

# Academic Events

## Department of Commerce

Iswar Saran Degree College

(A Constituent P.G. College of University of Allahabad, Prayagraj)

*Activities of the Department*

**Academic Session 2020-21**

Organized Two Day National Webinar on

**“Prospects of E-Commerce in Emerging Economies in Post Covid Era”**

on

6<sup>th</sup> and 7<sup>th</sup> July 2020

### OBJECTIVE OF THE SEMINAR

Covid 19 pandemic has resulted in spike in business-to-business(B2B) sales and an increase in Business-to-business(B2B) e-commerce which is quite evident in online sales of medical supplies, household essentials and food products. The pandemic has highlighted the need to bridge digital divide, both within and across countries as it played a central role during the crisis. E commerce has played its role to alleviate some of the challenges faced in combatting the virus. The impact of COVID-19 on e-commerce may encourage international cooperation and help further develop policies for online purchases and supply. The pandemic has made it clear that e-commerce is a tool or a solution for the consumers. It helps support business activities and act as a catalyst to economic growth both domestic and internationally. The consumers resorted to online shopping and purchase as an alternative to physical shopping to minimize risks of getting infected. They will be benefitted with wider choice of goods and services at competitive pricing. Several brick and mortar shops have shifted their focus to e-commerce. E commerce will also give thrust to MSMEs by expanding their scope of market reach and eliminate geographical restrictions.

At the backdrop of the above, it was felt to provide a platform for the academicians, thinkers, experts, researchers to share their insight on the topic and enhance the knowledge base of the participants to further explore e-commerce.

DAY 1 -(06.07.2020) Monday

Inaugural Session : 6th July 2020 : 11:30 - 12:30 pm

✓ In the Inaugural session Convener- Mr.Shiv Ji Verma informed the participants about the Webinar. The Principal of the Institution - Prof. Anand

Shankar Singh welcomed the virtual august gathering of intellectuals, academicians, experts research scholars and students. He focussed on the relevance of e-commerce in the post pandemic era. The need is to reach the masses specially the rural India. The pandemic has provided opportunities for the business to use the electronic platform.

✓

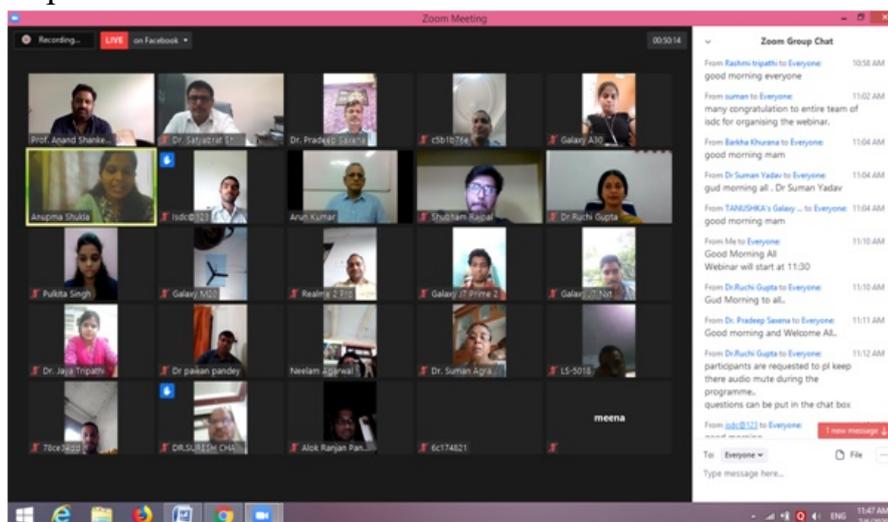


The key note speaker of the Inaugural session Prof.A.K.Garg- Department of Commerce & Business Administration, University of Allahabad delivered his oration on the theme of the webinar “Prospects of E-Commerce in Emerging Economies in Post Covid Era”. He discussed on the e-commerce service

providers and the need to explore new markets for expansion. The local kirana shops and unorganised retailers need to grab the opportunity thrown open by the pandemic and adopt e-platforms for marketing their product or services. The speaker also emphasised on the challenges and the need to streamline the supply channel. In the present scenario the business need to make their presence felt at e platforms.



- ✓ Programme Coordinator-Dr.Pradeep Saxena-Associate Professor, Department of Commerce extended Vote of Thanks.



Second Session : 12:30 - 2:00 p.m.

- ✓ Ms.Anupma Shukla – Department of Commerce introduced the speakers to the virtual gathering.

- ✓ Prof. Urvashi Sharma- Dept. of Commerce, Delhi School of Economics, University of Delhi, delivered on “Online retail Covid-19 impact : e-Commerce Skyrockets”. Through presentation she discussed how MNCs like Amazon and Walmarts have skyrocketed their growth post pandemic. The online marketers are facing logistic challenges which acts as a hurdle in their smooth delivery of services and goods to the customers.

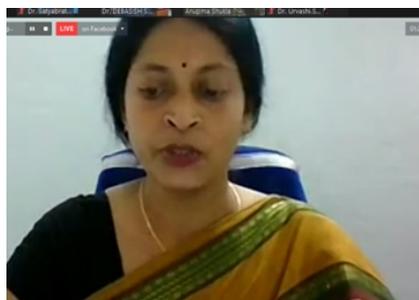


- ✓ Prof. Debasish Sur - Dept. of Commerce, University of Burdwan, West Bengal

delivered on “Covid-19 and Risks in Indian Business”. The pandemic has severely affected not only Indian but global economies. MSMEs in India are the worst hit and as they contribute immensely towards the economic growth their negative impact is felt by the corporate houses too. The biggest challenge during this unprecedented crisis is the mitigation of business risk. The speaker focussed on striking a balance between public distribution system and the business.

✓ Dr. Pushpender Kumar , Associate Professor, Kirorimal College, University of Delhi, Delhi delivered on “New Paradigm in Business during Covid19 Pandemic Crisis”. Emphasizing on the role of entrepreneurs the speaker stressed that the youth of the country should focus on becoming job provider rather than job seeker. One need to explore the problems and find solution through innovation and creativity. He further described the CASH and KASH concept. Ouyr teaching learning process should emphasis more on skill rather than knowledge dissemination. Through case studies classroom teaching can be made more interesting and it will also sharpen the analytical skills of the students.

- ✓ Co-convener of the Webinar-Dr.Ruchi Gupta, Assistant Professor- Department of Commerce extended vote of thanks.



DAY 2 -(07.07.2020) Tuesday

Third Session : 11:00 a.m. - 12:30 p.m.

✓ Dr. Suman Bhakri , Associate Professor- Dept. of Commerce, Shri Ram College of Commerce, University of Delhi, Delhi delivered her oration on “Economics & ECommerce in Post Covid Era”. The speaker elaborated on the major segments of e commerce. E commerce in India by 034 will be the second largest e commerce industry after USA. The speaker further discussed on the changed business model in service sector. Unprecedented demand for online grocery business compelled the companies to restrict its supply to the existing customers only. SWOT analysis of e commerce was also elaborated by the speaker. She stressed that the supply chain need to be restructured to assure smooth supply of goods. She discussed various government initiative towards e platform and explained the three shapes of possible outcomes for growth of e commerce.

✓ Dr. Sameer Shekhar Assistant Professor Indian Institute of Foreign Trade, New Delhi delivered on “Potential of E-Commerce Retail Export from India in Post Covid Era”. India’s export has declined recently but considering the rapid rise



of internet users, culminating in increased buying and selling of goods and services from B2B, the online international trade is flourishing. The trade procedures requires transformation post pandemic. The pandemic has brought unequivocal opportunities for exports to utilize the online mode or platform to grow and flourish in the global trade market. The speaker also highlighted on the

potential destinations for Indian retail exports.

✓ Dr. Surya Prakash -Associate Professor Dept. of Commerce, Shri Ram College of Commerce, University of Delhi, Delhi delivered on “Online Marketing : An emerging need for business growth and sustainability”. The speaker elaborated on the various online platforms. The pandemic has transformed retail sector. Worldwide the economies have witnessed exponential increase in e commerce activities. Stay at home orders have further pushed the increase in e commerce activities. The speaker elaborated on the opportunities open for business growth through CSR, customer experiences, inbound marketing and many more. Focusing on sustainability the speaker stresses on the need for sustainability in business. He highlighted on the three pillars of sustainability- economic, environment and social. Through presentation the speaker discussed the strategies to accelerate online market, resetting it to build resilience through respond, recover and renew. The marketers need to adopt SMART approach to grow and flourish in the domestic and international market.

Valedictory Session : 12:30 - 02:00

✓ Dr.Pradeep Saxena-Associate Professor-Convener of the Department and Programme Coordinator welcomed the guests of the Valedictory Session.

✓ Prof. O.P. Rai Professor Head & Dean, Dept. of Commerce, Banaras Hindu University, Varanasi in his valedictory address highlighted on the increasing use of e platforms and ecommerce activities post COVID-19. The future will be world of digitalization and the companies not only in India but world over will use e commerce to reach its customers and clients.He also discussed on the various challenges that slows the use of e commerce platforms by small businessmen. He highlighted on internet problems and logistic revamping to grab the opportunity the pandemic has offered for business expansion.

✓ Dr. Ruchi Gupta - Assistant Professor, Department of Commerce and the Co-convener presented the Summary Report of the two day webinar.

✓ Prof. P.V. Khatri Professor President, Delhi University Commerce & Management Forum, New Delhi gave the Valedictory Address in which he appreciated the efforts of the college and the department for conducting such webinars which provide a platform for the thinkers and academicians to come together and share their views. He also highlighted on the opportunities that the pandemic has offered and how business and MSMEs can bring a paradigm change in the set up. The role of the people in bring a change in their mind set is also very important. They must show acceptability of goods through e platforms on a larger scale which will ultimately lead to growth in e commerce in India.



✓ Dr. S.K. Nigam Associate Professor - department of Commerce extended Vote of Thanks.

✓ In all 799 participants got themselves registered for the webinar through Google Form.