



ST FRANCIS DE SALES COLLEGE

Permanently Affiliated to Bangalore University

Electronics City, Bengaluru - 100

Accredited with NAAC "A" Grade || Recognised under 2(f) & 12(b) of the UGC Act

A FRANSALIAN INSTITUTE OF HIGHER LEARNING

**SEMINAR
ON
"CHALLENGES AND OPPURTUNITIES IN THE CHANGING
DIGITAL ERA"
ORGANISED BY
DEPARTMENT OF COMMERCE AND RESEARCH & IP CELL**

DATE: 22 & 23 MAY 2019

VENUE: AUDITORIUM

CHIEF GUEST: DR. DIVYA

**ASST. PROFESSOR DEPARTMENT OF MEDIA AND
COMMUNICATION**



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A REPORT ON

An Intercollegiate Interdisciplinary Symposium on Challenges And Opportunities In The Changing Digital Era

**Organised by: Research and IP Cell in association with the Department of
Commerce (Postgraduate)**

Date & Time: 22 and 23 May 2019

Venue: Auditorium

Research and IP Cell in association with the Department of Commerce (Postgraduate) organised an intercollegiate interdisciplinary symposium on the topic, "Challenges and Opportunities in the Changing Digital Era", on 22 and 23 May, 2019 in the college auditorium. Many students and faculty from the various colleges in the vicinity participated in the symposium.

The digital transformation is radically altering all dimensions of global societies and economies and will likely change the interpretation of the sustainability paradigm itself. Sustainable development and digital technology communities are not yet sufficiently linked to fully address these issues. The transformation towards sustainability must be harmonized with the threats, opportunities, and dynamics of the Digital Revolution, Digitalization is not only an instrument that can be used to resolve sustainability challenges, it is also fundamental as a driver of disruptive change on multiple levels.

The session began with the welcome address followed by the lighting of the lamp by Fr. Roy and Fr. Jijo along with the dignitaries. The profile of the Chief Guest was read by Dr. Divya, Assistant Professor, Department of Media and Communication.

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Inaugurating it, the Chief Guest, Prof. Achutha Jois, Director, Atma College, Bengaluru, spoke about the need to adapt, adopt and evolve in the changing digital era. In his speech he says, The mobilization of the enormous potential for a digital sustainability transformation is not an automatic process. In the past one or two decades, digitalization has worked as an accelerator of economic processes that are still predominantly based on fossil energy and resource extraction. However, if course corrections succeed, the disruptive impact of digitization on sustainability can be leveraged to accelerate and enhance a sustainability transformation.

After his speech, the first session, titled "Communication is a Key to Corporate Success" started and Prof. B. Thyagaraj was the resource person who illuminated upon the need for the appropriate communication in the business environment. He elaborated his views on communication and types of communication, the need of effective corporate communication for the successful business and the long run survival of business concerns. He used power point presentation for the session. Participants felt that it was wonderful and effective session.

Following the tea break, the second resource person, Prof. Xavier, gave a presentation on the topic, "Business Dynamics". He said Business dynamism, which is the process of firms growing, shrinking, emerging, and failing, has been declining for the last 30 years. Signs that business dynamism is weakening include the decline of the rate at which workers reallocate to new employers and the decline in the number of start-ups.

Then, the next resource person, Dr. Manoj Kumar Sharma, enlightened upon the topic, "Mindset towards Digital Era" he spoke about Digital transformation of business and organizational activities, processes, competencies and models to enable organizations to use and exploit digital technologies to improve business processes and outcomes.

These sessions were followed by a panel discussion which was moderated by Prof. Tyagarajan. There was a discussion about the topics were covered throughout the day. It was a interactive and useful panel discussion the queries of audience and panelist were answered by the Moderator. The resource persons answered the questions raised by the PG students.

At the end, the Rapporteur report was presented by Prof. Anil Kumar. He summarised the proceedings and outcome of each sessions clearly. he gave written report also which contains bullo points and the action plan.



The symposium ended with a note of positivity. Dr. Thanapackiam, Assistant Professor , department of commerce delivered vote of thanks .The students were happy to have enriched their knowledge. Resourse persons were well appreciated by the participants. It was indeed an informative and fruitful day.



Co-ordinator
Internal Quality Assessment Cell
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Participants attending the symposium & Prof. Stalin presenting on "Business Dynamics"



Fr. Dr. Roy Inaugurating the seminar and Prof. Divya reading the profile of the resource person

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ATTENDANCE LIST

EVENT NAME: NATIONAL SEMINAR			
CLASS: UG AND PG STUDENTS			
DATE: 22 & 23 MAY 2019			
TOPIC: CHALLENGES AND OPPURTUNITIES IN CHANGING DIGITAL ERA			
RESOURCE PERSON: DR. DIVYA			
SL.NO	NAME	UUCMS REG.NO	Signature
1	AKASH PRASAD	17NCC26001	Akash prasad
2	ALVIN LEO FERNANDEZ	17NCC26002	Alvin Leo
3	AMAL JOSEPH	17NCC26003	Amal Joseph
4	ANAND K C	17NCC26004	Anand
5	ANNAPAREDDY SURYA PRAKASH	17NCC26005	Prakash
6	ARCHANA DEVL S	17NCC26006	Archana
7	BABAI BHOWMICK	17NCC26007	Babai
8	CHINMAYEE BISWAL	17NCC26008	Chinmayee
9	DELFINA .J	17NCC26009	delfina
10	DIPANJAN DEY	17NCC26010	Dipanjana
11	DONBOKLANG NONGSIEJ	17NCC26011	langdon
12	EDWIN BENSON MATHEW	17NCC26012	Mathew
13	J R BASIL WINFRED	17NCC26013	JR BASIL
14	JAGADISH EKNATH KULKARNI	17NCC26014	Kulkarni
15	JEEVAN REDDY R	17NCC26015	Jeevan
16	JOMY K JOSE	17NCC26016	Jomy K Jose
17	JOSEPH K J	17NCC26017	Joseph K.J
18	KARAN GODWIN .J	17NCC26018	Karan
19	KAVITHA T	17NCC26019	Kavitha
20	KEERTHI R	17NCC26020	Keerthi R
21	KEERTHI YADAV G	17NCC26021	Yadav
22	MARTIN S	17NCC26022	Martin
23	MICHAEL ANDERSON S	17NCC26023	Michael
24	MILLAN.P	17NCC26024	Millan-P
25	MOHAMMED ZULFIQHAR SHEIKH	17NCC26025	Mohammed



26	NAVEEN AROCKIASAMY .K	17NCC26026	Naveen
27	NEUTRON GURIA	17NCC26027	Neutron
28	PAVAN S R	16A2C26013	pavan S.R
29	PRAKASH C	17NCC26028	Prakash C
30	PRASHANTH R	17NCC26029	Prashanth
31	PRATHIBA S S	17NCC26030	Prathiba
32	PRAVEEN P	17NCC26031	praveen p.
33	PRAVEENKUMAR G	17NCC26032	praveen - G
34	RAGHU RAJ R	17NCC26033	Raghu .
35	RAGUL SREEKANDAN	17NCC26034	Ragul

