



Date: 04-07-2019

Report on Guest talk
of

Digital Marketing and E-Commerce

A motivational session was organized for the students of PESIAMS on Digital Marketing and E-Commerce. The session was started by lighting the lamp by the dignitaries in the seminar hall. Mr. Sathish V Asst. Professor, Dept. of Commerce and Management PESIAMS welcomed the gathering. The programme was presided by Dr. K Sailatha, Principal, PESIAMS. The goal is to influence target consumers in taking action. The power of digital marketing is phenomenal. You can reach millions of users within hours and a couple of clicks. Now that's true power available to anyone. There is a lot going on in the business environment.



Mr. Krishnappa B.P., FICOM Engineering Pvt. Ltd., Bangalore, said on the occasion of guest talk on Digital Marketing and E-Governance organized on 04.07.2019 by Department of Commerce and Management, PESIAMS. Addressing the students he pointed out that the things are changing very fast and consumers are getting distracted from every angle. Due to the fast changes in technological advancement consumer behaviors are shifting by the minute. All of these are creating a big challenge for E -Commerce businesses and their digital marketers. Therefore there is need of addressing these challenges into opportunities he said. Mr. Sathish V Asst. Professor, Dept. of Commerce and Management provided a vote thanks and culminated the session with a concluding note.

Principal

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List of Students (III B.Com) Participated in program 2019-2020

Sl. No	Name of the Student
1	KUMAR T.G
2	ADITHI K
3	AKANKSHA JAIN
4	ALIYA PATEL
5	AMRUTHA G.C
6	ANUSHA C
7	ARPITHA Y.G
8	BHARATH S.G
9	BHARATH S N
10	DEEKSHITH S JAIN
11	DEEPESH M JAIN
12	DHANUSH S SAGAR
13	HARDIK P
14	HARSHINI K.M
15	HARSHITHA K
16	JAINI S
17	JITHIN VIJAY
18	KUMAR S
19	KUSHAL JAIN
20	LAVANYA B H
21	LUBNA
22	MANASA C.D
23	MITHAN M
24	MOHAMMED ANAS V K P
25	MONISHA PATEL
26	NAMEERA KHANAM
27	NIKITHA S.R
28	NISARGA R
29	PALLAVI KIRAN
30	PAVANA H K

XSL

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List of Students (III BCA) Participated in program 2019-2020

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1	ADARSHA A G	28	SANJAY R
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3	AKASH M	30	SANJAYA T M
4	ANANYA B SHETTY	31	SANTHOSH S M
5	ANUSHA A.B	32	SHARATH B G
6	ANUSHA H.B	33	SHARATH G
7	ARJUN T K	34	SHOAIB KHAN
8	ATHIRA DILEEP NAMBIAR	35	SHREYA C.O
9	BHARATH KUMAR M	36	SHREYAS S SHETTY
10	BHARATH V S	37	SHRUTHA B U
11	BHOOMIKA J SHETTY	38	SINDHU G N
12	BIBIAMEENA	39	STELLA SAJI JOHN
13	BINDU G	40	SUCHITHA A SHAROL
14	CHAITRA U BILAGI	41	SUHAS S
15	CHAITRA V.H	42	SUMANA N
16	CHANDANA K.B	43	SUMUKHA M.N
17	CHANDANA K C	44	SUPRAJA G S
18	CHEZHAN KUMAR M	45	SUPRITHA A S
19	CHEZHAN M	46	USHA M
20	CHEZHAN N	47	VANISHREE U
21	CHIRANTH B GOWDA	48	VARSHA V R
22	DARSHAN S	49	AFRA SHEIK
23	DEEPA PRASAD	50	NAVEEN KUMAR SS
24	DEEPIKA G.N	51	PALLAVI ISHWAR NAIK
25	DEVIKA C		
26	HARSHA M SAJJAN		
27	HARSHITH G L		

[Handwritten Signature]

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2	ABDULLAH AAMIR USMANI
3	AKHIL S
4	AKHILESH C P
5	AKSHAY M V
6	ALOKA K R
7	ANEES AHMED
8	ANOOP B
9	APOORVA K
10	ARPITHA D.K
11	CHANDANA J.S
12	DHANANJAYA M.N
13	GAGANKUMAR K
14	HARISH KUMAR M
15	HARSHA A V
16	IRFAN KHAN N
17	JUNAID AHMED
18	KAVYA R
19	KSHITIJ RISHAV
20	KUSHAL PATEL S.G
21	LEMUEL D SOUZA
22	MALATHESH K M
23	MALLESH M K
24	MANOJKUMAR
25	MOHAMMED AQHEEL
26	MOHAMMED FARDEEN
27	MOHAMMED ZAID
28	MUDASSIR AHMED
29	NIRANJAN H.O
30	NIROOP RAJ M B
31	NISHANTH A.S
32	PAVAN DHANANJAYAN



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ಪಿಇಎಮ್ ಇನ್‌ಸ್ಟಿಟ್ಯೂಟ್ ಆಫ್ ಅಡ್ವಾನ್ಸ್‌ಡ್ ಮ್ಯಾನೇಜ್‌ಮೆಂಟ್ ಸ್ಟಡೀಸ್
(ಕುವೆಂಪು ವಿಶ್ವವಿದ್ಯಾನಿಲಯದ ಸಂಯೋಜಿತವಾಗಿರುವ ಮತ್ತು ಕರ್ನಾಟಕ ಸರ್ಕಾರದ ಮನ್ನಣೆ ಪಡೆದಿದೆ)
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2	ASIFA KHANUM	25	POOJA N
3	KANCHANA K	26	RAKSHITHA N S
4	POOJA S	27	SABIRA
5	RAKESH U	28	SANJAY C
6	SAMANTHA P R	29	SAVYA D.S
7	SUMA B.Y	30	SHAZIA BANU
8	SUSHMA S.V	31	SHIVAKUMARA A S
9	USHA H.T	32	SHWETHA S GULGULE
10	VARSHITHA S.P	33	SNEHA R CHAUHAN
11	AISHWARYA S		
12	ANANDA N		
13	ARCHANA M NAYAK		
14	ASHWINI P		
15	CHANDANA G.P		
16	CHANDANA JADAV		
17	CHETHAN R		
18	ESHWAR M PATEL		
19	IMTIYAZ AHMED		
20	KARTHIK C M		
21	LEKHA P K		
22	MADAN B K		
23	MISBA TAJ		

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6	CHANDANA C
7	GOWTHAM S.R
8	HARISH Y
9	HARSHINI M PATIL
10	HUSNA SANIYAN
11	LILIAN RAMOLA
12	MANJUBHARGAVI C
13	MITHUN G.U
14	NASEEBA KHANUM
15	NAVYA D
16	PAVANKUMAR K.T
17	PRAJWAL SINGH G
18	PRAJWALA K.S
19	PUNITH S
20	SANDHARSHINI J NAYAKA
21	SANKALPA K
22	SINCHANA M SHET
23	SINCHANA N
24	YASHASWINI S
25	SUNIL NAYAK A

All UG students i. e. BBA/B.com/BCA & B.Sc along with PG (M.com) students who participated in the above invited talk.

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