

Activity: Seminar On Research Frontiers in E-Business in the New Era

Date: 27th Feb 2021

Time: 2.00 pm to 4.00 pm

Location: ISME, 2nd Floor Classroom 3

Resource Person(s): Dr A. Anantharaman, Dr. Gopa Kumar K Thampi, Mr. Vinish Kathuria, Dr. Nilanjana Bhadur

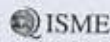
Faculty In-charge: Dr. Meena

Student In-charge:

No of students/Participants present: 30

URL if applicable:

Poster / Flyer / Notice



**INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE
BANGALORE**

**SEMINAR
ON
RESEARCH FRONTIERS IN E-BUSINESS IN
THE NEW ERA**

27 February, 2021

ABOUT ISME

ISME IS A LEADING EDUCATIONAL SCHOOL OFFERING EXCELLENT EDUCATION THROUGH A STUDENT-FOCUSED CULTURE OF EXCELLENCE. INTERNATIONAL OUTLOOK, ENTREPRENEURIAL THOUGHTS AND INDUSTRY ALIGNMENT. IT WAS FOUNDED IN 2004 BY ALUMNI FROM CANNING MILLON UNIVERSITY, PURDUE AND KENTON, USA. ISME HAS ALWAYS BEEN AT THE FOREFRONT OF QUALITY EDUCATION, WITH THE VISION OF NURTURING HOLISTIC, SOCIALLY RESPONSIBLE AND COMPETENT PROFESSIONALS. ISME HAS BEEN RANKED AS ONE OF THE TOP 5 SCHOOLS IN BANGALORE AND TOP 10 SCHOOLS IN INDIA. AT PRESENT ISME OFFERS UNDERGRADUATE, POSTGRADUATE AND DOCTORAL PROGRAMS IN MANAGEMENT. ISME BANGALORE IS THE RESEARCH & INNOVATION CENTRE OF UNIVERSITY OF APJABU, AND IT ALSO OFFERS FELLOWSHIP PROGRAM IN MANAGEMENT DEVELOPMENT BY STATE GOVT. OUR LEAD SENIOR CAMPUS AT SARAPUR MAIN ROAD IS AN IDEAL APOUNCE FOR STUDY AND RESEARCH. THE INSTITUTE CONSTANTLY ENDEAVOURS TO EXPOSE ITS STUDENTS TO VARIOUS METHODS OF LEARNING LIKE INDUSTRY VISITS, INTERACTION WITH INDUSTRY EXPERTS, PARTICIPATION IN WORKSHOPS, CASE STUDY ETC., SO THAT THEY BECOME SUCCESSFUL IN THEIR JOURNEY AS THEY MOVE FROM CAMPUS TO THE REAL THRAE OF THEIR CAREERS.

ABOUT THE SEMINAR

THE SEMINAR WOULD HIGHLIGHT THAT E-COMMERCE IS EVOLVING. REQUIRING RESEARCH IN PHYSICAL EXPERIENCES, SOCIAL COMMERCE, AI-POWERED PERSONALIZATION, BLOCKCHAIN FOR SECURE TRANSACTIONS, SUSTAINABLE PRACTICES, ETHICAL CONCERNS, AND REGULATORY LANDSCAPE. IT WILL EMPHASIZE ON RESEARCH WHICH IS NEEDED TO BLEND PHYSICAL AND DIGITAL REALMS, EXPLORE SOCIAL COMMERCE, AND ADDRESS DATA PRIVACY, ALGORITHMIC BIAS, AND CONSUMER PROTECTION.

SPEAKERS

- DR. NILANJANA BHADURI - SENIOR DIRECTOR- LEARNING & ORGANIZATION DEVELOPMENT, CYIENT
- DR. GOPA KUMAR K THAMPI - ADVISOR, THE ASIA FOUNDATION
- MR. VINISH KATHURIA
- DR. A. ANANTHARAMAN

PROGRAM CO-ORDINATOR - DR. MEENA

For more details call at tel: +91 88806 12345 or Mail at research@isme.in

Event Report

Dr A Anantraman, Dr Thampi, Mr Kathuria and Dr Bhadur enlightened the participants on the above topic and the highlights are as below:

E-Business: Charting the New Frontier

E-commerce keeps evolving, demanding research in:

Phygital Experiences: Blending physical and digital realms using AR/VR for immersive customer experiences.

Social Commerce Boom: Exploring factors influencing consumer behavior on social media platforms that are transforming into marketplaces.

AI-powered Personalization: Researching how AI tailors product recommendations and marketing strategies for individual preferences.

Blockchain for Secure Transactions: Investigating how blockchain can enhance data security and transparency in e-commerce.

Sustainable Practices: Focusing on eco-friendly packaging, optimized logistics, and promoting sustainable business models within e-commerce.

Beyond the Tech:

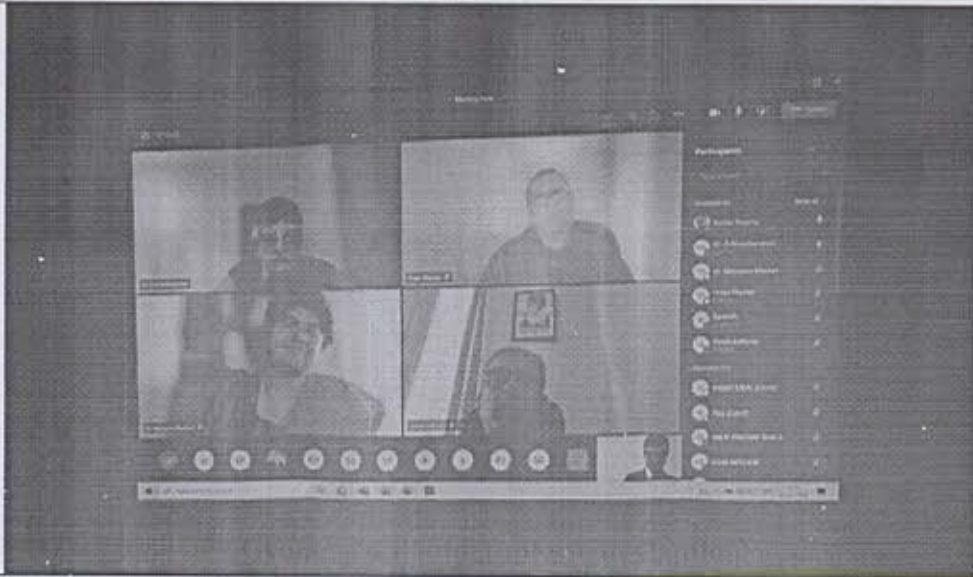
Ethical Concerns: Addressing data privacy, algorithmic bias, and consumer protection in the digital age.

Regulatory Landscape: Keeping pace with evolving legal frameworks governing online business practices.

Continuous exploration is crucial to ensure secure, personalized, sustainable, and ethical e-commerce practices, benefitting both businesses and consumers.

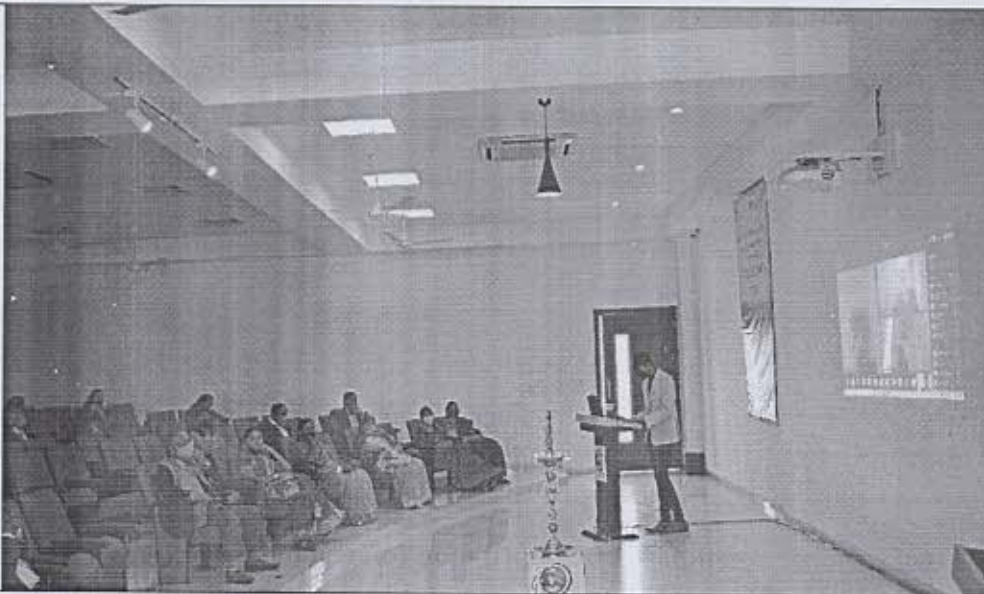
Overall the programme was a success.

Geotagged Photographs with Caption



Dr A. Anantharaman, Dr. Gopa Kumar K Thampi, Mr. Vinish Kathuria, Dr. Nilanjana Bhadur - Seminar On Research Frontiers in E-Business in the New Era - 27th Feb 2021

Geotagged Photographs with Caption



Dr A. Anantharaman, Dr. Gopa Kumar K Thampi, Mr. Vinish Kathuria, Dr. Nilanjana Bhadur - Seminar On Research Frontiers in E-Business in the New Era - 27th Feb 2021

Activity: Seminar On Business Policy and Strategic Management
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Location: ISME, 2nd Floor Classroom 3

List of Participants

Sl No	Name of the Participant
1.	Mathew John
2.	Papri Ray
3.	Mr. Joel Manjaly
4.	Dr. Ranjana Mary Varghese
5.	Alex Nero
6.	Mr. Deepak Joy Mampilly
7.	Dr. Sreedhara R
8.	Prof. Meera Seshanna
9.	Dr. Savitri Jayant
10.	S. Rangapriya
11.	Remya Nair
12.	Dr. Jayaprakash
13.	Aishwarya Mohan
14.	Aarsh Kansara
15.	Narayana B
16.	Ramakrishnan N
17.	Shabnum Mukhtar
18.	Rishikesh Kudale
19.	Mr. Sumesh P Soman
20.	Aakash Ashesh
21.	Siddharth Jadhav
22.	Pooja Vishnoi
23.	Palash Khatri

24.	Sekhar Chebolu
25.	Mangesh Mannohar Dasare
26.	Ms. Priyanka Gautam
27.	Dr. Chitanya S
28.	Japirit
29.	Lucita Dacruz
30.	Supreetha N S V

Authorized Signatory (Dean/Principal/Head/Coordinator)

Name:

Date: 27th Feb 2021



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Sample Certificates (where Applicable) – Max 2 and Max 6



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88, Chembanahalli, Sarjapur Road, Bengaluru, Karnataka 562 125 | www.isme.in



**Seminar on Research Frontiers in e-business
in the new era**

Certificate of Participation

Mr. Sumesh P Soman

For Participating in the Seminar on
Research Frontiers in e-business in the new era
conducted on 27th February 2021

DR. RONY G KURIEN
DEAN



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Certificate of Participation

Mr. Narayana B

For Participating in the Seminar on
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DR. RONY G KURIEN
DEAN