

NATIONAL SEMINAR
TOPIC: ICT COLLISION AND BOOM OF
ORGANIZED RETAILING OF INDIA

5th February 2019

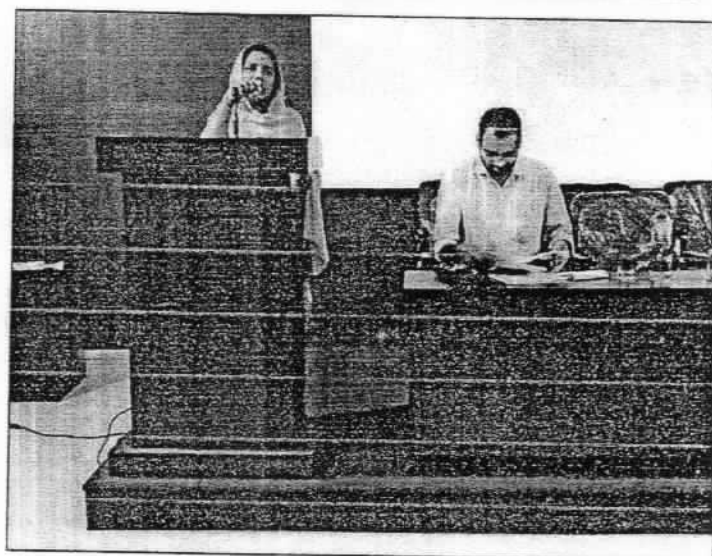
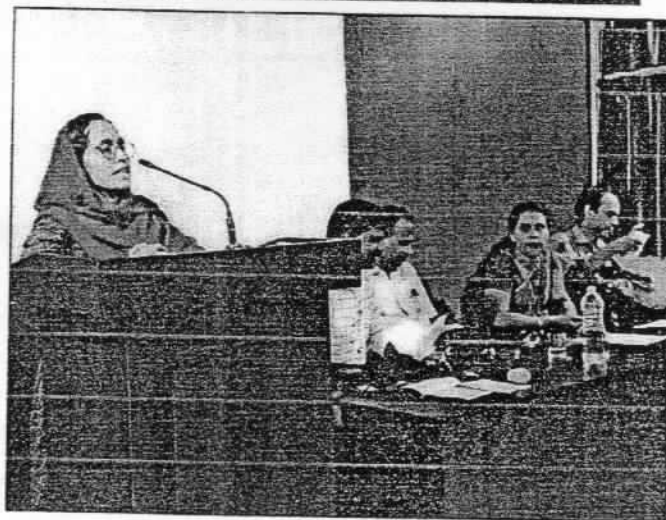
The PG Department of Commerce, MES KEVEEYAM College, Valnchery organized a one day national seminar on ICT Collision and boom of organized retailing of India on 5th February 2019. The participants were from the colleges, universities and industries from different part of the state. Most of the participants were from the college teachers, students and research scholars

The Seminar was inaugurated by Dr. Vinodkumar , HOD, MES Mampad College and (Dr.C Abdul Hameed, principal presided over the function.

The technical sessions were divided into two Two at each day. Delegates were given sufficient time for the presentation of their research papers. first session was handled by Dr . Vinodkumar , HOD, MES Mampad College who presented the paper entitled ICT and retailing. Second session was handeld by Dr. Shreesha, Assistant Professor, PSMO College, Thirurangadi and she made a presentation on the topic boom of organized retailing: concepts, characteristics and significance. The feedback from the participants of the seminar exhibited an excellent result.

List of participants who presented papers

Sl No	Name	Designation	Topic
1	Farseena mol P	Research scholar, PSMO College, Tirurangadi	A study on risk perception of individuals towards online shopping
2	Shahana K	2 nd Mcom MES KVM College, Valancherry	Podcasting as a marketing tool
3	Ansiya Jamaludheen	2 nd Mcom MES KVM College, Valancherry	Role of digital gift card in retail sector
4	Sanitha T P	2 nd Mcom MES KVM College, Valancherry	Neuromarketing
5	Binshad	2 nd Mcom MES KVM College, Valancherry	Emergence of consumer generated marketing in India and its prospects



National seminar on ICT Collision and boom of organized retailing of India-2019

PG Department of Commerce of MES KeVeeYam Valanchery, was organized a National seminar on “ICT Collision and boom of organized retailing of India” on 5th February 2019. The participants were from the various institution and industries from different parts of state.





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Re-accredited by NAAC with A Grade

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Date: 01/02/2019

CIRCULAR


PG Department of Commerce of MES KeVeeYam Valanchery, decided to organize a National seminar on "ICT Collision and boom of organized retailing of India" on 5th February 2019. All are hereby notified to be present for the successful conducting of the function.

for HOD 

Head of the Department



Principal


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