

UGC Funded National Seminar on
“E – TAILING: TRENDS, CHALLENGES & OPPORTUNITIES”
(NSETCO – 2016)

Organized by the Department of Commerce & Management

25th & 26th November, 2016

Inaugural Session on 25th November, 2016



Dr. V. Narayana Rao, Principal, honored with a bouquet



Sri. U. Sambasiva Rao, President, KBNC being honored with a bouquet



Sri. S.V.S.M. Razith Kumar, Secretary & Correspondent being honored with a bouquet



Dr. B. Ramaiah, Convenor & HOD, Commerce being honored with a bouquet



Sri. Majeti Surendranath, Guest of Honour, Director, Minerva Group of Hotels honored with a bouquet



Sri Palagani Sudhakar, State Secretary of BC Ikya Vedika honored with a bouquet



Sri. KE Krishna Murthy, Deputy Chief Minister, Govt. of AP, honored with a bouquet



Prayer



Lightening of the lamp by dignitaries





Dr. V. Narayana Rao, Principal addressing the gathering with his presidential remarks



Sri. U. Sambasiva Rao, President extending greeting on the occasion



Dignitaries at the Seminar



Students & delegates at the Seminar



Encouraging words on e-Tailing by Sri. S.V.S.M. Razith Kumar, Sec & Corres.



Dr. B. Ramaiah, Convenor, NSETCO – 2016, introducing the theme of the Seminar



Sri. Majeti Surendranath, Director, Minerva Group of Hotels extending greetings at the seminar



Sri Palagani Sudhakar, State Secretary of BC Ikyta Vedika with his greetings at the seminar



Introduction of the Chief Guest by Dr. Y. Narasimha Rao, PG Courses Director



Sri Jitendra, Lecturer in Telugu reciting a poem at on the theme



Sri. KE Krishna Murthy, Deputy Chief Minister, Govt. of AP, addressing on the theme of the seminar





Chief Guest releasing the Souvenir



Felicitation to Guest of Honour Sri. Majeti Surendranath, Director, Minerva Group of Hotels



Felicitating to Prof. D. Bhanu Sree Reddy, VIT Business School, Vellore



Message by Prof. D. Bhanu Sree Reddy, VIT Business School, Vellore, delivering keynote address



Vote of thanks by Sri Ch. Srinivasulu, Lecturer in Commerce

TECHNICAL SESSION- I

Prof. K. Rama Mohana Rao, Former Registrar, Andhra University



Prof. K. Rama Mohana Rao, Registrar, Andhra University chairing the session



Faculty & Participants at the Technical Session



Felicitation to Prof. K. Rama Mohana Rao, Registrar, Andhra University

TECHNICAL SESSION- II

Prof. D. Bhanu Sree Reddy, VIT Business School, Vellore



Prof. D. Bhanu Sree Reddy, VIT Business School, Vellore addressing the participants



Faculty & Participants at the Technical Session

TECHNICAL SESSION- III

Prof. G. Prasad, Former Principal, University of Arts, Commerce & Law, Acharya Nagarjuna University, Guntur



Prof. G. Prasad, Former Principal, Acharya Nagarjuna University with his presentation



Faculty & Participants at the Technical Session



Memento presentation to Prof. G. Prasad, Former Principal, Acharya Nagarjuna University

II Day (26th November, 2016)

TECHNICAL SESSION – IV

Prof. J. Chandra Prasad, Director, SD College, Tanuku, West Godavari Dist.



Presenting bouquet to Prof. J. Chandra Prasad, Director, SD College of Tanuku



of. J. Chandra Prasad, Director, SD College of IT, Tanuku with his presentation



Faculty & Participants at the Technical Session



Memento presentation to Prof. J. Chandra Prasad, Director, SD College of IT, Tanuku

TECHNICAL SESSION – V

**Sri. Lawrence Fernandes, Director,
Retails Association of India, New Delhi**



Message by Sri. Lawrence Fernandes, Director, Retails Association of India, New Delhi



Faculty & Participants at the Technical Session



Memento presentation to Sri. Lawrence Fernandes, Director

TECHNICAL SESSION – VI

Dr. Y. Narasimha Rao, Director, PG Courses, KBN PG College



Welcoming Dr. Y. Narasimha Rao, Director, PG Courses



Message by Dr. Y. Narasimha Rao, Director, PG Courses



Participants & Students at the Technical Session

Valedictory Session

26th November, 2016



**Sri. U. Sambasiva Rao, President, KBNC
honored with a bouquet**



**Sri. Mahesh Chand Jaju, CEO, Time
Hospitals honored with a bouquet**



**Dr. B. Ramaiah, Convenor, NSETCO -
2016, honored with a bouquet**



**Sri. Datta Subbarao, Committee Member,
KBNC, honored with a bouquet**



Chief Guest Sri. Mahesh Chand Jaju, CEO, Time Hospitals giving valedictory remarks





**Sri. Datta Subbarao, Committee Member
appreciating the efforts for organizing the seminar**



**Dr. B. Ramaiah, Convenor, NSETCO – 2016,
presenting the minutes of the seminar**



Presentation of Certificate to participants by Sri. Mahesh Chand Jaju, CEO, Time Hospitals



Presentation of Certificate to participants by Sri. U. Sambasiva Rao, President, KBNC





Presentation of Certificate to participants by Sri. Datta. Subbarao, Committee Member



Presentation of Certificate to participants by Dr. Y. Narasimha Rao, Director, PG Courses



Felicitation to Chief Guest Sri. Mahesh Chand Jaju, CEO, Time Hospitals

Report of NSETCO – 2016

A Two Day National Seminar on E-TAILING: TRENDS, CHALLENGES & OPPORTUNITIES was held on 25th & 26th of November 2016. It has been organized by the Department of Commerce & Management under the guidance of Dr. B. Ramaiah, Head, Department of Commerce & Management and Convenor NSETCO – 2016.

The Programme was inaugurated by Hon'ble Deputy Chief Minister, Govt. of AP, Sri K.E. Krishna Murthy on 25th November, 2016 where he addressed the massive gathering regarding the importance of Internet & its uses. Guests of Honour Sri. Majeti Surendranadh, Director, Minerva Group of Hotels has told that Internet, E- Commerce & e-Tailing are the future forces to reckon with. He also explained vividly the disadvantages which the public are prone to. Sri. Palagani Sudhakar, have given a brief note on the topic and he appreciated the students of the college for their opportunities provided by the institution.

The Keynote Speaker Prof. D. Bhanu sree Reddy, VIT Business School, Vellore have very nicely analyzed the importance of e-Tailing and its trends in the recent days and also how they are utilizing e-Tailing concept in their own college.

Technical Sessions followed the inaugural programme and all the proceedings, the Keynote addresses of the resource persons are reported in detail by the rapporteurs which are enclosed here with.

After the Technical Sessions, Valedictory took place on 26th November at 5.00 PM which was presided by Mahesh Chand Jaju, CEO, Time Hospitals as Chief Guest. He described the ease of E- Commerce and its crucial rule in today's life. He also explained how the hospital industry is using e-Tailing in rendering its services to the public.

The Guest of Honour, Sri Datta Subbarao has portrayed his practical experiences with e-Tailing followed by feedback from scholars of different institutions. Awarding Certificates took place through the hands of chief guest. Finally the session was closed with the vote of thanks by Dr. B. Ramaiah, Convenor, NSETCO – 2016 in a very elaborative way.

RAPPORTEUR REPORT
1ST SESSION of National Seminar
e-Tailing Trends, Challenges and Opportunities
VIVEKANANDA SEMINAR HALL,
K.B.N.COLLEGE (AUTONOMOUS) on 25.11.2016

- | | |
|--------------------------------|-------------------|
| ♠ Prof. K. Ram Mohana Rao (AU) | - Chairman |
| ♠ Sri B. Prabhakar | - Session Manager |
| ♠ Sri T.V. V. Gopala Krishna | - Rapporteur |

The first session of the seminar was scheduled on 25.11.2016 i.e. the first day at 12.45 p.m. There were around 45 people gathered in the UG seminar hall for this session. The session was chaired by Prof. K. Ram Mohana Rao (AU), Dept. of Commerce & Business Administration Andhra University

The session manager Sri. B. Prabhakar initiated the session with his welcoming note. Later on he introduced the session Chairman to the gathering and handed over the session for further proceedings. At 1.00 p.m. the session chairman has taken over the session and addressed the gathering with his valuable speech and expressed his personal experience about the problems faced by him in adopting the new technology with regards to e commerce. He also mentioned about the rules regarding online Business with practical examples.

The chairman was facilitated with a memento as a token of gratitude by the Convenor Dr.B.Ramaiah and .D. Gopalakrishna, the Rapporteurs of the session.

RAPORTURE REPORT
II SESSION of National Seminar
E-Tailing Trends, Challenges and Opportunities
VIVEKANANDA SEMINAR HALL,
K.B.N.COLLEGE (AUTONOMOUS) on 25.11.2016

SESSION MANAGER : Mr. Sri Ch. Srinvasulu
RAPPORTEUR :Ms. K. Anilambica
SESSSION CHAIRMAN : Prof. Bhanu Sree Reddy (VIT) ,

The Second session of the seminar was scheduled on 25.11.2016 i.e. the first day at

1.00 p.m. There were around 60 people who gathered in the UG seminar hall for the session. The session was chaired by Prof. Bhanu Sree Reddy (VIT).

The session manager Mr. Sri Ch. Srinvasulu initiated the session with his welcoming note. Later on he introduced the session Chairman to the gathering and handed over the session for further proceedings.

At 1.15 p.m. the session chairman has taken over the session and addressed the gathering with her mesmerising speech relating to the current position of e-tailing in India when compared with the other countries. She also conversed about the future aspects of e-tailing.

The chairman was facilitated with a memento as a token of gratitude by the Convenor Dr.B.Ramaiah , Dr.D.V.Ramana Murthy and Mr. Sri Ch. Srinvasulu

The session was concluded with the vote of thanks presented by Ms. K. Anilambica, the Rapporteur of the session.

RAPPORTEUR REPORT
III SESSION of National Seminar
e- Tailing Trends, Challenges and Opportunities
VIVEKANANDA SEMINAR HALL,
K.B.N.COLLEGE (AUTONOMOUS) on 25.11.2016

SESSION MANAGER : Dr. G.V.S.R.N.S.A.SASTRY
RAPORTURE : Mr. Sk. SHAFIULLAH
SESSSION CHAIRMAN : Prof. G.PRASAD,
Retd. Principal, Acharya Nagarjuna University, Guntur.

The third session of the seminar was scheduled on 25.11.2016 i.e. the first day at 3.30 p.m. There were around 56 people gathered in the UG seminar hall for the session. The session was chaired by Prof. G. Prasad Retd. principal, Acharya Nagarjuna University, Guntur.

The session manager Dr G.V.S.R.N.S.A. Sastry initiated the session with his welcoming note. Later on he introduced the session Chairman to the gathering and handed over the session to the chairman for further proceedings. At 3.45 p.m. the session chairman has taken over the session and addressed the gathering with his mesmerising speech relating to the current position of e-tailing in India when compared with the other countries. He also said about the future aspects of e-tailing which are very valuable in our day-to-day life.

The chairman was facilitated with a memento as a token of gratitude by the Convenor Dr.B.Ramaiah and Dr.D.V.Ramana Murthy.

The session was concluded with the vote of thanks presented by Mr. Sk.Shafiullah, the Rapporteur of the session.

RAPPORTEUR REPORT
IV SESSION of National Seminar
e- Tailing Trends, Challenges and Opportunities
VIVEKANANDA SEMINAR HALL,
K.B.N.COLLEGE (AUTONOMOUS) on 26.11.2016

SESSION MANAGER : Ms. Siva Prakash
RAPPORTEUR : Mr. S. Venkatesh
SESSSION CHAIRMAN : Prof. J. CHANDRA PRASAD
Director, SD College of IT, Tanuku.

The Session of the seminar was scheduled 26.11.2016 at 10.30 AM.

The session was chaired by Prof. J. Chandra Prasad, SD College of IT, Tanuku. The session manager Mr. Siva Prakash initiated the session. Later on he introduced the session chairman and handed over the session for further proceedings to the session chairman. There are 4 presentations in the session.

The session chairman addressed the gathering with his excellent speech on e-Tailing in the present and past generations. He also expressed his view on the merits and demerits of e-Tailing.

After the session chairman's speech the presentations are called on to the stage for presentations. Each presentation was given 5 minutes of time.

Paper 1 R. Mahesh, Asst. Prof. Amrita Sai College.

The Paper entitled "Docs e- Tailing affects the consume behaviours" which analysed data collected from 1000 respondents and made a conclusion.

Paper 2 S. Vara Lakshmi, Research Scholar, Andhra University

The Paper titled "e-Tailing in India – Challenges and Opportunities. She stressed much on process followed in e – Tailing, evolution, forces in Indian e – Tailing, cyber security, internet etc.

Paper 3 K. Satyanarayana, Research Scholar, Andhra University

The paper entitled e- business focused on conceptual knowledge of e-business and changes in business in today's world.

Paper 4 Ch. Sireesha, Asst. Prof. , Amrita Sai College

The Paper titled e-Tailing – Trends and Opportunities. It focussed on the different opportunities available in e- Tailing.

As the presentation finished the session chairman had summarized the presentations to the gathering. The chairman was presented a memento as a sign of gratitude by Dr. V. Narayana Rao, Principal, Dr. D. V. Ramana Murthy, Director, MBA & Dr. B. Ramaiah, HOD, Dept. of Commerce. The session was concluded with vote of thanks by the Mr. Siva Prakash, Session Manager of the session at 12.00 Noon.

RAPPORTEUR REPORT
V SESSION of National Seminar
E-Tailing Trends, Challenges and Opportunities
VIVEKANANDA SEMINAR HALL,
K.B.N.COLLEGE (AUTONOMOUS) on 26.11.2016

SESSION MANAGER : Dr. Mazharunnisa
RAPPORTEUR :Ms. K. Anilambica
SESSSION CHAIRMAN : Sri. Lawrence Fernandes ,

The Second session of the seminar was scheduled on 26.11.2016 i.e. the second day at 11.30 A.M. There were around 50 people who gathered in the UG seminar hall for the session. The session was chaired by Sri. Lawrence Fernandes-CEO-Retail Association of India.

The session manager Dr. Mazharunnisa initiated the session with her welcoming note. Later on she introduced the session Chairman to the gathering and handed over the session for further proceedings. In this session there were 4 presentations. At 12.00 P.M. the session chairman has taken over the session and addressed the gathering with his mesmerising speech relating to the current position of e-tailing in India when compared with the other countries. He also conversed about the future aspects of e-tailing.

In this session there were four presentations. The presenters have focussed on various aspects on e-tailing like Empirical Study on F&G products, supply and Growth issues in E-Tailing Various E-Tailing Business Models and Strategies. The chairman was facilitated with a memento as a token of gratitude by the Convenor Dr.B.Ramaiah , Dr.D.V.Ramana Murthy and Dr. Mazharunnisa

AT 2.00P.M the session was concluded with the vote of thanks by Ms. K. Anilambica, the Rapporteur of the session.

RAPPORTEUR REPORT
VI SESSION of National Seminar
e-Tailing Trends, Challenges and Opportunities
VIVEKANANDA SEMINAR HALL,
K.B.N.COLLEGE (AUTONOMOUS) on 26.11.2016

SESSION MANAGER : Mr.M.V.SRINIVASA RAO
RAPORTURE : Mr.B.V.MANO HAR BABU
SESSSION CHAIRMAN : Prof. Y.NARASIMHA RAO,
Director, P.G. Courses, K.B.N.P.G.College, Vijayawada.

The sixth session of the seminar was scheduled on 26.11.2016 i.e. the second day at 2.45 p.m. There were around 50 people who gathered in the UG seminar hall for the session. The session was chaired by Prof. Y.NARASIMHA RAO, Director, P.G. Courses, K.B.N.College, Vijayawada.

The session manager Mr.M.V.SRINIVASA RAO with his welcoming note initiated the session. Later on he introduced the session four presentations of the participants. Discussions with different opinions about the advantages and recent trends prevailing in the e-commerce has taken place. They also mentioned about the ease of doing on-line transactions with the great convenience.

At 3.45 p.m. the session chairman has taken over the session and addressed the gathering with his gigantic speech relating to the current position of e-tailing in India when compared with the other countries. He also said about the future aspects of e-tailing which are very valuable in our day-to-day life.

The chairman was facilitated with a memento as a token of gratitude by the Convenor Dr.B.Ramaiah and Dr.D.V.Ramana Murthy. The session was concluded with the vote of thanks presented by Mr.B.V.Manohar Babu, Rapporteur.