Look for Brands with a Face

In the digitalized world, consumers are missing out on human connections. In a world driven by AI and ML, consumers want to know the people behind the brands and feel connected. In marketing 5.0, the connection is a new currency, and social media is channelizing it.

As per the study conducted by Sproutsocial, over 70% of the consumers feel connected with those brands whose CEOs are known. People trust people. The companies with faces are trusted more than those without them. Today's social media platforms provide opportunities to the consumers to connect with the faces behind the brands and listen to their stories.

Think of any of the top ten brands in the world, and you will quickly associate a face with it. Be them Apple, Google, Amazon or Microsoft. The story is not different closer home. As the brand experiences will get defined by machines, it will be critical for people to know the face behind the brand.

In the Divided World, Consumers Are United By Purpose

The world is divided as never before. Yet, the force that unifies the world is a 'purpose' or a 'cause' that makes the world a better place. Consumers are increasingly expecting brands to play a more significant role in improving lives on the planet. This expectation has only increased during the pandemic.

During the pandemic, companies tried to reach out to customers only to get pushed back. Unnecessary cold calls from banks or publishing houses, or car companies trying to sell their products angered the consumers. Yet, the study conducted by WARC reveals that if a brand wanted to connect with consumers directly to tell them how it was supporting people during the pandemic, consumers were open to staying engaged. 75% of Indian consumers wanted brands to do more to help people during the pandemic. 80 % of them were open to engaging with brands for that support.

The Indian consumer is vocal about her preference. She wants brands to take up a purpose that would help humanity as a whole. Mission-driven companies with a solid commitment to social causes stick in the minds of customers.

The consumer wants to connect with brands that believe in triple bottom lines; profit, people, and the planet. Brands with marketing 5.0 practices need to communicate their credo concerning overall benefits to society as a whole. In a divided world, purpose-driven marketing is proving to be a competitive advantage, and brands are becoming reasons to unite people.

Thus, in the world defined by Marketing 5.0, embracing technology and becoming a digitally driven company is only half the story. Brands will need to come alive and adopt human characteristics and behaviours. In the world of technology, being human is the more crucial than ever before.

Source: https://brandequity.economictimes. indiatimes.com/news/marketing/ready-for-marketing-5-0/84963791

Marketing 5.0 – A Humanistic Approach

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Marketing 1: Achieving the productivity

Marketing 2: Ensuring customer satisfaction

Marketing 3: Sales promotion to appease customers in an effort to provide additional values

Marketing 4: Providing the best value to customers through digital experiences

Then comes Marketing 5 -**H2H** (Human to Human) which is predominantly focusing on human touch to the marketing tools.

Having seen above marketing phases, today customer still looks not happy or satisfied despite various value additions done by marketers/companies. Over the years various strategies adopted by companies/marketers are hovering around B2B segments or B2C segments which fulfil their business needs. This is where the gap comes about understanding & applying H2H concept as it emphasizes on human touch while selling or buying process.

This H2H approach is **human-centric** and it's about how companies demonstrate their products/services through Human touch and trustworthy relationships while meeting the customer needs.

H2H marketing helps to change the perspective on value creation with a remarkable shift in the roles of customers or supplier offerings and using their knowledge and skills in their given networks or ecosystems. The focus is on to generate personalized interaction between brand and potential customer by forging closer relationships which are empathetic in nature.

Digitalization is a major influencing factor which is necessary for facilitating H2H Marketing. Digitalization affects the customer behaviour, and the businesses require new marketing competencies, so that changing relationships can be handled in better way.

Marketing Practices in Start-Up Firms/MSMEs:

After serving few years in banking sector, I feel fortunate to be associated with MSME industry funding segment for last 10+ years which has given an opportunity to connect with so many customers and vendors. The journey so far has been phenomenal which kept me pushing towards a crave for new learnings and relationship building. I take pride in serving and supporting this most critical industry segment which plays very important role in *Nation Building*.

As per MSME Ministry data Oct 2021, there are about 63 Million MSME units operating in India and about 5.4 Million units are registered under Udyam Portal. They contribute about 33% of India's manufacturing output and create about 100 million jobs! MSMEs are the lifeline of many, needless to say that the customers are very important stakeholders for their businesses. Their involvement with these businesses is closer, but remains very informal. Therefore, there is a necessity for these businesses to plan their customer-centric strategies in a way that help them build a long lasting relationships. There is a necessity to understand the consumer psychology in deep; a necessity to form policies that uplift the community spirits which work towards alleviating the business-humanity conflicts.

Few important points related to this are listed as below.

- **Being Empathetic and not just Sympathy**: Talk like an actual person or be in his/her shoes! In-case of any macro level policy changes, they always face hard time due to their nature of business and other constraints. For a company/marketer, it is very important to connect with MSMEs and show them that you are with them during difficult times. The recent pandemic experience is a good example and it goes without saying.

- **Treat customers equally**: End of the day your customer is also human being. Giving her the due respect and treating her as 'how you expect others to treat you' is what makes you different from others. You will find most down to earth people having come from a humble background in this industry and that gives you a great opportunity to build your relationships stronger.

- **Incorporate stories**: Today customer is not interested in your products/services if you start pitching directly. When you try to incorporate others' success stories where your products or services have shown positive results, it will lead to a successful and a lasting relationship with you as well as your brand.

- **Peers' contents**: Generally, customers trust their peers (friends or colleagues or competitors) compared to advertisements or promotions during their buying decisions. This may be due to the kind of feedback received from peers or positive outcomes or buying cycle experiences. As a matter of fact, these factors might impact their financial commitments also.

- **Be Transparent**: Apart from adding human element to the brand or products or services, one should remember that 'Transparency' cannot be ignored irrespective of whether your product/service is well accepted in the market. I have experienced this on many occasions, and it has yielded enormous amount of positive results either on customer or from a company's point of view.
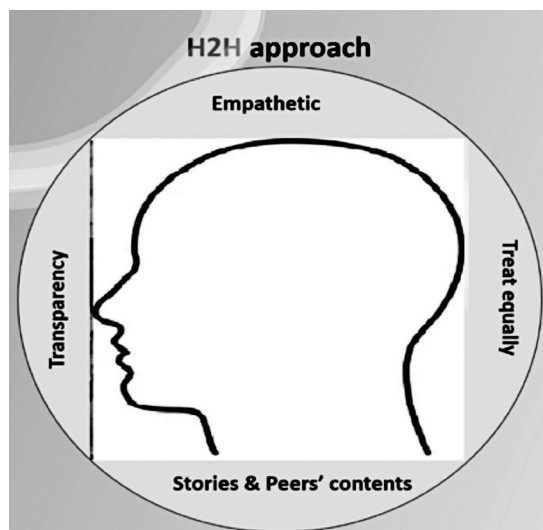
Key Takeaways

H2H marketing is a true shift in recent times. People have emotions and not Businesses! When your company communicates to humans, think like it is coming from you and not your company, and try to use this as a baby step in building relationships as well as sale process. Because people want to be included as a community or part of a group to feel something. But people are also humans, and with that fact it is natural to falter and fail. They may overdo and underdo at times. But, businesses have no second chance, they need to get things right in the first attempt itself. Therefore, it is important that they co-create with customers to prevent any possible conflicts.

The beauty of humanity lies in understanding and in being empathetic. When you remember these in your business communication, it ties us together as a common group. Communication should just be simple and genuine and with the humility and understanding that we all are parties to the success which aerates a win-win proposition. **That is human to human.**

PN: The opinions expressed here are of author's only and are in no way reflect the practices of the organization that he belongs to or that he has worked for.

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The 7A Marketing-Mix Strategy

[The author is **Anupam Narula**,
taken as it is from ET Brandequity.com, published on September 14, 2021]

It is correct to say that we live in an era of risk and uncertainty. The pandemic, new technologies, changing consumer behaviours, and greater transparency together have turned the businesses upside down. Over the last 18 months, I have been comparing what I have learned from two decades working as a consultant and academician in marketing with what we've all learned during this single year of historic change. This uncertainty has posed a tremendous challenge for marketers and organizations to redesign marketing mix strategies. Marketers need to reinvent marketing practices to build brands in the post-Covid and beyond to grow companies faster. The advanced pillars of the marketing mix to succeed in post-COVID-altered markets are driven by answers to the following questions that matter most to the marketers and organizations:

1. How should the brand's vision and strategy be adapted to new trends and customer demands? Whether your organization is agile and adaptable to meet customers' demand at the segment level?

2. How adoption of new technologies alters consumer expectations and markets?

3. How does the organizational and operating model need to change to be affordable and accessible enough to meet the new consumer needs?

4. How prompt is your organization in solving queries of customers for delivering amazing customer services?

5. What is the purpose of the organization? How does it meet the new goals to build an enduring competitive advantage?

6. How can advanced marketing mix drivers be personalized to changing consumer needs for the real growth of the business?

1. Agility and Adaptability: The greatest challenge in the post-COVID-19 era is foreseeing how the customer wants, needs, expectations, and purchasing decisions will evolve. This requires working in teams with peers in other departments like HR, Finance, Operations, and IT to develop the scenarios as they apply overall to the business. It is

important to know what customers feel about brands, how they act, and why. The organizations require to be agile and listen to the 'Voice of the customer (VoC)' to monitor customer discussions about health concerns or information relevant to the brand. Organizations must hear from the front-line employees about customer care emails, phone calls, and service chats for changes in their concerns or sentiment.

Marketers must adapt their messages to reflect on-the-ground realities while staying ethical to the brand's values. Organizations need to adapt for managing the promises, create capacity to address the suppressed consumer demand, and remain agile to take advantage of new platforms and new product positioning. Businesses that are agile and adaptable with consumers will reap benefits by creating brand trust, drive loyalty, and ultimately value. The example is of tie-ups between FMCG companies and delivery start-ups-established new distribution channels to enable essential items to reach every home through collaboration with companies that own a delivery network, such as Domino's, Swiggy, Zomato, and Dunzo. This combination redefined how the sales team operates with new collaborators and achieves the common objectives. The future lies in the power of network-based teams and shared employment workforce model with other firms which could deliver outcomes in a more agile manner.

2. Adoption of Technology: Consumers continue to remain socially distant, bringing offline experiences online and prefer to buy time-saving products and services to avoid the hassle of dealing with multiple channel partners. Adoption of technologies like Artificial Intelligence (AI), Advanced Data Analytics, Internet of Things (IoT), Augmented Reality (AR), and Virtual Reality (VR) will completely change the way brands communicate, launch new products and engage with consumers, without compromising the safety of consumers.

Marketers need to think about how to manage today's new wave of big data and to use it to better personalize offers and messages to narrower customer segments. Analytics will play a core role not only in tracking consumer preferences and behaviours at increasingly granular levels but also in enabling rapid response to opportunities or threats. Existing analytics quantitative models may not be as accurate when predicting behaviours in the new normal, and employees need to be "trained" on how to best use new behavioural data through qualitative models. Business needs to create hyper-personalized offers that steer consumers to the right product or service at right time, at the right price and through the right channel. The best example is FedEx's real-time analytic application 'SenseAware' using smart sensors connected to the Internet of Things (IoT) and embedded in high-value merchandise packages.

Rather than wait to be scanned, these smart sensors actively send out data covering everything from the package's traveling speed to whether any light has penetrated its packaging (the latter would suggest some sort of issue has occurred). FedEx uses advanced analytics to actively monitor social networks and video feeds, identifying customer service issues more proactively. The company has moved from being able to look at what happened to what is happening to 'Predictive Analytics' about what is going to happen. Advanced Analytics will help in knowing the useful information from data that experts haven't even thought to and will drive business innovation to know consumers at a granular level and offer more convenient and quick solutions to them.

3. Affordability: Pandemic has brought deeper changes in the attitudes and habits of consumers concerning buying products and services. Some of these consumers have had to change their buying habits out of necessity. Their regular brands weren't available, so they tried something they wouldn't normally consider. EY Future Consumer Index which has conducted five waves of research

with 14,500 consumers in 20 countries has highlighted that the consumers are more conservative with their spending as the threat of recession makes them worry about their finances and potential for the significant rise in buying of private label (Retailers' brands).

The consumer sentiments about value for money suggest that 60% of global consumers will be more focused on value for money in the future and looking for ways to save money. Globally, 54% of consumers have said that price is a more important purchasing criteria than it was pre-COVID-19. They would now consider a private label product, and this reflects the scope for private label to take market share away from branded products in all the categories and geographies. Even in markets where private label penetration is high, there is scope for expansion. All segments of consumers are interested in private label products as value for money replaces luxury as a desirable attribute. Affordability will dominate in the post-COVID-19 era.

4. Accessibility: Staying accessible, being easily reachable to customers, and engaging with them at each stage of their buying process is the first step to build trust with the customers. Pandemic has provided customers with access to a significant variety of products from the convenience and safety of their homes and has enabled firms to continue operation despite contact restrictions and other confinement measures. This has highlighted the need for a robust online presence with a good accessible digital marketing strategy. The first step for easy access to the company›s product or service is to have an easy-to-navigate website with a responsive support system with less content. Staying easily reachable and sharing contact information on relevant pages of the website with links to multiple platforms gives the idea of perceived convenience and can-do wonders for the organization.

A dissatisfied customer tells between 11-15 people about their experience, and negative interactions with a business are spread to twice as many people as the positive ones.

Engaging and being easily accessible to customers reduces the probability of a negative experience left unattended and it improves the credibility of the business. And for prospects visiting the website, it's a direct signal that the organization is always reachable when they have feedback to share. For example, in the past 18 months, consumers have adopted varying degrees of e-services. Banking has had relatively higher penetration, along with media and entertainment. Other services have been behind for reasons that range from limited options to suboptimal accessibility.

5. Activeness: When someone reaches out to the company for customer support, how long does it take for a team member to respond to them? This defines the customer responsiveness or promptness on part of the organization. Customer responsiveness measures the speed and quality at which the company provides customer service and communication. The focus of the company must be to quickly communicate via email, social media, phone, and any other means of communication listed online. A Forrester study discovered that 71% of customers say valuing their time is the most important. The research suggests that the customer expects a response from the company within 30 minutes of raising the query and certain companies are awesome at customer service both on and offline.

When companies treat all their customers as the best customers, the other customers will also become the best customers. Did you know that the longer a customer buys from a company, the more expensive their orders get each time? This indicates the incredible value just one customer can have on the business's success. To keep these valuable customers and turn them into repeat customers, it is vital to have excellent customer service. Customers want to feel that their money is going to a company that values them and care for them. The organization needs to take prompt actions to provide excellent service to its customers.

For Example, the staff at Ritz-Carlton are

empowered to deliver an outstanding customer experience. Ritz-Carlton makes sure that its customers receive amazing and personalized service. The goal is to develop such a strong emotional engagement between the hotels' staff and their guests that a guest will not consider staying anywhere else, even if they have an option.

6. Aim or Purpose: The pandemic has accelerated the rise of companies with a strong sense of aim or purpose that goes beyond the traditional business "for-profit" approach, putting society and planetary welfare, transparency, and collaboration at the heart of their core business. Organizations must answer three core questions: Who are we? How do we operate? How do we grow? These questions define the aim or purpose of the existence of the organization. The answer is 'Organization Identity'. The post COVID era belongs to companies that do not fixate only on profits but also create a strong sense of identity that meets employees' needs for affiliation, social cohesion, and purpose. These companies accomplish this in three ways: they work clearly on their purpose; they know how to create a value proposition and build enduring competitive advantage, and they create strong and distinct cultures that help attract and retain the best people.

When organizations have a clear aim or purpose, this helps their stakeholders to navigate uncertainty with commitment and tap the right gap in the existing market. Innovative organizations clearly articulate what they stand for, why they exist and use purpose as the objective to connect employees and other stakeholders to thrive. Purpose-led organizations inspire the new wave of sustainability-orientated innovation, with cleaner technologies, products, services, and new business models to create value in tangible ways to differentiate themselves in the market.

This means marketers must communicate a strong sense of their brands' purpose—a cause that the brand stands up for, or an

area where the brand aims to make a real difference in consumers' life. The empowered and knowledgeable consumers demand that brands display greater transparency across their entire supply chain. Going forward, companies will also be under scrutiny to honour any commitments made and raise them further for a more sustainable and ethical future or risk newly empowered consumers calling them out.

Aim or Purpose is expected to remain a core part of corporate strategies, with the next generation of businesses displaying not just green actions but also balance social, health, and environmental issues. For Example, A global skincare products company Nivea India – Launched a project to manufacture hand sanitizers in India and give them free of cost to hospitals – Joined hands with partners across the value chain for a common purpose; received quick approvals on the product and license to manufacture from the government authorities, free materials from suppliers, etc.

With consumer expectations refocused during the health crisis, companies are under huge pressure to adapt, and no doubt, one of the key drivers of success will be agile innovation with aim or purpose at its core.

7. Address Advanced Marketing-Mix Drivers: To excel in the post-COVID-19 era, organizations must address how the advanced marketing mix drivers will be personalized to changing consumer needs for the real growth of the business. Brands can tailor the advanced -marketing mix to individual customers by creating personalized and targeted experiences by being agile and adaptable, use of technology like data analytics, AI, AR, VR, automation, being affordable, accessible, quick in delivery, and purpose-led communication to specific customers at the right place and time and through the right channel.

A study by Gartner finds that brands risk losing 38 percent of their existing customer base due to poor personalization efforts. Customers expect brands to use the data they share to understand and reflect their

needs and provide a more tailored shopping experience. By ignoring personalization, brands risk higher customer fallout rates at all stages of the consumer funnel, lower return on investment, reduced customer loyalty, fewer impulse purchases, and higher product returns from customers who do not feel the brand understands them or their needs.

The personalized customer experiences with highly contextualized emails, personalized product recommendations based on customer demographics, psychographics, and previous purchase and view history is possible with the right execution of advanced marketing mix drivers. The advanced 7A marketing-mix drivers are the roadmap for success for organizations in the post-COVID-19 era.

So, whether your company has thought to execute the advanced marketing mix drivers for giving a personalized experience to your customers to increase engagement and loyalty in the hyper-competitive market?

Source: https://brandequity.economictimes. indiatimes.com/news/marketing/the-7a-marketing-mix-strategy/86188424

Agility as a Driver of Marketing 5.0 – Challenges for Marketing Professionals to Succeed in Market Space

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Introduction

The evolution of the 21st century during its first twenty years was tumultuous for business management. This period witnessed unravelling of new theories, methods, approaches, science and technology, political praxis and leadership across the globe. By the end of the second decade, a yearning for new understandings, definitions and guideposts for nearly every management domain was sought. This drove fast paced changes in the framework and theory of business management itself. Marketing as a management domain was no exception to this. Theorists and marketing practitioners, led by Philip Kotler, helped in the emergence of "Marketing 5.0", a new perspective (Kotler, Kartajaya, & Setiawan, 2021). The elements of Marketing 5.0 necessitated management professionals in becoming multi-disciplinary experts transforming their proficiencies beyond their roles within the organization. Till the era of Marketing 4.0, technology was used as a critical component of organizational strategy. However, this was limited to only digital marketing strategies formulation and implementation. The "Next Tech" represents a group of emerging technologies that improvise and automate what human marketers can do, with significant focus, sensitivity and responsiveness. Therefore, this mandates our need to understand what they are, how they are intended to work and in what way they can provide solutions rather than acting as just human mimics.

A Perspective on Next Tech and Their PromiseMarketing 5.0 identifies the following new core technologies as Next Tech: Artificial Intelligence (AI), Natural Language Processing (NLP), Sensors, Robotics, Augmented Reality

(AR), Virtual Reality (VR), Internet of Things (IoT) and Blockchain (Kotler, Kartajaya, & Setiawan, 2021). There is an urgent need to acquire new skills and management approaches to help adoption of these technologies to cater to the future requirements of marketers. While this idea sounds too radical, the current scenario shows that marketers are at various stages of technology adoption with the industry pioneers. And these early adopters are making significant progress in their experiments in marketing strategies. For this adoption cycle to complete its first round, marketing organizations need to upskill to this newly set bar. Is there an efficient way to derive the benefits of the Next Tech in meeting the demands of marketing function? Is it possible to address consumer needs in a more meaningful and satisfying manner? The answer is a crucial skillset that derives its essence from project management principles: Agile Management (Tonby, 2020).

Agility as a Precursor for Marketing 5.0

Kotler and Setiawan discuss how next customer experience needs to be driven by Next Tech. Briefly mentioned, the new Customer experience, in short New CX, is driven on the five interfaces of marketing with customers – awareness, appeal, information, decision making and shaping to be loyal customer (Sarkar, 2021). These are abridged as 5As in marketing 5.0 – Aware, Appeal, Ask, Act and Advocate. The author takes the liberty to interpret them in a slightly broader way, so as to fit their function to the services of the Next Tech.

Agile methodology is defined as "a way to manage a project by breaking it up into several phases." It emphasises the collaboration with stakeholders for continuous improvement at every stage of a project (2022). In the current context, a human or a machine would need to work on the following phases of the project: creating awareness for a product, creating an appeal, motivating customers to buy and advocate its usage by others.

When a marketing planner examines the

processes of developing a product from its nascent form to the various phases of its transformation, agile principles guide the process. The approaches of design thinking addresses the needs of customers, developing a balanced proportion of each of the attributes and their utility. The various iterations that evolve are driven by three stakeholders – the ones dreaming of a solution, players identifying elements of consumption and thirdly, those expecting its utility. Bringing these three stakeholders to a common platform is best done as an agile project. History showcases innumerable examples of some of the most break-through products and how their brands have evolved using the principles of agile methodologies– iPod, hyper-loop tube, GUI operating system, and the first Apollo spaceship. Each of these examples, without referring to agile in as many words, have used these principles in accomplishing and achieving their set goals.

The Interface of Agility with Next TechAgile methodology emphasizes four values of working on a project: examination of how individuals interact over processes and tools, electronic documentation through appropriate software solutions, collaboration with customers and response analysis over various phases of the plan (2022). These are further elucidated by Ewel by further categorising them into six principles and how they need to be practised (Ewel, 2021).

An example for this would be ordering coffee at a coffee shop. A Barista taking the order during the rush hour mandates the same quality of coffee delivered as off-peak. An important parameter here would be standard operating practice sheets displaying the recipe and time standards. The sheet itself must be pleasant to read and be kept at a display position that helps a Barista to refer to it at the toughest moments. A retailing application relating to the Barista's job eases out so many administrative tasks. Asking for feedback from customers about the coffee brewed exemplifies the pillar of customer collaboration in producing favourable outcome. And finally,

improving service during the next visit offers the example for agile responses over time. This marketing project could be cited as one of the finest examples of agility in marketing place. And it could be extrapolated to larger and more complex marketing projects.

A contemplation of how Next Tech could adopt the above values to offer a machine-driven coffee shop experience would be a dramatization akin to any sci-fi movie. It would be interesting to examine the Next Tech interfaces that are currently being used with agile as the starting platform. This can help us understand how real the technology drivers lead Marketing 5.0.

### Deployment of Next Tech in Marketing – Few Early Successes

Next Tech deals with New CX in a lattice manner, as described in Marketing 5.0 (Kotler, Kartajaya, & Setiawan, 2021). This was further elaborated in separately by Kotler stressing the human aspect amongst multiple perspectives of sensitivity to people and customers (Kotler, Pfoertsch, & Sponholz, 2020). Of each of these stages, it would be interesting to analyse the first and third stage, which are being built on the premise of marketing communication – both above the line (ATL) and below the line (BTL), besides deploying digital marketing tools (Stojanov, 2016).

Next Tech may be seen from the perspective of how best an organization would like to enhance the customer experience. It may also help in exploring what core functions the technology is expected to perform for a fulfilling and humanistic outcome while ensuring customers not moving over to machine-based utilization of firm's offerings.

Technology Tools from Producer/Marketer's Perspective

The Next Tech tools identified are of different genres and work on distinctly different IT driven ecosystems. They operate with clear mandates on how they get deployed and how they drive performance. When we look at their role, a basic scenario appears in two

distinct domains: the producer/marketer domain; and the customer domain (Diagram 1). To understand the importance of these technologies, we may need to look at the customer domain first and then move towards understanding the producer's domain. They are deployed and functionalised by the marketer on behalf of producer.
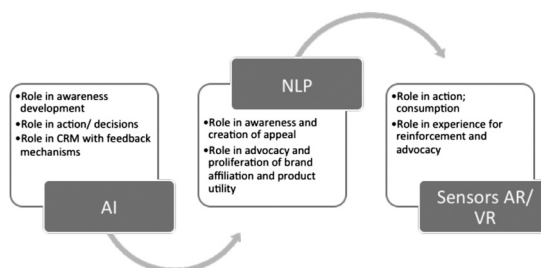
Diagram 1 Significance of Next Tech for consumer driven technologies

A cursory level understanding of the Next Tech provides a clear and distinct role of AI, NLP and S, AR, and VR in driving customer experience.

In a broad categorisation of Next Tech in marketing, AI may be focused to perform following roles:

- Awareness development
- Customer action/ decisions
- CRM feed forward (to the firm) with feedback mechanisms in the hands of the customer

NLP may be driven to perform the following roles:

- Awareness and appeal creation
- Advocacy and proliferation of brand affiliation and product utility

Technologies that offer sensory experience, virtual reality (VR and augmented reality (AR) may be seen as performing the following roles:

- Role in action (for purchase decision), and consumption
- Assessing the utility of a product and reinforcement or repeat usage and in advocacy
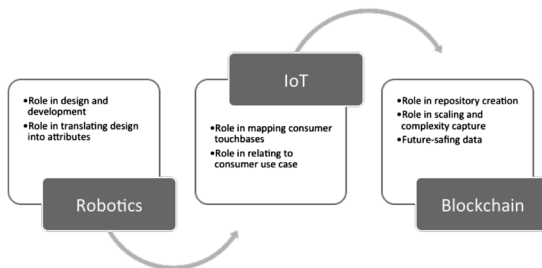
Diagram 2 Next tech as producer driven technologies

Like technologies described in Diagram 1 Significance of Next Tech for consumer driven technologies, it is imperative to understand the roles of robotics, IoT and block chain as well (Diagram 2 Next tech as producer driven technologies).

Robotics:

- Design and development – in building House of Quality assessments to connect the marketing research with design development and need correlation
- Translation of design into attirbutes by offering variants that mix and match the extent of multi-attribute nature of a product under design

IoT:

- Mapping consumer touch points and usage patterns
- Relating to consumer use case for a specific product design

Blockchain:

- Repository creation – both from manufacturer end as well as customer end
- Scaling and complexity panning
- Future-safe data management and building virtual distribution management networks

The above roles of Next Tech in specific context of marketing succinctly represent the intended outcomes a firm seeks from Next Tech. They also help firms operate at levels which not only attempt disruptive strategies but also galvanize the methods to allow big bang disruptions (Nunes & Downes, 2013). It is necessary for us to underline this aspect,

as the life cycles of technologies are getting shortened at much faster pace than the life cycles of consumer products at the mass market scenarios. This also addresses the fact that marketing firms undertake immense risks by utilizing marketing strategies that are fast and result oriented (Levitt, 1965).

Building the Awareness Element of Marketing through TechnologyA typical marketing program uses three platforms for developing awareness about a product in the market: The first platform includes creating a market buzz for product under development, market feeds on the progress and development of the product idea and a pre-launch advertisement campaign. The second platform includes customer feedback from an existing product portfolio of a given company. They offer information regarding the advantages and disadvantages of other relevant products. This allows to shape marketing research on focused information needs offering avenues for test marketing of alpha and beta product launches. The third and the most crucial platform is developed on the launch of the product and its use and evaluation by the pioneers and early adopters. If examined closely, each of these three platforms and the process flows are immensely people oriented and easily adoptable by machine based learning. Moving each platform to automated platforms is an agile project – as it needs ongoing learning and adoption. During the early stages of implementing IT driven CRM systems, many companies and software solution providers worked on models that were tested on limited avenue market spaces. This was done much before CRM as a data management tool became indispensable for marketing strategists. The oft quoted example of how a pizza delivery brand generated profiles of its customers and cultivated their pizza habit earning their loyalty during 1990s and early 2000s, is an example for agile project. However, when CRM is implemented, it becomes imperative to understand what information needs of customers are reflected in its data capture strategies. At an early

stage, these may only refer to the capture of elementary information regarding the demographics, contact coordinates, payment related data and its storage. Using the stored data, a pizza booking executive could reach out regularly to existing customers and seek repeat orders. However, as the pizza joint grows and continues to add customers, data and information needs also change. This soon emerges as big data challenge. Such a growth in the data and information needs are best handled when organizations adopt technologies with a vision and orientation towards marketing challenges. At this juncture, the need to deploy technologies that are nimble, scalable, and adaptive emerges imperative. One such technology would be AI. Many organizations attempt yet fail at succeeding as the marketing strategies of the current day do not value bigger future outcomes at the initial stages. In the presented scenario for a company to pursue marketing 5.0, it becomes necessary to bring in a marketing technologist into the planning team. This enables the ability to relate consumer behaviour at big data level, and improve upon the speed of creating awareness across its current and potential target segments. Adopting agile strategy becomes the guiding principle to identify, adopt relevant technology solutions and utilize their outcomes. A CRM program using AI and machine learning would shorten the time lags and help in faster market launches, provided, the leadership handholds the people in rank and file to work with such software solutions at their hands.

The ability to understand what the customers convey is enhanced by natural NLP skills. NLP in the hands of field staff change the way a brand's marketing strategy unfolds. In large geographical markets that are driven by unified marketing strategies emphasize the need and ability to harness NLP. At the rudimentary level, the application of NLP largely lies with ability to gather, collate and develop meaning of customer behaviour by way of capturing image and motion data, along with the use of linguistics for deciphering

nuances and implicit communications. This area of technology is less explored and requires further study.

An Examination of Few Cases from Next Tech Perspective

The examination of Next Tech applications may be best done by referring to the ongoing marketing exercises on observation and relation method of study, as it seeks contemporary understanding and recognition of ongoing evolution. As such, some observations and collation of data was done in order to find a meaningful understanding and explanation of the cases studied. These were done to relate to the current essay and the authors' personal understanding.

A Few Picks of Advertisements During TATA IPL Tournament 2022

During the April-May 2022 IPL tournament, several marketers participated in television advertisements as the tournament offers a large captive audience for four to five hours of immersed engagement. A cursory study shows a profile of these marketers and the advertisement campaigns launched offer a staple for many NLP cases. Two of such advertisement campaigns are referred in this article, to showcase, how a basic analytical process using NLP led these two companies to improvise their advertisements and fine tune the customer focus.

Case 1: a paint company wanted to compete against a market leader for sun and rain proofing. It launched a campaign with an emergent popular actor to emphasize the paint's toughness against rain and gusty winds. The actor was shown in a scuba headgear, exasperating for breath, yet finding the newly painted house in an impeccable state. Duly airing the ad for two weeks, the firm changed the lead actor to a comedian, to reiterate how silly the exercise of using a scuba headgear was for a person but a breeze for the painted

house, emphasizing the Japanese paint technology. While the new ad continues to air, on an inquisitive search, it became known that the company on its social media pages had responses defending the actor and giving not so happy feedback on his role in the entire communication plot of the company. While the correlation analysis is not attempted, it became apparent that based on an analysis of the geographical markets of the company from where the responses emanated, the firm chose to change the players of the advertisement. Deeper and concrete data are not shared in this article, however, it hints at the promise NLP offers in deducing the information leads in building the awareness and action elements of a customer experience.

Case 2: A mouth freshener advertisement signs up two movie celebrities to endorse and promote the same in a case of building a surrogate marketing strategy for a tobacco product. Over a period of two of IPL seasons, the advertisement continues with the same theme and communication message and the firm finds its sales performance unhindered. In order to re-emphasize their relevance to the advertisement theme, the communication keeps changing the visualisation of the celebrities in various socially accepted and respected roles, so as to continue to engage its customers with its product positioning exercise. The interactive engagement of the firm with its customers on social media, and the stars' respective social media platforms continue in a regular fashion undaunted by the advertisement in case. In other words, the NLP offered a clear negative correlation between the endorsers' popularity and the popularity of the surrogate brand,

thus allowing continuation of the advertisement campaign without any major tweaking of the message nor depiction of the celebrities. Contrast the same with a competitor who wanted to up the ante by roping in three celebrities, for another brand in similar surrogate marketing campaign. The viewers and followers of the celebrities responded in a negative fashion to the role played by the endorsers, and the two social media platforms on which the followers conveyed their displeasure were to be accounted for over a period of a month long fierce debate, with spill-over effect on other associated celebrities as well. The company on target was not prepared with a NLP analysis of the viewers, thus finding itself falling short of viewer audience expectations, and protests. A clear derivation of the responses of audience to the profiles of celebrities, would very well avert such a scenario.

NLP is an emerging technology, which is hinged on skill sets such as psychographics, linguistics, and cymbals. Dependence on human element could be reduced in majority of situations. Integration of all elements of marketing communication need to be in sync – both digitally and in real life terms, where machine driven dominance of marketing will be a long-term prospect than a current day reality, in this part of the global market (Hofstede, Hofstede, & Minkov, 1991).

Deployment of NLP: The Experiences of Global and Indian Firms

The case of a global consumer goods marketer succeeding in pre-Marketing 5.0 era, gives a different insight altogether. A globally acclaimed British marketer of consumer goods was revamping its detergent's portfolio during 2005-2006, in various markets across the world. In early 2005, it launched a refined detergent powder with features that were hitherto unmatched by any other company and brand in any parts of the world. The author

happened to witness the launch of the brand in 2005, which was launched with a theme that was spelt in one of the major languages of the country, as "stains are good" and the visuals of school kids playing in football grounds and dirtying their uniforms were greeted by their mothers with smiles. The colours used in the packing of the detergent, colours used in depicting the school kids and the mothers' costumes were carefully aligned to convey a pleasant atmosphere, on television visuals, on hoardings and on news-paper advertisements as well. These were supported by the BTL communication media at the retail level, so as to complete the visual ecosystem and resonate the same with the purchase decision and reassurance of its repeat use. An exercise was done apparently to build on the ecosystem of the geographical market targeted. The campaign was a success, leading to the brand and the tagline earning the Super Brands tag in no time. In another six months' time, when the author visited a far east country, from the moment of entry at the airport onwards the festivities that were happening around that time appeared very familiar. Inquisitive observation led to realise the MNC launched the detergent in that country, replicating the same theme and the visual experience as well as the USP of the detergent. A successful launch and brand acceptance in that country and another three countries around the same time, lead to understand the background decision making, and the revelation of the Asian countries' mothers' response to their school going children behaviour. A fresh CRM software deployment, was the key behind the successful launch of the detergent in terms of acquisition and understanding consumer behaviour. Sixteen years later, realigning the experience under humanistic marketing approach helps the author realise the value of what a mature marketing leader can do to expand the markets beyond one region to many, duly relating to each geography, yet connecting them with same thread of emotional bonding. NLP summarises its value thus.

Case: **NLP experimentation and deployment: Flipkart and Indian languages implementation**

Flipkart, the Indian arm of Walmart took up a mega research and development project in association with Indian Institute of Technology, Patna, to work on AI and machine learning. One of the early successes registered was regarding implementation of language-based solutions using NLP. This helped to decipher customer feedback, reviews, inquiries, expectations and experiences of using the Flipkart mobile commerce application. It also helped in understanding their usage and purchase behaviour and the concerns that they had to handle. This started off in English and slowly graduated to native languages, and in the process, enhanced the overall experience and built loyalty and advocacy towards the m-commerce solutions. (Terdai, 2022) (2020) It is one of the early documented success stories of NLP breaking the market barriers of language and usage.

Sensor Technologies and Product Design

The deployment of sensor technologies has seen a flurry of activities during the past three years in audio industry. There has been increasing emphasis on active noise cancellation on one side and ambient listening experience enhancement on the other side. This caters to diverse listening needs of people, using various mobile and computing technologies as well as voice assistants. It may be worthwhile to mention here that the Next Tech in sensors is both a customer experience creation as well as decision tool for marketers. Such an overlapping use of a technology makes it a complex exercise for marketing strategists as they need IT and Big Data strategists to be part of marketing strategy, in order to succeed. The cases of Jabra, Sony, Audio-Technica and Shanling bear a testimony to this, without even mentioning ultra-technology companies such as Bose. The boom in both consumer technologies and professional equipment design and development in audio industry took a leap

based on their ability and involvement in harnessing sensor technologies to drive a vast range of products. While a clear case for headphones industry can be discussed as a separate research article, it is pertinent to mention in the current context that sensors as a Next Technology is changing silently several niche industries that have populated the horizon in multimedia, entertainment, office productivity, personal choices and creating ultra-segments of markets in every sphere possible.

The case of touch sensors on smart phones is a different case altogether, and it suffices to hint at the silent explosion that is waiting to happen in next generation CRM applications, though one finds it happening from 2006 itself. (Yoffie & Slind, 2008) It is in this context, it is worth mentioning Setiawan describing Next tech deployment to be the tip of an iceberg. (Sarkar, 2021)

At this point of journey of marketing as a profession, we may recognise that Next Tech can offer more than just the tip of iceberg. The utility of these technologies may be harnessed based on visualising how best to build an interface with customers and engage with them. The data generated on a continuous basis helps us understand in a deeper manner what goes behind a customers' mind. Saying so, it is necessary to stress what Kotler clearly state that what we can understand is way beyond what machines can, and therefore, as marketers, one must be sensitive to the way people move from being rational to irrational and emotional to sensitive to sentimental manifesting those feeling through spending and experiencing modes.

Even though Setiawan argues that humanistic marketing is best done using human leadership, human leadership in marketing today is driven by not just skill levels of marketers, but their vision about how these experiences need to pan out. Customer experience must be placed at the core of leadership removing scenarios of fear of technology dependency as the outcomes of marketing 5.0. While

Kotler describes processes to be in fine tune with integration of technology in working of a marketing organization, the crux of the challenge lies in people adopting agile, subtle and distinct ways at several stages of a product design to its transformation as a brand (Kotler, Kartajaya, & Setiawan, 2021) (Kotler, Pfoertsch, & Sponholz, 2020).

Conclusion

In a nutshell, the Next Tech tools and platforms offer a game changing ecosystem while they themselves are evolving. Marketers need to be innovative, risk taking and be willing to accept and assimilate new methods of management like agile. They need to be willing to accept the role of existing technologies and those emerging, in order to better understand, relate and engage with customers irrespective of their aptitude to live in a futuristic world. The challenges of product life cycles, business and technology life cycles need to be addressed along with the adoption cycles of people as well. Marketing 5.0 emphasizes the need for marketers to be tech savvy, marketing organizations to be quick adopters and investors of Next Tech tools and prepare their entire organizations to be in sync with technology harnessing models, to create a new set of competencies and competitive strategies for success.

A decade from now, we would be assessing the impact of Next Tech, and relate it to the smart ecosystems as they would have emerged by then and relate to a totally new generation which is ahead of any generation that we live with today. It will be interesting to relate to the ideologies and approaches that could be parochial to those times.

Such scenarios bring us back to the core of the discussion of this essay, where the pre-requisite of agile as a core skill for a marketer is touched upon. Visioning a mega market space for operating, and succeeding by a firm and its brands is the larger driver. The leadership of the firm must nurture the marketing team at all levels to gear up to handle challenges of introducing a product, brand development,

brand building and developing a customer loyal ecosystem through appropriate deployment of Next Tech. The defining of the roles, outcomes, and functions, from both result orientation and commercial perspective, need to develop the strategies from a standpoint of working under changing, uncertain times, to be able to absorb shocks, adopt to changes and still be goal seeking, and organization centric, by way of offering some of the best services and better solutions in testing times. McKinsey documented several such success stories during the last two years of COVID-19 pandemic and showcased the accomplishments of individuals in every field and walk of life. (Diebner, Silliman, Ungerman, & Vancauwenberghe, 2020) (2022) (2021) It is highly enriching to learn from a range of accomplishments from across the world, who in their own ways emphasised how learning agile management methods, working on project-based approach, and willing to face uncertainties and risks that were beyond assessed levels. In other words, current generations of marketers would succeed only if they are willing to adopt responses and articulate their needs through a refined set of skill-based technologies that could prove game changing in the coming future.

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Marketing 5.0: Changing Marketing Paradigms & Customer Loyalty

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Marketing aims to increase the value of a firm by attracting clients, persuading them to form a purchase intention, and eventually becoming customers. Marketing has evolved through numerous phases over time, culminating in the step with the advancement of technology innovation that is critical for any successful business's future success. (*Elena Sima*, "*Managing a brand with a vision to marketing 5.0*")

This is an era in which marketing professionals have unprecedented and significant influence over corporate results, both short and long term. However, marketing, ironically, is confronting a significant existential crisis. According to recent surveys, 80% of CEOs have little faith in their marketing team, and 73% of CEOs believe their marketing team members lack business credibility or the ability to drive growth. Many CEOs do not recognize the worth of marketing or the value that marketing brings to the table, and marketers' position at the CEO table is diminishing. Many

of them are slashing marketing expenditures year after year, reducing full-time marketing workers, and even eliminating the marketing department altogether.

While practically every organization recognizes the importance of brand building, many high-level executives regard brand marketing as a frivolous and useless activity with little or no immediate impact.

Three dynamics are at work in this marketing confidence problem.

1. The marketing landscape is undergoing a technological revolution.

2. Marketers have been unable to establish a credible link between their marketing efforts and actions and business outcomes.

3. A limited understanding of what marketing can accomplish and how it can help a company succeed.

Contemporary marketers are, on one hand, linear, analytical, and preoccupied with A/B

testing, data crunching, and technology implementation. They are unconcerned with traditional marketing factors such as brand positioning, consumer psychology, or creative finesse. They're interested in performance marketing and the results it produces, but not in the "why" behind it.

On the other hand, there are traditional and innovative marketers that excel in traditional marketing areas but have little understanding of business models, digital technology, or data analytics. Executives, who can straddle these two unique marketing genres, merging the right and left-brain capacities, combining artistic instincts with a grasp of data and technology, are the proper balance, and one that has been largely missing.

However, marketing is about to enter it's most interesting inflection point yet: the Fifth Paradigm of Marketing, or *Marketing 5.0*, as Kotler refers to it. Artificial intelligence, augmented reality, 5G connectivity, the Internet of Things, smart speakers, wearable devices, and block chains are among the new technologies poised to revolutionize customers' lives and potentially push marketing's effect to totally new heights. At this point, the entire function and discipline of marketing has the potential to jump to new heights of consumer knowledge, real-time interactions, and hyper-targeted, hyper-relevant consumer engagement. The marketing toolset has never been more potent as it is now. And marketing's capacity to produce business results in the face of fierce competition is not just remarkable, but critical to a company's long-term survival. Dramatic new technologies and contact points will explode into new dimensions in the Fifth Paradigm. The societal changes, marketing ecosystem upheavals, and extraordinary organizational and even existential problems for marketing are all factors to consider. To prosper and thrive in such a raging fire, businesses must completely overhaul their marketing strategies.

Marketing 5.0 isn't about discarding everything we've ever learned about marketing; it's about examining everything against the backdrop of the marketing landscape's rapid transformation and the current downward spiral. It's about recognizing and accepting the fact that marketing, as an art, science, and craft, is in trouble. It's about reimagining, reinvigorating, and reinventing marketing to make it an even more powerful force that propels business forward, i.e., to be a true, provable force multiplier for any company.

People no longer want commercials, and they are using ad blockers to remove them off their displays, as well as paying to be in ad-free areas. Loyalty programs will continue to evolve, allowing for new perspectives on what it means to keep customers coming back to a business. The competitive landscape will also shift dramatically. It's all fresh and unfamiliar ground, a world of extraordinary complexity, breadth, reach, influence, and repercussions. It will also be a world brimming with creativity, innovation, and limitless possibilities. The ability of a company to fully utilize marketing and transform it into a business driver and brand builder will show to be a critical competitive advantage. In marketing, the last five years have witnessed more changes than the previous five decades. And the following five years will outstrip them all combined. It's both thrilling and terrifying. Marketers and businesses in general are unprepared for the Fifth Paradigm.

The Five Paradigms of Marketing

Marketing 1.0 Product Marketing	Marketing 2.0 Emotional Marketing
Marketing 3.0 Data-Driven Marketing	Marketing 4.0 Digital & Social Marketing
Marketing 5.0 Quantum Marketing	

The First Paradigm: It was direct, rational, and nearly totally focused on the product. The assumption was that consumers made rational and logical purchasing decisions. The idea was that if you made the best product, people would flock to it. As a result, marketers had a clear goal and a straightforward strategy: make your product better than the competition's. And make sure the customers are aware of it. By establishing and utilizing a product's feature set, that was different and better than the competition, or by delivering the product at a lower price, marketing connected the product to the consumer.

The Second Paradigm: People make emotional decisions rather than sensible or logical ones. As a result, advertisers began to incorporate emotions into their advertising strategies. When television first came out, it combined visual and aural into a powerful new medium in which stories could be delivered in a fascinating way. With the trend toward evoking emotions, marketing has evolved into an invitation to participate in an experience rather than merely a sales pitch. Companies and brands increased their emphasis on product appeal to new heights. The First Paradigm's emphasis on ingredients and product performance was augmented, if not entirely replaced, by an emotional promise. Relationships, affinity, prestige, attractiveness, happiness, joy, and success all become mythological attributes that consumers could achieve. Like, Tata Sky saying, "isko laga dala toh life jinga lala". Or Maggi saying "Maa kabhi galat nahi ho sakti".

The Third Paradigm: The internet's rise and data-driven marketing, was the second significant technical revolution in marketing after television. Data that was previously only available to techies, geeks, economists, researchers, and the like has found a new client. Marketers saw the value of data and saw the increase in effectiveness it might bring. The new focus was on using data to generate more focused marketing, which reduced waste, stretched a company's budget, and greatly enhanced its return on investment. In the

business realm, this paradigm saw the growth of data scientists and data-savvy marketers. Marketers suddenly had unprecedented access to connect, communicate with, and wow their prospects and consumers thanks to the internet—at scale, with economy, and precision.

The marketing return on investment (ROI) was now precisely determined. For the first time, marketers could accurately assess the impact of various marketing plans and methods. As marketers developed more sophisticated buy models, the classic purchase funnel (Awareness => Interest => Desire => Action) was being re-evaluated. Traditional objectives like, increasing brand awareness and creating competitive supremacy were paired with the goal of increasing purchase consideration and intent.

The Fourth Paradigm: Mobile phones and social media have forever changed the consumer landscape. Consumers took their phones to bed and woke up with them, making them a virtual extension of their bodies. Marketers now had a channel via which they could approach customers at any time. Exponential gains in computing power, downsizing of components and devices, all-pervasiveness of a low-cost internet and a significant jump in very intuitive user interfaces. Everything in the consumer landscape was transformed as a result of their ubiquity, which was combined with another revolution—social media platforms.

There are now more mobile devices on the earth than humans. As a result, organizations can target and communicate with customers in real time, across several countries, and in far more effective ways. Generations, regions, and cultures have all been affected by the power and ubiquity of technology. The Fourth Paradigm prioritised marketing science over art. Click rates, page visits, and content adjacencies have all been used to automate media planning. Programmatic advertising has risen to prominence, relying on algorithms and complicated bidding methods.

The Fifth Paradigm: Also known as *Marketing 5.0* or Quantum Marketing, this age is marked by exponential (both good and bad) disruptions in customers' lives as a result of a slew of new technologies. Marketers must tap into the dynamics of the new paradigm and reinvent their entire approach as a result of the changes in the customer landscape. It's a period when mistakes are amplified by a factor of 10, and success is as transitory as the attention span of the average customer. "Quantum" is a phrase used in science to indicate a phenomenon that cannot be described using traditional methods. It's also come to refer to an unquantifiable increase in speed or volume. Quantum Marketing or *Marketing 5.0*, are both terms used to describe marketing in the Fifth Paradigm.

From the Internet of Things (connected refrigerators, washing machines, dishwashers, home thermostats, and so on) to wearables (smart watches, smart rings, smart fitness trackers), smart speakers and digital assistants, and connected cars, sensors of all kinds have begun to take root in consumers' lives. These sensors collect unprecedented amounts of data from users' every breath, movement, feeling, and activity. Marketers who understand how to make the most of this quantum data boom will be able to acquire tremendous insights that will boost the success of their campaigns and customer engagement to new heights.

AI will make whatever we do with data now look like child's play, from basic consumer surveys to complex predictive analytics. AI can now analyze vast troves of data from a variety of sources, make sense of it, and deliver powerful, actionable insights like never before. The best aspect is that these insights will be available in real time, allowing for actions to be done with minimal or no lag for maximum impact. And because the impact can be monitored in real time, optimization may take place in real time as well.

Quantum marketing is what it's all about. On another level, AI will completely disrupt content creation, not merely by supplementing but also by supplanting existing resources and procedures with immense power and speed. Marketers will be able to keep their finger on the pulse of everything that is happening at every stage of the marketing life cycle, make sense of it, and act on it for extremely effective results thanks to artificial intelligence (AI).

In today's marketing value chain, there are numerous middlemen. A value chain is a series of operations or activities that provide value at each level of the process. In many circumstances, the presence of these middlemen is required due to a lack of transparency and trust between the marketers who pay the invoices and their counterparties. If a marketer places a digital ad, for example, they need to know if the ad was actually served, if it was properly visible, if it was viewed by humans, and so on. To back up this claim, a slew of ad tech and other businesses have sprung up. And they all have to be compensated. This means that some of the marketing budget that would have gone to functioning media instead will be used to pay for these middlemen. This problem will be solved by block chain technology. The need for needless intermediaries will mostly disappear. Advertisers and publishers will have direct digital contracts that are unchangeable and automatically updated based on how, when, and where ads show and in what form they appear. In order to prevent fakes and imitations, block chains will also be used to verify product authenticity.

5G is a revolutionary telecommunications technology that will enable the Internet of Things, driverless and linked vehicles, live holographic projections, and mixed reality, among other technologies. Marketers will be impacted significantly. Marketers will be able to create immersive virtual reality or 3-D experiences around their products and services in real time and from afar for the first time. They'll be able to capture and evaluate signals from customers' sensors and activities, as well as analyze and apply relevant tactics in real time. The availability of 5G networks will enable a number of other developing technologies.

In such context, understanding consumer and their loyalty in this new era of marketing becomes crucial for marketers. People have higher feelings of attachment, allegiance, and loyalty to particular elements of their lives than to others. Some people, for example, are devoted to their favourite sports team, political party, or a subject they feel greatly about. These are, in essence, their passions. A person's passions might range from music to sports to philanthropy to the arts and culture. They show strong feelings of attachment or allegiance in all of these passion areas. And it's all completely optional. And if they do swap their allegiance, it is rarely acknowledged.

It's past time for brands to consider this. Consumers belong to an average of fifteen loyalty programs across all categories. However, just 25% of people really use them. Only 22% consider themselves to be brand loyal. Is this to say that loyalty platforms and programs aren't effective? Not at all. In fact, the reverse is true. Because of the non-loyalty factor, you can win over customers who are loyal to your competition.

Similarly, a brand risks losing a customer at any point in time, even if that customer has been loyal to the brand for a long period. Loyalty programs must adapt and play a crucial part in every step of customer decision-making, while taking into account and utilizing consumer mind-sets. Loyalty programs will need to shift from a focus on "winning and keeping consumers" to a focus on winning each transaction and building on prior victories. The objective will be to gain a "larger share of preference" for one's own brand. Consumers are fine with gravitating more toward one brand, but however when temptations and opportunities present themselves, they will stray. For example: A customer might be a part of Peter England's loyalty program but that doesn't mean they don't have the loyalty cards from Reliance Trends or be a part of Flipkart's plus membership.

While gaining brand loyalty is a worthy goal, a brand cannot reasonably demand, expect, or obtain exclusivity.

Looking at the elephant from another angle; the customer is referred to as king or queen. Since the consumer is the one who pays our salaries, this is an excellent attitude to have. For a long time, many brands have understood this, to the point where they would proudly say "our customer is king" or "the customer is always right!" But who should be loyal to whom if the consumer is the king or queen? Is the king supposed to be loyal to his subjects or is the king expected to be loyal to his subjects? The subjects (brands) are always the ones who owe fealty. As a result of this approach, marketers and businesses must reconsider their loyalty strategies.

Loyalty is Considered to Be a Continuum of 4 Factors

Purpose/ Cause Driven: This is the highest level of dedication. When consumers have the ability to support a cause like climate change, education, income equality, or medical research, they will do it with actions and attitudes that are motivated by something other than self-interest or the anticipation of a reward.

Passion Driven: Customers are passionate about something and wholeheartedly support it. And they're still dedicated to the cause or goal. Passionate about what you do. You may see the manifestation of passion at any sporting event. People become fans of a sport or a team and become fanatics about it by definition. They continue to show their support and are devoted fans.

Relationship Driven: Unlike purpose driven, relationship driven loyalty is bilateral. In a relationship, both parties make explicit and implicit commitments to each other. For the most part, it is not only a commitment but also a mutual expectation. While the first two tiers of relationships are more or less permanent, relationships can be fluid and vary greatly in intensity.

Commerce Driven: This is the lowest tier and the one with the most transactions. There is a value exchange going on here. The consumer

pays for something or performs an action in exchange for something. Consumers will continue to engage with a brand as long as they perceive attractiveness or fairness in the value transaction. However, they are very receptive to different possibilities and are quickly swayed. Companies use incentives and rewards to entice customers to stay with them, erroneously assuming that they are cultivating loyalty. Marketers must adapt their traditional long-term loyalty programs into viable "affinity platforms" under *Marketing 5.0*.

Affinity is described as "An attractive force between substances or particles that causes them to come into and remain in chemical combination." That definition is quite similar to quantum chemistry's definition. In the Fifth Paradigm, we need to be focused on building brand chemistry. This is exactly what companies should aspire for: an affinity, a chemistry that binds brands and customers together in the present instant.

Brand affinity and chemistry: How to build them? Work your way up the loyalty ladder. Blend components from each of the four tiers of the hierarchy (purpose, passion, relationships, and commerce) into the marketing strategy/mix. This entails delving into consumers' minds at the most granular level imaginable, in terms of the causes they care about (purpose), the things they are passionate about (passion), their family or social networks (relationship), and their purchasing habits (commerce). All four should be implemented at the same time.

For example: Commerce driven consumers want to know they're receiving good value for their money. To switch or stick with their present brand, many people need to feel like they're receiving a good deal. Each customer exhibits some price elasticity, or a propensity to acquire a product regardless of price, to a certain extent. Different price points, on the other hand, have an impact on consumer demand and choice. Marketers must consider these factors when developing pricing and promotion tactics to ensure that they consistently win consumers' favour.

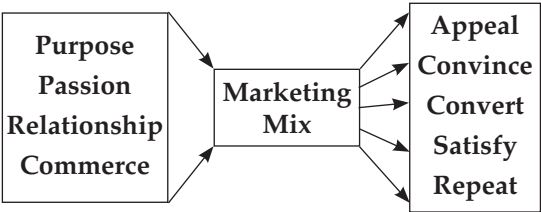Develop Contextual Preference Management (CPM) Platforms

CPM enables marketers to integrate all tiers into a unified strategy that is relevant and valuable to both consumers and marketers. Access real-time data on the customer, such as purchase history or location.

This decides the next best offer or communication, as well as when and where it should be made. It leads to increasing consumer engagement; before, during, and after the transaction. Knowing what's going on with the customer and what's going on around the customer are both essential. The key is to recognize that winning a customer's choice is a continuous process, not a one-time event. And, in order to win every customer transaction, the marketer must understand the context for each of those transactions—the place, the occasion, and the motivation. The goal is to persuade, convert, satisfy, and repeat. Use established loyalty platforms to your advantage.

As a result, marketers are able to maintain a positive predisposition in the minds of their customers. These loyalty networks provide consumers with a tangible cause and emotional reason to stick with a business. Consumers appreciate having an appealing alternative, regardless of how much they utilize it. It's similar to having a life insurance policy. A customer may or may not utilize it, but it provides reassurance and satisfaction.

Make the customer happy. Nothing works better at retaining customers than providing an intuitive and enjoyable experience across the purchase life cycle, from purchase to use to return to purchase. In *marketing 5.0,* loyalty management must evolve into eternal preference management platforms, with positive predisposition programs and delightful consumer experiences. To the extent that their mind-sets allow, these must work together to attract and keep customers. All of these must be linked to the brand, which is how brand affinity develops and grows.

It's absurd to expect customers to stick with our brand exclusively for years in a world where they tweet in and out of it. As a result, marketers must develop systemic programs and platforms that combine the art and science of preference management through context, experience, and emotion. (*Raja Rajamannar, "Quantum Marketing: Mastering the New Marketing Mindset for tomorrow's Consumers"*)

| Purpose Passion Relationship Commerce | → | Marketing Mix | → | Appeal Convince Convert Satisfy Repeat |

Marketing 5.0 is a marketing approach that promotes technology as a tool for bettering humanity. It's the era when humans and machines work together to create memorable customer experiences. It is a period for radical changes that will necessitate a quantum jump in agility. It is a digital marketing strategy that encourages all of us to change. Transformation is unavoidable, and it should be carried out with agility. Consumers must be involved in brands as a part of their lives that they cannot live without. Brands will be long-lasting if they can develop symbolic meanings that are aligned with the values of their customers. Because we live in an "Experience Economy," experience is what matters. (*Seri Wongmonta, "Marketing 5.0: The Era of Technology for Humanity with a Collaboration of Humans and Machines."*)

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Soft Skill Based Recruitment for Sales Professions – Not Far from Reality

[The article is based on the interview of **Praveen Kumar B.V.,**
Regional Sales Manager, General Mills India, Bengaluru.
The interview was conducted by **Prof. Nagendra Hegde,** IBA, Bangalore]

[The article is based on the interview of **Praveen Kumar B V**, Regional Sales Manager, General Mills India, Bengaluru. The interview was conducted by **Prof. Nagendra Hegde,** IBA, Bangalore]

"Can you please switch on the video?" Jacob requests a candidate appearing for an interview on an online platform.

"I am sorry, I am travelling at the moment", in came a reply from the other side.

"In that case, don't take interview now. Once you reach home, you can alert us; we will take your interview then", Jacob hung up the call.

Within next few minutes, the candidate dials Jacob, of course now in video mode.

Jacob finds the candidate bit untidy by appearance, his shirt unbuttoned in the top, hair not properly combed! Jacob could quickly assess that the candidate wasn't travelling before, but he was taking interview at the comfort of his bed!

The resume of the candidate claimed that he worked for well-known companies before, that his performance was good as well. Jacob did not think twice before rejecting him!

**

Priyanka is preparing for a review meeting. She knew that her performance in the last quarter hasn't been that great and her boss would come hard at her during the meeting. She is still coming to terms with the fact that how few of her subordinates worked hand in glove to give false promises to the business partners to get an undue personal advantage. That is one of the major reasons behind the high rate of employee and channel attrition. She is planning for the next quarter in the mid of all this mess. She has to explain to her boss on how she plans to fix this issue at the earliest so that the company can gain the lost ground.

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These are just few samples of many such

cases that companies have to grapple with. Businesses are overtly thinking about gaining customers and retaining them in an effort to beat the competition. The sales numbers are important, anything for them! Therefore, managers look to recruit proven performers for such sales jobs; that meant, they expect employees to perform from day one! The pressure of unrealistic sales targets gets better of one's logic, matured assessment and even their passion to contribute. Ambitious sales professionals always place monetary rewards superior to any other types of rewards. Therefore, their loyalty to a sales organization is minimum. When they are not loyal to their employers, it is unusual to expect them to be loyal to customers and business partners! Over-promises and under-promises are the realities in such cases.

Organizations often have to deal with internal duress more than external threats. The loss of man hours, the loss of resources, improper resource allocation, inappropriate utilisation of resources and huge cost of such misadventures (loss of an opportunity income and actual cost incurred to manage such staff) by the staff can cause upheavals in the business which is very difficult to manage. The healing process is longer than usual in such cases. The non-monetary adversities (loss of trust, dent on the brand image, uncertainties related to future business) are felt more than the monetary losses. Trust, goodwill, reputation and assured businesses can't be substituted with anything else. Therefore, organizations have to invest very carefully on the employees. Unfortunately, very few organizations understand the importance of it.

The then CEO of HCL Technologies, Vineet Nayar prioritises his employees over his customers. In his book titled "Employees First, Customers Second", he recalls an incident from his early days at HCL. Upon taking charge as a CEO of a company, once he went to check on his key customer. Mr.Nayar was excited by the fact that how graciously he would be received by the client; by how much

his client would be beaming with pride to host one of the top executives of the company. Unfortunately, the feeling did not last long! Mr.Nayar noticed no such excitement on the client's face! In the first place, customer did not even know who the visitor was! Even after realising he did not show any sign of excitement! Mr.Nayar observed that the client referred to the employee of HCL multiple times during their customary conversation. The customer only knew the employee who has been interacting with him. There was a strong mutual trust, rapport existed between the customer and the employee. Mr.Nayar had no doubt left in his mind that employee is the best representative of the brand.

Though Consumer-Brand associations provide crucial inputs for businesses to formulate strategies to get required outcome, the relationship between consumers and the human brand (employees representing the company in the market) can't be ignored. The outcome from such Consumer-Human brand associations more often outscore Consumer-Brand associations. This is called Relationship Hijacking [Giertz et al., (2022)]. Brands clearly struggle to understand this relationship and settle for short-term gains. Therefore, they just look for some representations in the market, unfortunately not quality representations. Managers like Jacob understand this who go for quality recruitments.

Quality recruitments need not necessarily be based on past good performances and relevant job experience alone! May be a below par performer in the past would not have been empowered to do well in the first place! The employee would not have got an opportunity at all! Even if the resume was strong, that shouldn't necessarily assure an employer that the applicant does well in the new job as well. Therefore, basing the recruitment only by such stereotypic interpretations might not serve the purpose. Instead, employers have to look at the soft skills of an applicant, whether the person fits well to the culture of an organization. This is more so in Sales profession, where relationship hijack is

more profound. Organizations need Sales professionals who are empathetic, self-driven, community-driven, holding utmost moral values and integrity who can go beyond their call of duty to show sensitivity to all stakeholders. It is time to assign more weightage to the soft skills of an employee.

Organizations have stringent background check policies to establish the veracity of the claims made by applicants. But, that alone may not suffice to check the quality. Series of pre-employment interactions with a candidate may help employers understand them better. A check on the body language, postures and attitude of a person can reveal many facts. "Sales organizations don't need sophisticates who just plan at a comfort of an AC cabins and claim to be good in analytics; they need someone who keep hitting the streets, talking to customers, providing those crucial decision-making inputs. They need someone who is transparent, who walk the talk. They should be the best representatives of companies when they are in the market and best representatives of customers when they return to office", quips a Business Head of an electronic brand of an international repute, who doesn't wish to be named.

There is a need for organizations to be more humane in approach, more so by Sales organizations. As long as communities are engaged on a mutual win-win situation, organizations benefit. Otherwise, they will have to keep covering up the mistakes, thus attaining a spider's progress.

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The Emergence of Leadership in COVID Times

Rishikesh Sharma

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The COVID-19 pandemic has been an inflection point towards the beginning of a new "Technology Era" that has accelerated behaviour changes. The advent of COVID-19 and work from home has transitioned all of us into our silos. A new era has begun, as we have moved to a virtually connected world, forming a bridge, bringing the best of West and East strengths. There is a cultural evolution happening, bringing the brightest minds across the world to be a part of a revolution. The cost is a thin line between a person's professional and personal lives. To excel in this time and to be a leader, one needs to adapt oneself and be a new kind of leader, one who has a 'Mind Balancing Attitude Leader (MBAL).' [1]

Remote work becoming the new normal today poses various challenges in front of us. Change is the only constant, and a leader should accept and showcase this attitude. One should continue to learn and identify problems to seek solutions, to make life easy for everyone

to achieve a common goal together. We can all be change agents, be that one person who can make a difference. The question we should be asking ourselves is, "What difference are we going to make today"?

We often associate Leadership with titles and are biased or afraid to raise questions to authority. Leadership is about behaviour and not titles. A simple question about "How can I help?" goes a long way to connect with grass-root level employees and break the barrier of cultural differences. Today's macroeconomic conditions require leaders to be identified at grassroots levels who want to reform society by spreading knowledge to others, creating positive vibrations with a focus on good governance and a holistic approach to develop a shared vision. What makes these Leaders unique?

A Mind Balancing Attitude Leader focuses on the market, state, people, and self. This helps improve intuition, insight, and imagination to give a new vision. Articulating people's will is

seen as a roadmap to realizing dreams. Society is challenged to uplift people more than ever through a participatory approach. A synergy between Corporations, Governments, and Community requires a balance of imagination and rational thinking. It needs to strategically interconnect the three and deal with dialectical forces to convert problems into solutions in decision-making. Furthermore, develop a mind-balancing attitude with inclusive growth and environmentally sustainable development.

Today, there is an urgent need for people to embrace a MBAL. A MBAL makes optimal use of physical energy and dedication to achieve results. It helps us keep adapting, not controlling and building a unified vision for the organization's growth. Such a leader is growth and development-oriented, working towards a process ethically to benefit all stakeholders, notably a society. They are implementers rather than consultants who exhibit identifiable behaviours and actions, which reflect who they are and show our values. To do this, we need to move beyond "Pyramid thinking." We need to build an organization where employees are loved and cared for.

Self-realization and spreading knowledge to others define the "Quality of a leader's consciousness," which is critical. This leader creates positive vibrations and values focusing on leadership/entrepreneurship based upon a holistic governance approach with a shared vision. However, the challenges faced in uncertain times demand acknowledging the reversal of certain decisions. Decision reversal is one of the most complex composite challenges a leader faces due to social, political, and economic global involvement. We need to 'Re-see' reality in new ways and spread knowledge of single-mindedness as a guiding principle for growth, love for customers, investments in our people, and perform with harmony.

A MBAL leads by change, efforts, and questioning the status quo. There will be learnings from failures, achievements, and success. These experimental stage developments will be marked with instability, and the best way would be to communicate with a personal message to bond people. MBAL has excellent negotiation skills as they are self-aware of Knowledge and Social forces. They focus on self-strength to create self-confidence and influence organizations and institutions to be imaginative and rational. They are bridging the relationships with employees and management in the way forward for us to create a dynamic influencing organization where trust and empathy would evolve the next generation of leaders.

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Opinion: Design AI to Benefit Mankind Better

[The author is **Tej Singh Kardam**, a Retired IFS Officer. Taken as it is from Telanganatoday.com, published on February 17, 2022]

"Everything we love about civilization is a product of intelligence, so amplifying our human intelligence has the potential of helping civilization flourish like never before — as long as we manage to keep the technology beneficial"

Artificial intelligence (AI) is based on the notion that human thought processes have the ability, which can be replicated and mechanised. It is not a new word and not a new technology. The technology is much older as there are stories of mechanical men in ancient Greek and Egyptian myths. Philosophers thought over the idea that artificial beings, mechanical men and other automations had existed or could exist in some fashion.

Electronic Brain

AI became more tangible throughout the 1700s and beyond. Philosophers contemplated how human thinking could be artificially mechanised and manipulated by intelligent non-human machines. This eventually led to the invention of programmable digital computer in the 1940s. This invention inspired scientists to move forward with the idea of creating an 'electronic brain' or an artificial being. The term artificial intelligence was coined and attributed to John McCarthy, in 1956, at a conference in Dartmouth College, Hanover, New Hampshire.

AI holds great economic, social, medical, security and environmental promise. The capability of AI systems makes it the most disruptive and self-transformative technology of the 21st century. Scientists believe that AI and Machine Learning (ML) — AI is the ability of machines to carry out tasks that we would consider as smart and ML is the application of AI wherein machines access the data and learn themselves — are the future technologies which are going to shape our lives in the next two decades. Especially because data and information will be available in abundance.

Driverless, automated intelligent cars will be more prominent, job profiles will change, there will be a need to work less, hazardous

and routine work will be carried out by robots, typing on gadgets will be redundant and will be replaced by voice command. 3D printing technology will be used to construct buildings and other products within a few days instead of years. Space tourism, from fantasy, will turn into reality.

India's Initiative

The Indian government has taken the initiative to boost AI, big data, cyber security, machine learning and robotics. India's flagship digital initiative aims to make the internet more accessible, promote e-governance, e-banking, e-education and e-health.

The Indian government is championing the AI revolution, wherein steps have been taken in facial recognition and hotspot analysis, biometric identification, criminal investigation, traffic and crowd management, wearables to empower women safety, optimise forest revenue, tiger protection, cleaning river, digital agriculture, monitor students' progress and many more. The government has launched a dedicated AI portal — India AI, as a central hub, which will act as a one-stop-shop for all AI-related developments and initiatives in the country.

AI being used for digital inclusion in India will have a ripple effect on economic growth and prosperity, in addition to the benefits to and from the large demographic dividend, which is skilled and eager to adopt AI. India with its 'AI for All' strategy, a vast pool of AI-trained workforce and an emerging start-up ecosystem, has a unique opportunity to be a major contributor to AI devices and solutions which can revolutionise healthcare, agriculture, manufacturing, education and skilling. India has been ranked 2nd on the Stanford AI Vibrancy Index primarily on account of its AI-trained workforce. Our leading technology institutes like the IITs, IIITs and NITs have the potential to be the cradle of AI researchers and start-ups.

In medicine, large scale applications of AI are being trialled across the States. In Ahmedabad,

in 2018, a cardiologist performed the world's first in-human telerobotic coronary intervention on a patient from a distance of 32 km. For Covid-19 response, an AI-enabled chatbot was used by MyGov for ensuring communications. Similarly, ICMR deployed the Watson Assistant for Covid on its portal to respond to specific queries of frontline staff and data entry operators from various testing and diagnostic facilities across the country. CoWIN continues to help not only in registration but in supply chain, inventory management, monitoring of vaccines during transit, data storage and in training Centre, State and districts officials for successful immunisation programmes through the use of AI.

Exploring Potential

In Telangana, IIIT Hyderabad has taken the initiative to identify early stages of cancer with the help of cell phones. During kharif 2021, an AI-based pilot project carried out for pest management in cotton resulted in the production of good quality crop. AI-based drones are helping the police department for crowd and vehicular traffic management during Medaram Jatara. One of the companies has launched a Robotic construction 3D Printer, first in India and the largest in Southeast Asia. The government has also used seed-copter drones for afforestation in the State.

The GoI is establishing broad ethical principles — derived from the Constitution and various laws enacted thereunder — for design, development and deployment of AI, drawing on similar global initiatives but grounded in the Indian legal and regulatory context under the National strategy on AI – 'Towards Responsible AI for all', to help technology flourish, benefitting humanity while mitigating risks and inclusively bringing the benefits of AI to all.

AI has the potential to become more intelligent than any human, but we have no way of predicting how it will behave. Physicist Stephen Hawkins said, "the rise of AI could be the worst or the best thing that has happened

for humanity" and feared that AI may replace humans altogether. Elon Musk has said, "AI doesn't need to be evil. If AI has a goal and humanity just happens to be in the way, it'll destroy humanity as a matter of course". Therefore, unlike any other technology, AI needs more grooming to benefit mankind.

Emergence of AI is not something of the future, it's already here with us, and progressing with god speed. It needs to be designed in a way so as to benefit mankind, and this must be our priority. Up skilling our engineers, along with a proper regulatory overview for a balance between job losses and integrating AI into industrial systems, creating anti-bias AI to make it ethically sound, etc., can help mitigate challenges associated with AI.

Source: https://telanganatoday.com/opinion-design-ai-to-benefit-mankind-better

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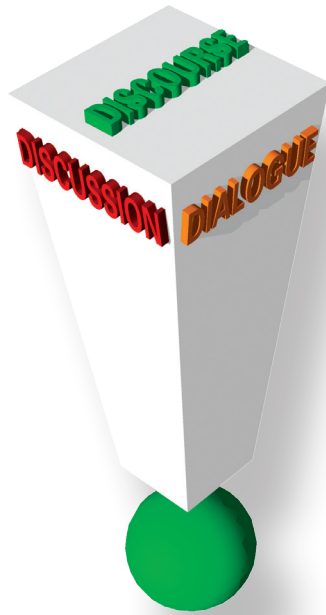
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