



Indian Institute of Management and Commerce
One Day National Seminar on
Digital Marketing – A Paradigm Shift
30th December , 2016



Detailed Program Schedule

Time	Events
8:30am to 9:00 am	Registrations
9:00am to 10:00am	Inaugural session <ul style="list-style-type: none">· Welcoming the Guests· Bouquets to Guests· Lighting the lamp by Guests· Prayer Vandemataram in Chorus· Welcome Address by Prof. V.Viswanadham, Chairman, IIMC· Report by Convener· Address by Guest of Honour, Prof. S.V. Satyanarayana· Address by Chief Guest, Prof. V. Shekar· Key note speaker - Prof. Aryashri· Mementos to Guests· Vote of thanks for inaugural session
	High - Tea
10:00 am to 12:30 pm	Technical session I (Track 1 & Track 2) Chairman: Prof. A. Sudhakar, Dr. B.R. Ambedkar Open University Co-Chairman: Prof. Anil Ramesh, Shiva Shivani Institute of Management Co-Chairman: Prof. N.R.K.Reddy. Synergy School of Business
12:30 pm to 1:00 pm	Panel discussion Report on Technical session I by Rapporteurs <ul style="list-style-type: none">1. K.Padma priya, Faculty, Dept. of Commerce2. K.Srikanth, Faculty, Dept. of Business Administration3. S.Sri Latha, Faculty, Dept. of Commerce Mementos to Chairman and Co-chairmen Vote of thanks for Technical session I
1:00 pm to 2:00 pm	Lunch



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2:00 pm to 4:30 pm

Technical session II (Track 3 & Track 4)

Chairman: Prof. A. Patrick, Dept of Commerce, OU

Co-Chairman: Mr. Hari Babu, Trainer & Consultant

Co-Chairman: Mr. Abhay Egbote, Market Researcher

4:30 pm to 5:00 pm

Panel discussion

Report on Technical session II by Rapporteurs

1. P. Madhuri, Faculty, Dept. of Commerce

2. K.Swapna , Faculty, Dept. of Business Administration

3. A. Sreevalli, Faculty, Dept. of Commerce

Mementos to Chairman and Co-chairmen

Vote of thanks for Technical session II

High - Tea

5:00 pm to 5:30 pm

Valedictory session

· Welcoming the Guests

· Bouquets to Guests

· Address by

Guest of Honour- Prof.R. Nageshwar Rao, Dean, Dept of Business Management

Chief Guest- Prof. H. Venkateshwarulu, Special Officer OU, Centenary Celebrations

Report by the Convenor

Mementos to Guests

Distribution of Certificates and Rewards

Vote of thanks

*** National Anthem ***