

### National Seminar

Emerging Perspectives in Marketing and e-Commerce in India: Digital India Initiative

26<sup>th</sup> August to 27<sup>th</sup> August, 2022

Dr. Sumit Aggarwal, Professor, Digital Marketing  
Chitkara Business School, Chitkara University, Punjab

#### 1. Objectives of the event

- To explore and develop new perspectives in the area of Marketing and E-Commerce in India with special reference to Digital India Initiative.
- To discuss on the upcoming opportunities and challenges present in the area of digital marketing in India .
- To facilitate sharing research among academicians and practitioners on current scenario, developing and executing digital marketing strategies

#### 2. Total no. of attendees in the event:

Internal		External	
Faculty/ Scholars	Students	Faculty/ Scholars/ Members from Industry or Professional Body	Students
25	230	-	-

#### 3. Names of the external resource persons with their full affiliations

Sr. no.	Name of the resource person	Full affiliation	Place
1	Mr. Dipin Bedhera	Founder Director Dizifone Technologies	Chandigarh
2	Mr. A. Sri Ranganayaka	Founder and CEO, Indscope Technologies. Director, Shantiniketan	Banglore
3	Mr. Deepak Banota	Lead Web Strategy. Godrej	Mumbai
4	Dr. Falguni Vasavada-Oza	Professor & Chair, Strategic Marketing Area at MICA	Ahmedabad

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5	Mr. Krishan Garg	Cofounder - The Land Cart	Chandigarh
6	Mr. Meherzad Karanjia	Chief Learning Officer at IIDE Corporate Trainer	Mumbai
7	Prof. Siddappa Tippanna Bagalkoti	Professor of Economics, Karnatak University, DHARWAD-580 003,	Karnataka
8	Prof. Sanjeev Prashar	Professor, IIM, Raipur	Raipur

*Note: Add or remove rows as per requirement rows*

#### 4. Testimonials of the participants

Rounak Jha, Roll No. 2120994767 BBA 3 <sup>rd</sup> Sem, Batch (2021-2024)	It's my honour to attend National Seminar on Emerging Perspective in Marketing and E-Commerce in India: Digital India Initiative 26th - 27th August, 2022 at Chikara Business School with professor Dr. Falguni Vasavada mam, Sanjeev Parashar sir and 6 more industry experts who himself have different experience in this field . This seminar is all about exploring and developing new perspectives in the area of Marketing and E-Commerce in India with special reference to Digital India.
Sunandani, Student, Roll No. 2120994777 BBA 3 <sup>rd</sup> Sem, Batch(2021-2024)	Our university has organised an amazing session on emerging perspectives marketing and E-commerce in India: Digital India Initiative on 26th -27th August 2022 with professor Dr. Falguni Vasadvada ma'am, Dr. Sanjeev Parashar sir , Dr. Dipin Bedhera sir and 5 other industry experts who are amazingly experts in their fields. This seminar helped me to learn and explore new and exciting things about marketing and E-commerce in India with reference to digital marketing.

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<p>Lakshay, Student, Roll No. 2120994757, BBA 3<sup>rd</sup> Sem, Batch(2021-2024)</p>	<p>Attending the 2-day national seminar on developing perspectives in marketing and e-commerce in India was a wonderful experience. I discovered many new things from the distinguished speakers who were experts in their fields and attempted to impart their knowledge to us as well.</p>
<p>Khayati, Student, Roll No. 2120994753, BBA 3<sup>rd</sup> Sem, Batch(2021-2024)</p>	<p>The event was wonderful ,it gave us great insights about how e-commerce can be done (ideas and strategies) and what are the opportunities we can find which are still emerging in the digital marketing field to make the developing India a Developed India.</p>
<p>Vanya, Student, Roll No. 2120994762, BBA 3<sup>rd</sup> Sem, Batch(2021-2024)</p>	<p>I am very obliged on attending the national seminar on Emerging Perspective in Marketing and E-Commerce in India. This seminar was an open experience of knowledge; the whole session was fun and reflective. The whole experience was interactive and strategic. It was wonderful getting to listen professors like Dr. Falguni Vasavada-Oz and professor Sanjeev Prashar . These two workshops were the best of all for me as these included personal experiences and student activities.</p>

#### 5. About the event

Chitkara Business School, Chitkara University, Rajpura , Punjab organised a 2-day national seminar on Emerging Perspective in Marketing and E-Commerce in India: Digital India Initiative on 26th - 27th August, 2022. The aim of the seminar was to explore and develop new perspectives in this area of Marketing and E-Commerce in India with special reference to Digital India Initiative launched by the Indian government to improve online infrastructure and increase internet accessibility among citizens thereby, empowering the country to become more digitally advanced. With the advent of digitization, traditional marketing has seen a turn around. Having more and more people online today, every organisation wants to have an online presence. Digital Marketing is a boon and plays an important role in connecting organisations with their customer base. This is an area which no organisation wants to neglect. Digital Marketing has opened up many avenues for the future managers, technology enthusiasts and our stakeholders. With this vision and opportunities present in the area of digital marketing and E-Commerce, The seminar was organized to connect academia and industry on a single platform to discuss on the opportunities and challenges present in the area of digital marketing in India.

### **National Seminar**

The National Seminar was conducted in four sessions on two days; each session was for ninety minutes. On first day, The first session was based on the theme Emerging Perspectives in Marketing. It was all about the introduction of Digital Marketing domain and the necessity of digital marketing in current competitive world. The first session was carried out by Prof. Siddappa Tippanna Bagalkoti and Dr. Falguni Vasavada-Oza. The session was concluded with Q&A session. The Second session was based on the theme Virtual & Hybrid Business Landscapes. It was carried out by Mr. Deepak Banota and Mr. Krishan Garg.

On Second day, the third session was based on the theme Digital Transformation of Business & AI & Data Driven Marketing. The session was carried out by Prof. Sanjeev Prashar and Mr. Meherzad Karanjia. And the fourth session was based on the theme Emerging perspectives in Digital Marketing & E-Commerce in India: Digital India Initiative. It was carried out by Mr. A. Sri Ranganayaka and Mr. Dipin Bedhera. The session was concluded with Q&A session.

### **6. Event Visuals**

#### **Inaugural**



## National Seminar Conduct of Event



## Valedictory



**Team of organizers**