

DEPARTMENT OF COMMERCE AND
DEPARTMENT OF BUSINESS ADMINISTRATION
JOINTLY ORGANIZED SEMINAR ON
**DIGITAL INNOVATION IN
MARKETING** – On 22nd
APRIL 2022 at 10:30 A.M. SEMINAR
REPORT

A Seminar on the topic “***DIGITAL INNOVATION IN MARKETING***” was organized by the Department of Commerce and Department of Business Administration, School of Arts and Science, AV Campus – Chennai on 22nd April 2022 at 10:30 A.M with objectives to create the awareness about the Digital market innovation in various aspect for the staff members and students. The resource person for the seminar was **Mr. Alex Johan George**, Assistant Professor in Management, Great Lakes Institute of Management in Chennai

There were 145 students who actively participated. Mr. Krishnasamy, Assistant Professor Department of Business Administration acted as the Master of ceremony, he introduced the seminar objectives and wished all the participants for their presence. The welcome address was given by Dr. K. MANIKANDAN Professor and Head Department of Commerce, he welcomed the Management of VMRF, Chief Guest Speaker, Director Arts and Science, all heads of the SAS, and the Students. The Presidential Address was given by Dr. V. Manivannan Director Arts and Science,

He made remarks regarding the needs and wants of the digital market and the students listened wonderfully. Dr. V. Murugan, Assistant Professor Department of Commerce introduced the chief guest to the gathering. The chief guest **Mr. Alex Johan George**, Assistant Professor in Management, Great Lakes Institute of Management in Chennai.

Delivered a wonderful lecture on the Digital technologies were changing rapidly, impacting how marketers build their strategies and market to their audiences. Fundamental concepts of digital innovation markets, market operations and its link with corporate companies in an in-depth fashion in a way every one paid due attention. All the participants were actively involved throughout this lecture. The addresser addressed the questions raised by the participants giving valuable clarification. The seminar was concluded with Vote of Thanks Proposed by Dr. M.B. Srinivasan, Professor and Head Department of Business Administration. The participants were asked to fill the Feedback form for the purpose of attendance, eliciting constructive feedback on the seminar.



*Department of Commerce
&
Department of Business Administration*

Cordially invites you all for the Seminar on

Digital Innovation in Marketing

*Expert
Speaker*

Mr. Alex Johan George

Assistant Professor
Great Lakes Institute of Management

In the Presence of

Prof. Dr. K. Manivannan
Director, School of Arts and Science

Dr. K. Manikandan
Prof & HoD, Dept of Commerce

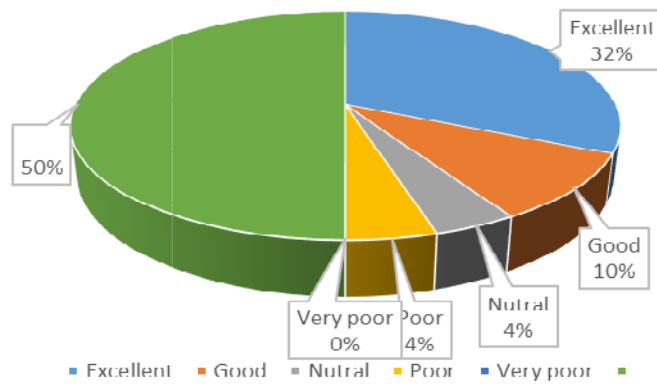
Dr. M.B. Srinivasan
Prof & HoD, Dept of Business Administration



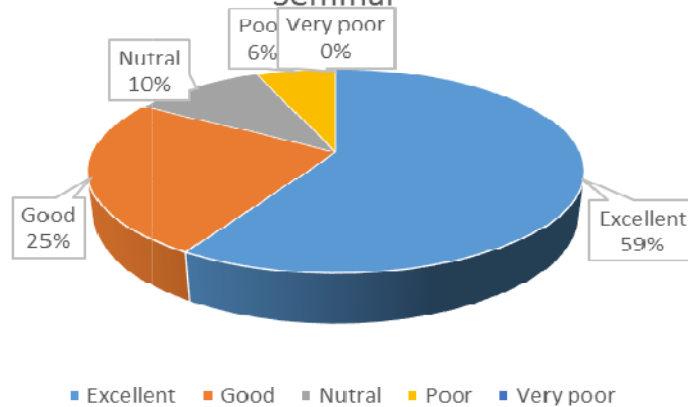
on 22-04-2022 @ 10.30 a.m.

Feedback Analysis

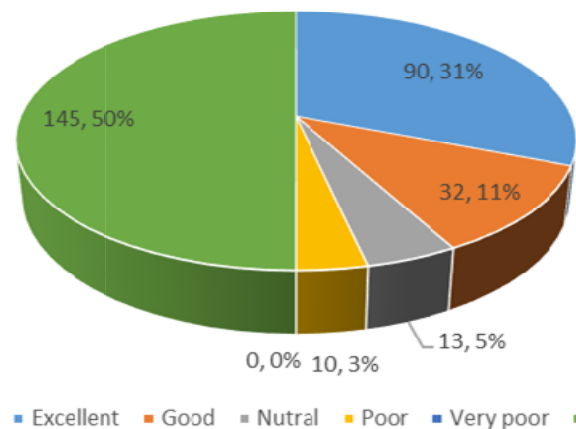
Rate the Speaker's Presentation Skill



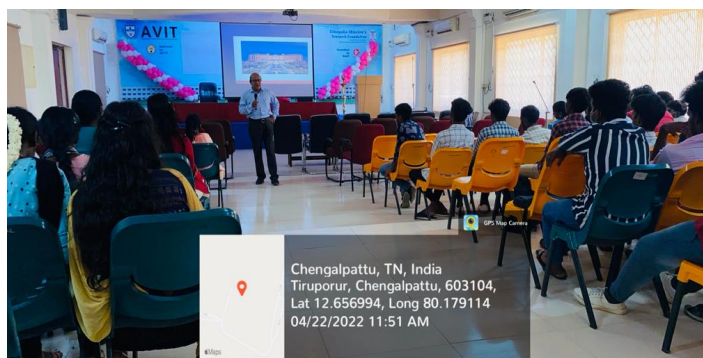
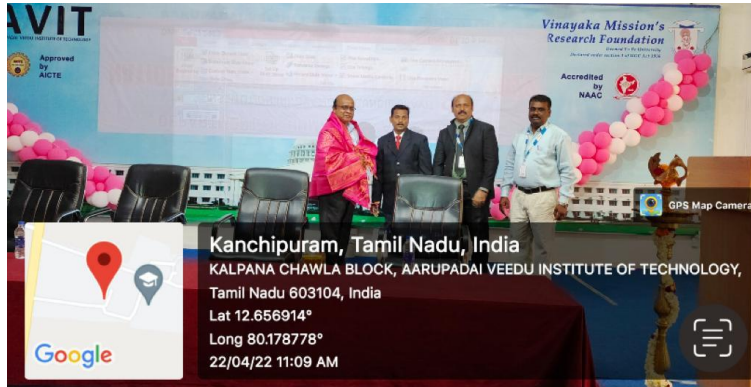
Rate your Overall Satisfaction level on the Seminar



Rate the Speaker's Knowledge about the Topic



Glimpse of the Webinar



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Compose

Inbox149

Starred

Snoozed

Sent

Drafts57

IQAC-2021

KRISHNAMOORTHY

MERAJ DIN

NITHYAKALYANI

Unwanted

Meet

New meeting

Join a meeting

Hangouts

COMMERCE+

No recent chats

Start a new one

Dr. Murugan Vellimalai

to me

Wed, Apr 20, 12:26 PM (2 days ago)★↶⋮

I am pleased to forward the acceptance by the resource person.
Murugan.V

----- Forwarded message -----

From: george alex <galexj@yahoo.com>
Date: Wed, Apr 20, 2022 at 12:15 PM
Subject: Re: Inviting as Resource Person for Seminar on "Digital Innovations in Marketing" Date: 22-04-2022 -reg
To: Dr. Murugan Vellimalai <drvmurugan1976@gmail.com>

Dear Professor,

Thanks for the invitation, I Confirm I will be there on April 22nd at 10.30 AM.

Regards
George Alex Johan

On Wednesday, 20 April, 2022, 12:11:58 pm IST, Dr. Murugan Vellimalai <drvmurugan1976@gmail.com> wrote:

Dear Sir
We are pleased to invite you as a resource person to share your valuable views with our budding graduate students on "Digital Innovations in Marketing" Date: 22-04-2022.
It's a great pleasure having your valuable presence on the day. Kindly acknowledge the same as your acceptance as the earliest.

Dr. Manikandam & Dr. B. Srinivasan
HOD - Commerce & BBA
Dr. V. Murugan
Associate Professor
Department of Commerce
All the Faculties

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3:35 PM
4/22/2022