

Talk on Technology, Strategies and Innovations

CONCEPT NOTE:

Technology refers to the application of scientific knowledge for practical purposes, especially in industry. The application of scientific knowledge for practical purposes, especially in industry. Technology also enables enhanced search, customization, and personalization, which are fast becoming “must-have” capabilities for e-commerce success. Personal virtual assistants like Alexa, Siri, Cortana and Google Assistant can understand speech and respond to it accordingly. As the years go by, the business world is leaning more and more toward it, making it almost impossible to separate the two from each other. Innovation breeds business, and since technology paves the way for it, it can be gathered here that business needs technology to be sustained. Technology could create opportunities to expand customer relationships, deliver better advice and lower their costs. Using these capabilities to facilitate financial education is a good first step, followed by enhancing financial planning and monitoring customers' progress toward their goals.

Taking the influence of technology into consideration, Talk on ‘**Technology, Strategies and Innovations**’ is being organized as a part of **TechInvent-2021**, by the Department of Commerce virtually on 4 Septmeber 2021. This event will provide a platform for knowledge sharing and learning to all the stakeholder in the field of Commerce. The objective of technology is in its ability to produce systems that are used regularly in industry, education, and elsewhere. This event creates a path to understand the concept and implication of technology in context of E-Commerce and apply the principles of both in a real-time scenario.

Objectives

- Ø This event will help students, academicians and researchers to develop an understanding on latest technology and its application in the field of Commerce.
- Ø The real-world implementation of technology and electronic commerce.
- Ø Make the participants aware about the exciting opportunities that technology has been creating in the fields banking, economics and finance.
- Ø Make students aware how technology has been impacting the people working in the respective fields.

Ø To enable students and other participants with technical skills for better career options.

The talk is based on UN SDG-8 with the following objectives:

1. Ensuring that essential health services are still available and protecting health systems;
2. Helping people cope with adversity, through social protection and basic services;
3. Protecting jobs, supporting small and medium-sized enterprises, and informal sector workers through economic response and recovery programmes;
4. Guiding the necessary surge in fiscal and financial stimulus to make macroeconomic policies work for the most vulnerable and strengthening multilateral and regional responses; and
5. Promoting social cohesion and investing in community-led resilience and response systems.

The talk session will be held by:

1. Prof. Rishiksha T. Krishnan

Director, Indian Institute of Management Bangalore