



LOYOLA COLLEGE (AUTONOMOUS)

College of Excellence

Chennai, India

Department of B.Com. (Honours)



ORGANISES

Panel Discussion on :
Commerce and Technology - Emerging Trends and Innovations

On 12th SEPTEMBER 2024



11:30 AM to 1:15 PM



LIAC Conference hall

Organising Committee

Dr. Reena F
Coordinator

Dr. R. Leema Rose
Assistant Professor

Dr. Jerusha Irene Chitra D
Assistant Professor

Dr. Minothi J
Assistant Professor

PANEL MEMBERS



Recent Fintech Developments

Mr Eswara Phani Darbhamulla

Vice President - IT, Flex, Chennai



Emerging areas of opportunities for commerce students in the Global Platform

Mr CA Krishna Prasad Harinath

Executive Director, EY- Chennai



The Expanding Role of Digital Marketing in a Multibillion-Dollar Economy

Mr. Bharath Ganesh

Founder - The Socialsphere

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI-34

DEPARTMENT OF B.COM. (HONOURS)

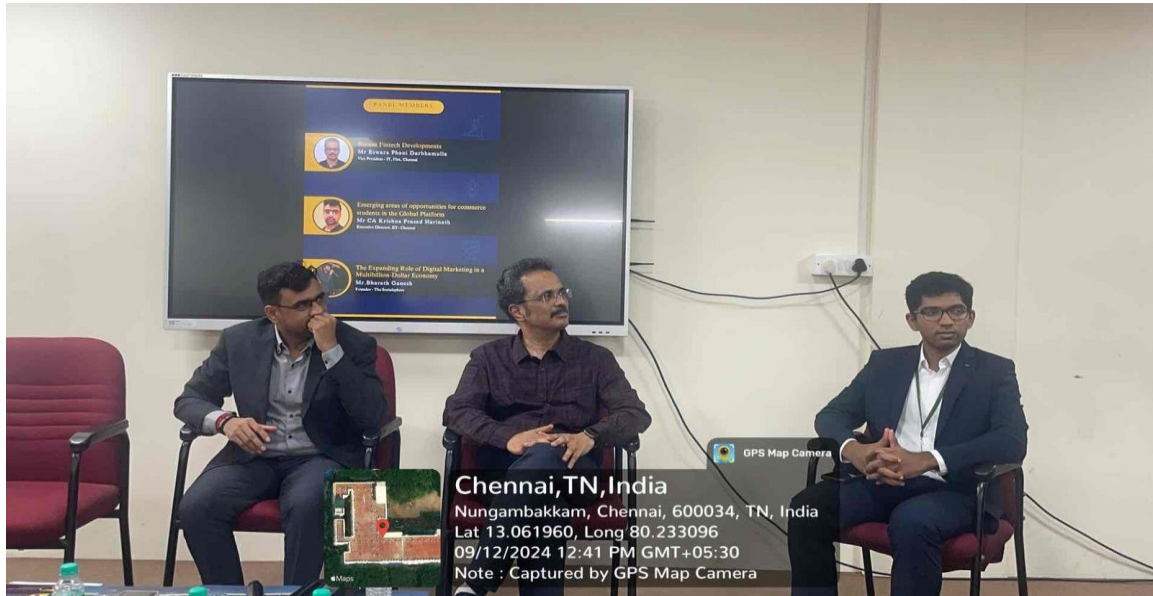
Panel Discussion: Emerging Trends and Innovation in Commerce and Industry

On the 12th of September, 2024, a panel discussion on the theme of 'Emerging Trends and Innovation in Commerce and Industry' was held at Loyola College. The panel featured esteemed professionals from diverse fields: Mr Eswara Phani Dharbhamullah, the Director of IT at Flux, Mr. Krishna Prasad Harinath, Executive Director of Audit at EY Chennai, and Mr. Bharat Ganesh, the founder of Socialsphere. The event provided valuable insights into the latest developments in FinTech, emerging career opportunities for commerce students, and the dynamic field of digital marketing.



Mr. Eswara Phani Dharbhamullah opened the discussion with a compelling talk on the recent developments in FinTech. He highlighted how advancements in blockchain technology, artificial intelligence, and digital payments reshape the financial landscape. He emphasized the growing importance of cybersecurity in FinTech and the potential of these technologies to drive financial inclusion, especially in emerging markets. His insights shed light on how

integrating technology with finance creates new opportunities and challenges for businesses and consumers alike.



Following Mr. Dharbhamulla's presentation, Mr. Krishna Prasad Harinath discussed the emerging career opportunities for commerce students. He pointed out the increasing demand for professionals skilled in data analytics, forensic accounting, and compliance roles, driven by the evolving regulatory environment and the rise of digital transformation in businesses. He encouraged students to embrace interdisciplinary skills and to stay updated with technological advancements that are becoming essential in the modern-day workplace. His talk provided a comprehensive overview of how the field of commerce is expanding beyond traditional roles.



The final speaker, Mr. Bharat Ganesh, spoke about the rapidly evolving field of digital marketing. He elaborated on how social media, content marketing, and search engine optimization (SEO) have become crucial for businesses to reach and engage with their target audiences. He shared his experiences of founding Socialsphere, a successful digital marketing agency, and the challenges and opportunities he encountered. He stressed the importance of leveraging data analytics to understand consumer behaviour and to tailor marketing strategies accordingly, thus highlighting the need for adaptability and creativity in this fast-paced industry.

After the insightful speeches, the panelists engaged in a lively question-and-answer session with the audience. They addressed questions on a range of topics, including the future of digital currencies, the impact of artificial intelligence on employment, and the ethical considerations in digital marketing. The panelists shared their perspectives and experiences, providing practical advice to the attendees. The discussion was enriching and offered a holistic view of the emerging trends and innovations shaping the fields of commerce and industry.