

Activity: Seminar on Future of Research in Business Forecasting

Date: 27th Feb 2022

Time: 10.00 am to 11.30 am

Location: ISME, 2nd Floor Classroom 5

Resource Person(s): Dr.Satya Sidhartha Panda, Head - T&D, Digital Transformation-& Marketing, UTTR; Dr Latha Ramesh, Professor &Coordinator, Centre for Case Research and Development, School of Business and Management, Christ University ;Mr Mohan Kumar, Practice Head Wipro Limited Mr.Ramesh Ranjan Business Consultant & Executive Coach; Moderator - Dr Shyam Prasad

Faculty In-charge:

Student In-charge:

No of students/Participants present: 50

URL if applicable:

Poster / Flyer / Notice



INTERNATIONAL SCHOOL OF
MANAGEMENT EXCELLENCE



Event Report

The panel members had vast experience in their specific domains and used practical examples from their specific domains to discuss the significance of business forecasting. Dr. Shyam Prasad who has vast experience in academics and industry moderated the session on business forecasting

Dr. Shyam defined business forecasting, Business forecasting is the process of predicting future developments in business based on analysis of trends in past and present data. He then encouraged the panel members to provide their perspectives on business forecasting. The points provided by the panelists are summarized below

- Identify the problem, data point, or question that will be the basis of the systematic investigation.
- Identify relevant, theoretical variables and determine the ideal manner for collecting datasets.
- Make estimates about future business operations based on information collected through investigation.
- Choose the model that best fits the dataset, variables, and estimates. The chosen model conducts data analysis and a forecast is made.
- Note the deviations between actual performance and the forecast. Use this information to refine the process of predicting and improve the accuracy of future forecasts.

The panelists focused on a few quantitative methods and qualitative methods. Few of the quantitative methods are trend analysis method, econometric method and so on. Few of the qualitative methods are Delphi method. As the panelists were from different sectors, each expert added immense value to the discussion. As a whole the session was extremely well received and enriching.

The session ended with Q and A

Geotagged Photographs with Caption



Seminar on Future of Research in Business Forecasting: Moderated by Dr. Shyam - 27th Feb 2022

Activity: Seminar on Future of Research in Business Forecasting

Date: 27th Feb 2022

Time: 10.00 am to 11.30 am

Location: ISME, 2nd Floor Classroom 5

List of Participants:

Sl No	Name of the Participant
1.	Papri Ray
2.	Dr. R. Duraipandian
3.	Abhishek Pandey
4.	Adarsh Acharya K
5.	Papri Ray
6.	Dr R. Duraipandian
7.	Ponnuru Ravi Chandra
8.	Sravani Nandi
9.	Ms. Sushma N
10.	Dr.Nandeesh V. Hiremath
11.	Vannala Lavanya
12.	Dr. Raja Sankaran
13.	Pooja Yadav
14.	Arijit Chatterjee
15.	Dr.S.Saiganesh
16.	Prof.Kaveri.C.S
17.	Kirananshu Chakraborty
18.	Dr. Shampa Nandi
19.	Saksham Khandelwal
20.	Dr. B. B.Taywade
21.	Prakasha T M
22.	Dr. Vijaya Baskaran R
23.	Dr. Aman Khera
24.	Nancy Sharma
25.	N Narendra
26.	Suman P
27.	Indira S K
28.	Brijesh Singh

29.	Jessy Nair
30.	Smt.Renuka Bai
31.	Prof. Hiremani Naik
32.	Akash Jain
33.	Dr.Raja Sankaran
34.	Sriram Prabhakar
35.	Dr Rony Kurien
36.	Prerana Sarma
37.	Dr. Arup Roy
38.	S. Rangapriya
39.	Dr. Madhavi Lokhande
40.	Jacob Chandy
41.	Samriddha Chatterjie
42.	Prasun Chakraborty
43.	Priyanka G
44.	Dr. M.S.Annapoorna
45.	Sumanth MG
46.	Dr. Ram Kumar NataRajan
47.	Lourembam Bishorjit Singh
48.	Haritha S
49.	Dhanamanjuri Thangjam
50.	Hiyai Leima Nigthoujam

Authorized Signatory (Dean/Principal/Head/Coordinator)

Name: DR. NISMA MARY THOMAS

Date: 27th Feb 2022



Nisma

Head-Research
ISME Bangalore.

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





**INTERNATIONAL SCHOOL OF
MANAGEMENT EXCELLENCE**

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



Seminar on Future of Research in Business
Forecasting

Certificate of Participation

Mr. Arijit Chatterjee

For Participating in the Seminar on
Future of Research in Business Forecasting
conducted on 26th February 2022

DR. NISHA MARY THOMAS
HEAD - DEPARTMENT OF RESEARCH