



Activity Report of Com Waves-3-2014-15

“Digital Business and Digital Marketing”



Com Waves- Two days national seminar on “Digital Business and Digital Marketing” was organized on 28-29 December, 2015. The Seminar was conducted by MATS School of Business Studies, MATS University, Raipur, C.G. The Inaugural-session was started with the lamp lightning and felicitation of guests with bouquet. Dr. Byju John, Honourable Vice Chancellor, Mr. Gokul Nanda Panda, Registrar, MATS University, Raipur addressed the audience. The Key Note Speaker Dr. D.P. Jaisawal, kamdhenu university, Durg, addressed the core theme of the seminar. After the tea break the first technical session took its start. Dr. A. K. Srivastava chaired the first technical session. Total 12 paper presentations were there in the first session. The session was addressed to Digital Marketing:effects on Indian retail sector., Dr Srivastava concluded the session at last. The first session was followed by lunch break. The second session was chaired by Dr. Ranjana Vyas, Mats University, Raipur based on the theme of Digital payment Securities. Total 10 candidates presented the paper on the above mentioned theme. The session was concluded by Chairperson Dr. Vyas at last. Next day third technical session was started and chaired by Dr. Raksha Singh, Shankaracharya Mahavidyalay, Bhilai. Total 12 students presented the paper with respect to Digital Marketing strategies, the chairperson concluded the views of the scholars lastly. The last technical session was centred on mutual funds, taxation and miscellaneous. 6 scholars presented the paper. Dr. A. K. Mishra, HOD, St. Thomas College, Bhilai, C.G. Concluded the session as being the chairperson of the session. The valediction was took place lastly with the glorified presence of Mr. Gokulnanda Panda, Registrar, MATS University, Raipur. Mr. T.G. Madhusoodhanan, HOD MSBS, Dr. Umesh Gupta, Professor and concerned faculties of MSBs and other departments of the University were present. Scholars from various institutions, Students, faculty members and industrialists were the beneficiary audience of the seminar. At last the award of the best paper was given at the valediction. HOD, MSBS proposed the vote of thanks on behalf of department and University.

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