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**Navigating the Digital Disruption:
Astrum's Study Explores is 'Technology Reshaping Communicators?'**

**The pace and scale of technology disruption will 'reshape' the communications landscape.
Generative technologies will augment human ingenuity and not replace it.**

GPT is the new 'Gold Rush'.

#AI #VR #AR enable 'personalised engagement at scale' like never before

*Integrate Data Sciences and Social Sciences for effective reputation management.
invest in new age 'reputation risk management' capabilities.*

Establish guardrails for responsible use of technology to protect your licence to operate.

Chennai, September 26, 2023. Astrum, India's first science-based specialist [reputation advisory](#) today unveiled a first of its kind study in the Indian public relations industry titled "Technology Reshaping Communicators." This study combines months of rigorous secondary research and views of diverse panel of Indian and global thought leaders, representing consulting firms, technology corporations, law firms, media editorial boards, international academics, private equity investors, global CXOs, senior corporate communication leaders, and a multitude of industry experts.

Commenting on the study's release, [Sunil Lulla](#), Chairman, Astrum Reputation Advisory says, "In today's digital era, communicators are continually navigating the dynamic intersection of technology and communications. This groundbreaking study delves deep into key questions that communicators are grappling with due to the rapid and recent advancements in technology. The study seeks to equip professionals with the knowledge and insights, necessary to thrive in this transformative environment."

Says, [Ashwani Singla](#), Founding Managing Partner, "Technology has reshaped our world for over two centuries from the advent of the printed word to the internet. What sets this digital era apart is the unprecedented pace and scale of advancements. It's a landscape where machines can attain superhuman intelligence and harnessed for a greater good, yet capable of dismantling established brands within hours." **He adds**, "In navigating this new paradigm of reputation management, a combination of technology and human ingenuity layered with an understanding of the science of reputation™ can enable communicators to completely transform their game."

Says, [Sharada Sharma](#), Co-founder and author of the study, “We are seeing that the impact on communications is threefold: **one**, in revolutionizing data assimilation for deeper insights into audience behaviour; **two**, transforming content creation distribution and consumption and, **three**, an investment in [crisis preparedness/risk mitigation](#) to secure corporate or brand reputation – each needs a holistic approach with sponsorship from the C-suite.”

The study's findings were unveiled at the 10th edition of **PRAXIS10 – Reputation Management – The Big Picture**, the largest annual gathering of communication professionals. The unveiling took place at "The Astrum Breakfast" (#TAB), an exclusive invitee only event that brought together leaders in corporate communication. An executive summary of the report was made available to all participants via a QR code, ensuring widespread access to the insights presented in the study.

About the study

Technology Reshaping Communicators? The study attempts to answer to the most pressing questions facing communicators impacted by the rapid and recent advancements in technology? The study explores the 'new improved framework' for effective reputation management, 'new age reputation risk management' and 'new & augmented capabilities' needed to harness the emerging technologies to successfully protect licence to operate and nurture [corporate reputation](#).

The study was conducted over several months involving rigorous secondary research and in-depth interviews with India and global thought leaders from top consulting firms, leading global technology corporations, law firms, media editors, international academics, private equity investors, Indian and transnational C Suite leaders, senior corporate communication leaders and several industry experts.

About Astrum

[Astrum](#), India's first science-based specialist Reputation Management advisory. We are trusted counsellors to CXOs, helping them resolve complex challenges they face in building and guarding their company's reputation. Applying the same science, we help senior political leaders connect with their voters to get elected. We are a data driven advisory, with emphasis on harnessing the power of analytics to generate the insights needed to effectively engage stakeholders and shape public opinion ethically. Our specializations include [Reputation Management](#), [Corporate Affairs](#), [Crisis & Issues Communication](#) and [Election Campaign Strategy](#).

In 2022, Astrum was invited to join IPRN (www.IPRN.com), the world's largest and most well-established independent network of public relations and communications consultancies, becoming its first and only member in India. IPRN provides Astrum's clients access to over 100 cities across 4 countries across all major continents. Since its inception in 2015, Astrum has been regularly listed amongst the 'most reputed' and 'top public relations firms' by leading industry outlets such as Exchange4Media, Adgully, PProvoke Media (formerly The Holmes Report) has featured Astrum amongst its three nominees of the "Asia Pacific New Consultancy of the Year".

We serve clients through our own presence in the Gurugram/New Delhi, National Capital Region (NCR), Mumbai and Bangalore; we reach over 60 cities and towns in India through our dedicated affiliate network. Our international reach extends to over 100 cities in 40 countries

across all major continents of the world. Astrum is Founded by Ashwani Singla, a trusted advisor and strategist to the C Suite & Senior political leaders and considered to be one of the most influential voices in the Indian industry for close to three decades. He has also been voted as the most Influential amongst the PR and Corp Comm fraternity consecutively over the last several years by Exchange4Media.
