

E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE



DEPARTMENT : COMMERCE

ACTIVITY : WEBINAR

YEAR : 2021-2022

DEPARTMENT OF COMMERCE

DATE	TIME	PLATFORM	MODE
25.10.2021	02:00 p.m. to 03:00 p.m.	Google Meet	Online
Nature of the Activity	National Webinar		
Title	Consumer Behaviour in Digital Age		
Name of the Convener	Dr.(Mrs.)V.Pushpalatha Principal i/c Head & Assistant Professor of Commerce EMGYWC		
Resource Person	Dr. P.Bharathi Assistant Professor of Economics V.H.N.S.N College, Virudhunagar.		
Collaborating Institution	Department of Commerce (CA) Vivekananda College Thiruvadakam		
Meeting Link	Meet.google.com/zin-pspb-nsr		
Participants	Faculty - 9 Students - 47		

NATIONAL WEBINAR "CONSUMER BEHAVIOR IN DIGITAL AGE"

Objectives:

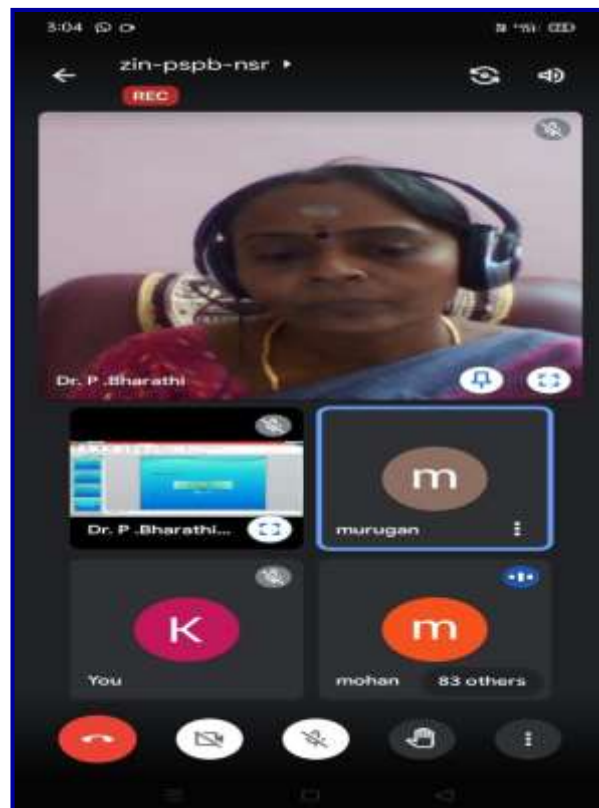
- To make the students understand the evolving technologies and social media that had led to the evolution of Consumer Behaviours.

Programme Outcome:

On Successful Completion of the programme,

1. Students were able to get insight about the transformation caused by digitalization in Consumer Behavior.
2. Students were able to analyze the digital marketing strategies, mobile applications, influencers marketing, user-Generated Content and online purchases behavior.

Screenshot:



National Webinar on "Consumer Behavior in Digital Age" -25.10.2021

E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE

Enclosures:

a. Invitation:



VIVEKANANDA COLLEGE

College with Potential for Excellence
Residential & Autonomous - A Gurukul Institute of Life-Training
Re-accredited with "A" Grade (CGPA 3.59 out of 4.00) by NAAC
Affiliated to Mahatma Kamaraj University
Managed by Sri Ramakrishna Tapovanam, Tirupparithurai, Trichy
Tiruvodakam West, Madurai District - 625 234
TAMIL NADU, INDIA
www.vivekanandacollege.ac.in

Resource Person



Dr. P. BHARATHI
Assistant Professor of Economics
V.H.N.S.N College, Virudhunagar

Programme Schedule

WELCOME ADDRESS
Dr. P. Murugan
Assistant Professor of Commerce (CA)
Vivekananda College, Tiruvodakam West

PRESIDENTIAL ADDRESS
Dr. T. Venkatesan
Principal, Vivekananda College

BLESSINGS
Swami Vedananda
Secretary, Vivekananda College
Swami Adhyatmananda
Kulapathi, Vivekananda College

FELICITATION ADDRESS
Dr. V. Pushpalatha
Principal i/c, Head, Dept. of Commerce
E.M.G. Yadava Women's College, Madurai

Dr. K. Karthikeyan
Head B Associate Professor of Commerce
Vivekananda College, Tiruvodakam West

VOTE OF THANKS
Dr. K. Padmavathy
Associate Professor of Commerce
E.M.G. Yadava Women's College, Madurai

MASTER OF CEREMONY
Sri. M. Mohan
Assistant Professor of Commerce (CA)
Vivekananda College, Tiruvodakam West

INVITATION

Letter of Collaboration

Between
Department of Commerce
(Computer Applications)
Vivekananda College, Tiruvodakam West
&
Department of Commerce
(Computer Applications)
E.M.G. Yadava Women's College, Madurai

Jointly organises

**National Level Webinar on
Consumer Behaviour in Digital Age**

25th October 2021 (Monday)
2.00 p.m. – 3.00 p.m.

Google Meet Link
meet.google.com/zin-ppsb-nsr

All Are Cordially Invited



E.M.GOPALAKRISHNA KONE YADAVA WOMEN'S COLLEGE

b. Nominal Roll of Participants:

1. Student participants from our College:

National Webinar on "Consumer Behavior in Digital Age"			
25.10.2021			
S.No.	REGISTER NUMBER	NAME	CLASS
1	19CCB01	Aarthi.S	III B.Com C.A (B) SEC
2	19CCB02	Abinaya.V	III B.Com C.A (B) SEC
3	19CCB03	Anitha.G	III B.Com C.A (B) SEC
4	19CCB04	Arunthathi.T	III B.Com C.A (B) SEC
5	19CCB06	Deepika.A	III B.Com C.A (B) SEC
6	19CCB07	Dharani.P	III B.Com C.A (B) SEC
7	19CCB08	Dhivya.M	III B.Com C.A (B) SEC
8	19CCB09	Durga Devi.T	III B.Com C.A (B) SEC
9	19CCB10	Gayathri.A	III B.Com C.A (B) SEC
10	19CCB11	Gowri.M	III B.Com C.A (B) SEC
11	19CCB12	Gowsalya.S	III B.Com C.A (B) SEC
12	19CCB13	Haridharhini.M	III B.Com C.A (B) SEC
13	19CCB14	HemaVallieshwari.M	III B.Com C.A (B) SEC
14	19CCB15	Hemadharshini.R	III B.Com C.A (B) SEC
15	19CCB16	Ishwarya.A	III B.Com C.A (B) SEC
16	19CCB17	Ishwarya Lakshmi.V	III B.Com C.A (B) SEC
17	19CCB18	Kamali.K	III B.Com C.A (B) SEC
18	19CCB19	Kamalya.M	III B.Com C.A (B) SEC
19	19CCB20	Kamatchi.K	III B.Com C.A (B) SEC
20	19CCB21	Kaviya Priya.C	III B.Com C.A (B) SEC
21	19CCB22	Krithika.S	III B.Com C.A (B) SEC
22	19CCB23	Manorithi.R	III B.Com C.A (B) SEC
23	19CCB24	Meenakshi.G	III B.Com C.A (B) SEC
24	19CCB25	Munieswari.M	III B.Com C.A (B) SEC
25	19CCB26	Muthu Manicka Bharathi.K	III B.Com C.A (B) SEC
26	19CCB27	Naga Jothi.K	III B.Com C.A (B) SEC
27	19CCB28	Nivetha.S	III B.Com C.A (B) SEC
28	19CCB29	Pandi meena.P	III B.Com C.A (B) SEC
29	19CCB30	Pavithra devi.S	III B.Com C.A (B) SEC
30	19CCB31	Praba.T	III B.Com C.A (B) SEC
31	19CCB32	Preethiga.K	III B.Com C.A (B) SEC
32	19CCB33	Prithika.U.K	III B.Com C.A (B) SEC
33	19CCB34	Rekha sree.P	III B.Com C.A (B) SEC

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34	19CCB35	Roshini.S	III B.Com C.A (B) SEC
35	19CCB36	Sabitha Yasmin. S	III B.Com C.A (B) SEC
36	19CCB37	Santhiya.R	III B.Com C.A (B) SEC
37	19CCB38	Sasi kala.M	III B.Com C.A (B) SEC
38	19CCB39	Senthil Priya.S	III B.Com C.A (B) SEC
39	19CCB40	Shameem Nisha.I	III B.Com C.A (B) SEC
40	19CCB41	Shruthi.K	III B.Com C.A (B) SEC
41	19CCB42	Sneha.E	III B.Com C.A (B) SEC
42	19CCB43	Sowmiya.S	III B.Com C.A (B) SEC
43	19CCB44	Subharajani.S	III B.Com C.A (B) SEC
44	19CCB45	Sumathi.S	III B.Com C.A (B) SEC
45	19CCB46	Swathi dharshini.R	III B.Com C.A (B) SEC
46	19CCB47	Visalatchi.S	III B.Com C.A (B) SEC
47	19CCB48	Yasotha.K	III B.Com C.A (B) SEC

2. Faculty participants from our College:

National Webinar on "Consumer Behavior in Digital Age"		
25.10.2021		
S.No.	NAME	DESIGNATION WITH DEPARTMENT
1.	Dr. K. Padmavathy	Assistant Professor of Commerce
2.	Dr. M. Neelavathy	Assistant Professor of Commerce
3.	Dr. G. Karthika	Assistant Professor of Commerce
4.	Dr. Sri Rama Jeyam	Assistant Professor of Commerce
5.	Mrs. S. Chitradevi	Assistant Professor of Commerce
6.	Mrs. S. Niveethitha	Assistant Professor of Commerce
7.	Ms. A. Josephine	Assistant Professor of Commerce
8.	Mrs. A. Kavitha	Assistant Professor of Commerce
9.	Mrs. M. Sharmiladevi	Assistant Professor of Commerce