



**Marathwada Mitra Mandal's
INSTITUTE OF MANAGEMENT EDUCATION RESEARCH AND TRAINING
(IMERT), Pune**

Accredited by NAAC with A+ Grade

REPORT OF GUEST LECTURE FOR MBA IInd YEAR STUDENTS

Marathwada Mitra Mandal's IMERT Pune organised Guest Lecture /webinar for MBA IInd year students on 24 September 2020, 3:00 PM. Topic of session was ***“Current Trends in E-commerce”***. Prof. Praful Sarangdhar, Faculty of MM's IMERT welcomed and introduced the speaker Mr. Vasim Shaikh, Sales Manager, Dunzo Mumbai.

Mr. Vasim started interaction with students on Career prospective and opportunities in various sectors for management students. He explained the increasing importance of E-commerce in life of every individual and during Covid 19 how E-commerce companies performed for satisfying daily needs of the customers. He discussed concept like market place, Artificial Intelligence, Machine learning, entertainment industry etc He listed the Ecommerce companies like Swiggy, Zomato, Food panda, Uber eats, Flipkart, Amazon and Dunzo and how these Ecommerce players work and what mechanism they follow. How Dunzo is different from other Apps and helpful for very small needs of the customers like getting grocery from stores, food from favourite restaurants, even getting your clothes from laundry can be down through Dunzo App.

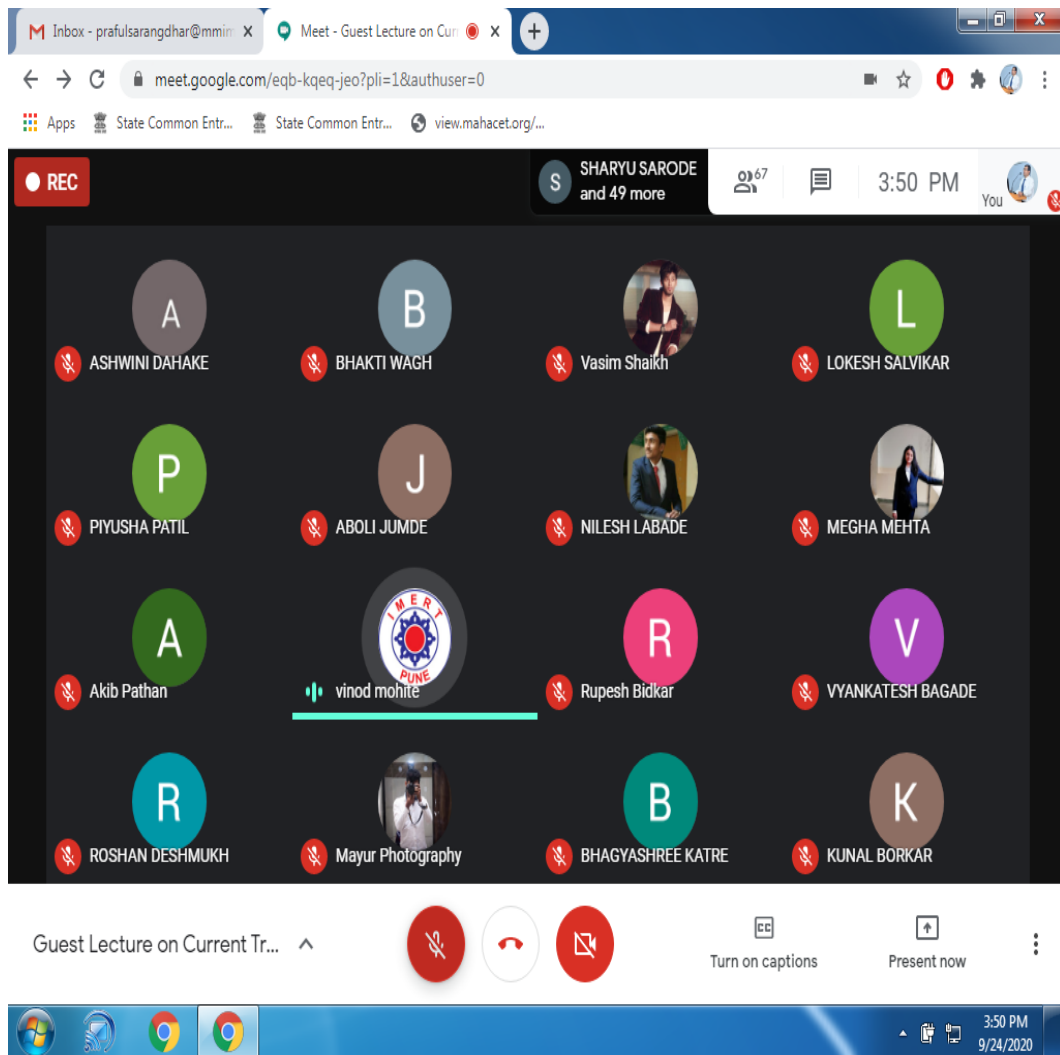
He spoke about the work culture at E-commerce companies and in various companies like Google, Netflix and there flexible working hours. Work culture and reporting systems in Sales and marketing organisations. Mr. Vasim shared his own experience at Uber Eats and Dunzo. He established the connect between academics and industry with extra efforts of certification with various skills/domains like Communication Skills, Selling skills, MS Excel, Digital marketing, Business Analytics etc. He made students aware about the competition around them for any job profile of a good renowned company. Smartness and presence of mind with knowledge, for group discussions and interviews is key to success. Importance of communication in corporate world and what are expectations of industry from management graduate was very clearly explained by Mr. Vasim. At the end students asked several questions related to opportunities in sector and preparation for the placement, certification programs etc.

Mr. Praful Sarangdhar	Dr. Rupendra Gaikwad	Dr. Jitendra Bhandari
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70 students attended the webinar through the platform of Google Meet. Prof Praful Sarangdhar delivered vote of thanks to the guest speaker. Dr. Pranav Kayande member of Guest lecture committee gave all the technical support for smooth functioning of the webinar.



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