



ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University || AICTE Approved

Electronic City, Bengaluru - 100

Reaccredited by NAAC with 'B++' Grade || Recognised under section 2(f) & 12(b) of the UGC Act || An ISO 9001: 2015 Certified Institution

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

**AKRAYA COMMERCE CLUB
DEPARTMENT OF COMMERCE, POSTGRADUATE
CENTRE IN ASSOCIATION WITH
RESEARCH & IP CELL
INVITES YOU TO
ONE DAY WEBINAR
ON
"ADOPTING TO FUTURE CHANGE"
17TH MAY 2021
3:00PM TO 5:00PM
SPEAKERS OF THE DAY**

Dr. Dhanalakshmi
Asst. Professor,
Dept. of Management Ramaiah
Institute of Management
Sciences, Bangalore

Technology In Commerce

Dr. M.P.Saravanan, MBA,NET
Associate Professor
Jain college- Cpgs
VV Puram, Bangalore

Challenges in E-marketing



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WEBINAR ON ADOPTING FUTURE CHANGE

DATE	17/05/2021
TIME	3 TO 5 PM
PLATFORM	ONLINE – Google Meet
TARGET AUDIENCE	M.com And MFA Students

RESOURCE PERSONS	1 Dr. Dhanalaksmi Assistant Professor, Department Of Management Ramaiah Institute Of Management Sciences, Bangalore Topic – Technology in Commerce
	2 Dr. M.P. Saravanan, MBA, NET Associate Professor Jain College- CPGS, Bangalore Topic – Challenges in E-Marketing

Introduction:

The Department has an active commerce association which keeps on recharging students with lots of activities and programs including curricular and extracurricular. The association is functioning under an elected executive committee consisting of President, Secretary. The club has been successfully conducting quizzes, debate and discussions on a regular basis. The commerce association is serving a good platform for students to showcase their talents and exhibit their knowledge.

On 17th May 2021, Monday, Akrya Commerce Club in association with Research and IP cell of SFS college conducted Webinar on the Theme "Adopting to Future Change". The webinar hosted by using Online platform. The event started at 3pm with prayer by final Year M.com Student Mary Jenitha and Dr. Thanapackiam welcomed the participants and opened up the webinar by providing an overview of Technology in commerce and Business.

SESSION – 1

The Resource Persons were introduced by Mahua Banerjee of 11-year MCOM Student Dhanalakshmi Assistant Professor, Department of Management. Ramaiah Institute of Management Sciences, Bangalore, was the resource person for the first session. She gave complete coverage on the topic Technology in Commerce. She explained various models and need and significance of latest technology in commerce. She made the session very interesting by interacting with students. she spoke about P2P lending features, and the role of tech in financial categories such as Payment, Banking, wealth management, Capital market, Insurance and Lending procedures. she explained about IOT, crypto currency and cloud computing. She made sure students' active participation by asking relevant question during session. it was followed by Q& A session many students cleared doubts.

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SESSION – 2

Dr. M.P. Saravanan, MBA, NET, Associate Professor, Jain College -CPGS, Bangalore was the Resource person for the second session. He delivered his talk on the topic Challenges in E-marketing, He started his presentation around 4.0 clock. He gave full content on the topic. He made very fast and quick presentation by providing clear explanation. The Session went on till 5 pm. He talked about Data analytics, robotics and almost all latest innovation in E-commerce. Omni channel payment methods and Unique features of e-commerce also discussed during the session. He answered few quires raised by the students.

The two sessions went on well with the active and enthusiastic participation by the students of Post Graduate Centre.

The webinar came to an end by the Vote of thanks proseed by Prof. Siny Philip, Department of Commerce. There were about 75 participants benefited by the webinar.

Learning Outcome:

To develop an ability among the student's community to effectively integrate technology-based solution in commerce and business. An ability to use current techniques, skills, tools necessary for the industry. Make the students to analyse the impact of E-commerce on business models and strategy.


PRINCIPAL
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