

## National Seminar Brochure – 2016



**SYMBIOSIS**  
CENTRE FOR INFORMATION TECHNOLOGY

**17<sup>th</sup> National Seminar 2016**

The Alliance Between  
**E-Commerce and Social Media:**  
Collaborative Success or Delusion?

**CHIEF GUEST**  
**Ramkumar Narayanan**  
General Manager, eBay

**ESTEEMED DIGNITARIES**

<b>Johnny John</b> Freshconnection.in	<b>Mangesh Panditrao</b> Shopitimize	<b>Surya Putchala</b> Cappius Technologies
<b>Hari Pulipati</b> Facebook	<b>Chaitanya Sonkar</b> iY	



SEP 24, 2016



10:30 AM



**SIC AUDITORIUM**  
Hinjawadi Phase 1, Pune

## National Seminar Report – 2016

<b>Title of the workshops / seminars conducted</b>	17th National Seminar  <b>Theme</b> “The alliance between E- commerce and Social Media - <i>Collaborative Success or Delusion</i> ”
<b>Date, Time and Venue</b>	<b>Date:</b> September 24, 2016  <b>Time:</b> 10 AM to 1 PM  <b>Venue:</b> SIC Auditorium, Symbiosis Infotech Campus, Hinjewadi, Pune.
<b>Resource Person(s)</b>	<ol style="list-style-type: none"><li>1. Johnny John (Founder - freshconnection.in, Management Committee Member- Ace Turtle Services)</li> <li>2. Mangesh Panditrao (Co-Founder, CEO – Shoptimize)</li> <li>3. Surya Putchala (Globe Head, Big Data / Data Science - Cappius Technologies)</li> <li>4. Hari Pulipati  (Client Solutions Manager – Facebook)</li> <li>5. Chaitanya Sonkar  (Consultant – EY)</li></ol>
<b>Abstract/short note on the workshop/seminar</b>	With the exponential increase in E-commerce and Social Media penetration among the population in India and around the world, National Seminar 2016 aims to explore the trending alliance between the two. Following questions are excerpts from the

	<p>agenda for the panel discussion at the Seminar to be held in September.</p> <ul style="list-style-type: none"><li>•How is Social Media more than just a tool for 'Digital Marketing?</li><li>•How effective is this alliance for both entities?</li><li>•Does the use of Social Media really increase conversion rates for E-commerce?</li><li>•What is the ROI and how is it measured in the industry?</li><li>•How are platforms like 'Shopify' changing the way E-commerce industry functions and what is the impact on the alliance?</li><li>•Are users ready to accept E-commerce interruptions while browsing their favorite social media site and how are issues like privacy handled by the alliance?</li></ul>
<b>Approximate number of attendees</b>	194

17<sup>th</sup> National Seminar



# The Alliance Between E-Commerce and Social Media: Collaborative Success or Delusion?

'The Alliance between E-Commerce and Social Media', one of the much publicized topics in today's era of digital marketing is trending as E-Commerce flourishes. According to a recent survey by 'Marketing Week Magazine', 33% of people say they would like to purchase items directly on Facebook, 27% on Instagram and 20% on Twitter. Not just that, today 74% of all customers rely on Social Media to guide their purchase decisions. As Social Media continues to become a vital element of everyday life, it will become more important to evaluate its effectiveness when coupled with E-Commerce.

Social Media platforms are looking to bring click-to-sale conversions closer and control E-commerce further by bringing them directly into their platforms. For E-commerce providers, this is a welcome move because it has been difficult to measure and see an excellent response on their Social Media investment with conversions. For Social Media platforms, this is a step closer to getting in between the E-commerce provider and their customer. This can lead to a lot

of revenue growth in the Social Media space.

There is a second school of thought that doubts the fundamentals of this alliance; are the conversions actually increasing or is it a mirage? A significant portion of consumers don't want to leave the visceral comforts of Social Media and they just glance through the deal to never visit the web-store. Some are unhappy at the mere idea of promotions interfering with their Social Media browsing sessions.

These days E-commerce, referral marketing, social shopping, actionable intelligence, digital marketing and many other related examples have changed the direction of how businesses look upon Social Media. It is also important to determine the extent to which Social Media is being benefited by the content generated due to this alliance.

National Seminar 2016 aims at understanding this alliance between E-commerce and Social Media, and determining whether it has a strong foundation for success or not.



## Chief Guest



### Ramkumar Narayanan

General Manager - eBay Product Development Center

Ramkumar Narayanan focuses on data driven product innovation to support eBay businesses across multiple markets. The eBay Product Development Centre plays a strategic role in eBay's global product innovation, research and development. The Center is responsible for end-to-end Thought Leadership and Technology Leadership for variety of domains, products, and technologies of eBay Platform that drive key business metrics and serve millions of customers. Prior to joining eBay, he was the Vice President of Global Product Management in Yahoo! where he was accountable for leading product strategy and management. He was also associated with Microsoft in both US and India and has served in many capacities.

## Panel of Speakers



### Johnny John

Founder- [freshconnection.in](http://freshconnection.in),  
Management Committee Member - Ace Turtle Services

With over 25 years of experience Johnny John has headed several businesses in Apparel, Brands and Retail. He has worked with different companies like Mahindra Retail Business- Mom and Me, S Kumar's group, LMG Brands India and Reebok before he shifted his focus to web and digital enabled businesses. He is a Founder and Partner in a food e-commerce start up - Fresh Connection. He is on the Management Committee of Ace Turtle Services Pvt. Ltd. which enables Omni channel for brands Like Puma, Rayban, Fossil, Flying Machine to name a few. He organizes the Ace Turtle Omni channel India Conclave Series. The first of them was on January, 2016, which was very well received by the prominent Retail and Brand CEOs who attended the conclave.



## Mangesh Panditrao

Co-Founder, CEO - Shoptimize

Mangesh Panditrao focuses on taking traditional offline brands online and helping them make lots of money in the process. He is the Co-Founder and CEO of Shoptimize which provides touch eCommerce as a service. Shoptimize is focused on helping Indian merchants grow their eCommerce business as the Indian consumer starts spending more and more time online from mobile devices. His role is to lead the organization through the initial phases of rapid growth and abundant uncertainty. With 16+ years of experience, he has worked in implementing ERP, CRM and end-to-end supply chain solutions. Having co-founded Niyuj Enterprise Software Solutions, he was also responsible for IT strategy and roadmaps for achieving business goals with the help of IT.



## Surya Putchala

Global Head, Big Data/Data Science - Capplus Technologies

Surya Putchala has a tremendous zeal to create Analytics products that bring significant improvements in Business Performance. With About 25 years of global professional career in the field of Information Management, he is passionate about areas related to Data Science, Big Data, High Performance Cluster Computing and Algorithms. His current interests are building customer solutions in Data Science, Big Data, and Technology Transformations. Wearing several hats such as Vice President of TDWI (India Chapter), Gardener of Hyderabad Hadoop User Group, Founder of Hyderabad Data Science Group, he constantly endeavors to evangelize the adoption of quantitative techniques for decision making in various verticals. He has held senior leadership roles with firms such as GE capital, Cognizant, Accenture and HCL.



## Hari Pulipati

Client Solutions Manager - Facebook

Hari Pulipati has had the privilege of working with clients across multiple industries to understand their business requirements and position win-win solutions. In his 10+ years of experience, Hari has excelled in consulting, solution selling, pipeline management, channel management, contractual and commercial negotiation. In his current role he manages partners across E-commerce, Local and Classifieds to ensure that Facebook is aligned to their business objectives. An alumnus of Symbiosis International University, he has managed key accounts for various organizations including Expedia, Oracle, Hewlett-Packard and Dell with various achievements throughout his professional career.



## Chaitanya Sonkar

Consultant - EY

Chaitanya Sonkar is a Digital Innovation and Strategy consultant with an excellent experience of driving revenue gains and brand awareness through intelligent use of disruptive digital technologies and strategic planning. His areas of interest include Innovative Idea Implementation, Strategic Brand Planning, Social Media Strategy and Implementation, Market Research, Requirement Gathering, Concept Note, Use Case Documentation, Wire Frames, Process Optimization, Marketing Strategy and Market Acquisition Strategy. Chaitanya Sonkar has worked with various organizations including Ernst & Young, HDFC Bank, IBM India and Sapphire Techno Soft. Having founded multiple Facebook pages on humor, technology, and inspiration, he currently manages around a million fans on these pages with more than 3 million of public reach weekly.

# Insights From The Past

## 16th National Seminar:

Titled 'Internet of Things: Convenience or Compromise', National Seminar 2015 threw light on the advent and future potential of IoT along with its probable negative aspects. Various topics like the ease-of-life induced by IoT, trends being observed in the industry and security loopholes along with potential remedies for mitigation were discussed upon. Experts from the industry shared their views and knowledge to make the seminar a fruitful event for everyone involved. Interesting questions from the student audience after the panel discussion added to the success of the 16th National Seminar at SCIT.





## 15th National Seminar:

State of IT'14, "Mobile Device Diversity: Empowerment or End of Privacy?" emphasized on Diversification of mobile devices and consumer-driven Bring Your Own Device (BYOD) culture pressurizing the IT leaders to give enterprise end users a wider range of device choices . The seminar focused upon the growing variety of devices, computing styles, user contexts and interaction paradigms making "everything everywhere" strategies achievable. It was also discussed how organizations will be expected to define a managed diversity model as a structured compromise that offers an end-user device choice while protecting enterprise assets and supporting end-user productivity.



# 17<sup>th</sup> National Seminar 2016

## Program Schedule

September 24, 2016

TIME	TOPIC	SPEAKERS
10:30 AM	Registration	
10:35 AM	Inauguration	
10:45 AM	Welcome Address	Dr. Dhanya Pramod Director - SCIT
10:55 AM	Address by Vice Chancellor	Dr. Rajani Gupte
11:05 AM	Address by Principal Director	Dr. Vidya Yeravdekar
11:15 AM	Address by Chancellor	Dr. S.B. Mujumdar
11:25 AM	Address by Chief Guest	Ramkumar Narayanan General Manager eBay Product Development Center
11:45 AM TO 01:00 PM	Panel Discussion  The Alliance Between E-Commerce & Social Media: Collaborative Success or Delusion?	Johnny John Founder - freshconnection.in, Management Committee Member - Ace Turtle Services Mangesh Panditrao Co-Founder, CEO - ShopTmize Surya Putchala Global Head, Big Data/Data Science - Capplus Technologies Hari Pullpati Client Solutions Manager - Facebook Chaitanya Sonkar Consultant - EY
1:00 PM	Q & A Session	All Panel Experts
1:15 PM	Vote of Thanks	Dr. Kanchan Patil Deputy Director - SCIT
1:20 PM	Lunch	



SEP 24, 2016



10:30 AM



SIC AUDITORIUM  
Hinjawadi Phase 1, Pune



**Symbiosis Centre for Information Technology**

Plot 15, Phase 1, Rajiv Gandhi Infotech Park, Hinjawadi,  
Pune - 411057, Maharashtra, India

Email: [nationalseminar@scit.edu](mailto:nationalseminar@scit.edu) | Phone: 020-22934313



## SYMBIOSIS CENTRE FOR INFORMATION TECHNOLOGY

### ATTENDANCE FOR NATIONAL SEMINAR -2016

#### 17th National Seminar -24 /9/2016

Sr. No.	Name of the Students	Status
1	Abhinav Sharma	P
2	Abhishek Kailash Akkewar	P
3	Aishani Amrita	P
4	Amal G Nair	P
5	Ambuj Kamble	P
6	Ankita Devidas Fale	P
7	Antara Mathur	P
8	Ashish Kumar	P
9	Ayman Nidal Khalidi	P
10	Abhishek B	P
11	Devika Tapan Kumar Mukherjee	P
12	Dhaval Prashantbhai Kulkarni	P
13	Esha Anaspure	P
14	Jaya Srivastava	P
15	Jenis Ashokkumar Modi	P
16	Khushboo Kirtikumar Shah	P
17	Manisha Dahiya	P
18	Meghana Anant Pande	P
19	Khyati Jitendrabhai Mehta	P
20	Naman Gupta	P
21	Neetu Singh	P
22	Nidhi Vasant Uchil	P
23	Nishant Vyas	P
24	Nitya Rakeshkumar Gandhi	P
25	Parth Jyotindrabhai Desai	P
26	Pragati Kashyap Vaidya	P
27	Pratik Sambhaji Sawant	P
28	Priyanka Verma	P
29	Rachna Yadav	P
30	Ranjita Chakraborty	P
31	Reenal Jain	P
32	Richa Mehta	P
33	Richie Das	P
34	Sachindra Mohan Sukul	P
35	Sakshat Aggarwal	P
36	Samrudhi Ramesh Maknikar	P

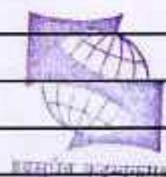


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Sr. No.	Name of the Students	Status
37	Sarthak Rameshchandra Mehta	P
38	Seema Prem Singh Kumpawat	P
39	Sharadhi R	P
40	Sharmistha Mukhopadhyay	P
41	Shreyas Suresh Amte	P
42	Shweta Pandey	P
43	Sona Somarao Kulkarni	P
44	Sourabh Saha	P
45	Tejas Narendra Patel	P
46	Vaibhav Nivrutti Matle	P
47	Vatsala Kar	P
48	Vikram Shashikant Patunkar	P
49	Vivek Kumar	P
50	Abhijeet Singh Chauhan	P
51	Abhinav Hansda	P
52	Abhinav Kaul	P
53	Abhishek Mukesh Doshi	P
54	Aditya Sinha	P
55	Aman Prakash	P
56	Amith Raikar	P
57	Anil Gidwani	P
58	Ankur Upadhyay	P
59	Anubhav Nagpal	P
60	Arushi Mathur	P
61	Ashlesha Hemraj Walde	P
62	Aviral Mathur	P
63	Chitrangana Khichi	P
64	Deepali Tiwari	P
65	Drashtant Jagdip Nanavati	P
66	Fenil Prakash Gandhi	P
67	Gauri Vasanta Khapre	P
68	Gauri Vartak	P
69	Harshit Srivastava	P
70	Harshneel Prashant Nanche	P
71	Jai Vikram Singh	P
72	Jawahar Ahuja	P
73	Jayendrakumar R	P
74	Keshav Agarwal	P
75	Kirtika Yadav	P
76	Kumari Ankita	P
77	Lalit Bharat Ishi	P



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Sr. No.	Name of the Students	Status
78	Love Gayaprasad Chaturvedi	P
79	Mandar Nandkumar Sawardekar	P
80	Manvi Verma	P
81	Mayur Mohan Patil	P
82	Mohini Mehta	P
83	Mukul Sunil Agrawal	P
84	Neha Damani	P
85	Pallavi Pramod Kotkar	P
86	Pooja Rakeshbhai Sheth	P
87	Priti Anand Shinde	P
88	Priyasha Sharma	P
89	Rohit Prakash Bhojwani	P
90	Sandip Ramchandra Yadav	P
91	Saurav Suman	P
92	Shreya Dubey	P
93	Shweta Sudhir Joshi	P
94	Sushil Subhash Rathi	P
95	Swaminathan S	P
96	Sweety Omprakash Motwani	P
97	Udit Prakash Jeswani	P
98	Udyan Ganguly	P
99	Vikas Sharma	P
100	Vikrant Vidhyadhar Burbure	P
101	Avinash Kumar Voona	P
102	Abhi Hasamukhrai Pabari	P
103	Aditi Kothari	P
104	Aishwarya Venkateswaran	P
105	Akanksha Sanjay Vani	P
106	Akash Banerjee	P
107	Ameya Abhijit Wakaskar	P
108	Anshul Malhotra	P
109	Augustine Paulose	P
110	Bhakti Prafulkumar Sojitra	P
111	Bhoopendra Kumar	P
112	Chaitali Sanat Shah	P
113	Chintan Swetal Bhankharia	P
114	Palak Dave	P
115	Hitarth Prashant Shah	P
116	Ipsa Sinha	P
117	Ishwar Gangaram Sharma	P
118	Jenil Virendra Desai	P



SCIT

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Sr. No.	Name of the Students	Status
119	Jigar Paresh Patel	P
120	Kanika Suri	P
121	Khushali Rahulbhai Shah	P
122	Kiran Rajan Shetty	P
123	Kirubakaran B	P
124	Kirubakaran M	P
125	Maithili Sadanand Basrur	P
126	Navraj Chhetri	P
127	Neha Bhatt	P
128	Nidhi Gupta	P
129	Nikhil Pramod Tarwe	P
130	Nitin Gambhir	P
131	Preeti Padma Mohanty	P
132	Rakhi Yadav	P
133	Ramanath R	P
134	Sameer Chauhan	P
135	Saurav Singh	P
136	Shaheen Bano	P
137	Shashwat Dilip Deshpande	P
138	Shreyshi Shree	P
139	Snehal	P
140	Sourav Sarkar	P
141	Suhaani Khemchandani	P
142	Swapnil Fulchand Meshram	P
143	Tanpreet Singh Bhattu	P
144	Tarun Sisodia	P
145	Thomas Varghese Vilayil	P
146	Aanchal Jindal	P
147	Amrita Ashish Palmal	P
148	Ankita S Lachhwani	P
149	Anshika Gupta	P
150	Aratrika Sengupta	P
151	Avinash Jayasing Patil	P
152	Ayushi Goyal	P
153	Debashis Mishra	P
154	Fenilkumar Bharatbhai Patel	P
155	Harshita Khatri	P
156	Jatin Kajani	P
157	Lovepreet Singh Sidhu	P
158	Nagma Quasar	P
159	Nikhil Prabhakar Bhuktar	P



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Sr. No.	Name of the Students	Status
160	Nilakshi	P
161	Nisha Rani	P
162	Nupur Mathur	P
163	Parth Dharmesh Shah	P
164	Pooja Bhargava	P
165	Pooja Subhashbhai Soni	P
166	Prerana Singh	P
167	Priyasingh Rajendrasingh Thakur	P
168	Raghav Srinivas V	P
169	Rahul Simon	P
170	Rajan Sunilbhai Shevale	P
171	Rajat Arora	P
172	Ravi Prakash B	P
173	Richa Sindwani	P
174	Ritika Sharma	P
175	Rohit Sharma	P
176	Roopali Sharma	P
177	Rupesh Rajesh Myana	P
178	Sarangi Shailendra Desai	P
179	Sarthak Maurya	P
180	Shiv Sanket	P
181	Shreya Prabhu	P
182	Shweta Hariharno	P
183	Shyam Karda	P
184	Smrutika Sanjeev Jadhav	P
185	Sneha Shivaji Takle	P
186	Sruthi S	P
187	Suhail Ahmad	P
188	Tanuj Kumar	P
189	Tejasvini Dhansukhlal Dhimmar	P
190	Vaibhav Hitesh Shah	P
191	Venkadeswari M	P
192	Vishal Bamane	P
193	Vrunda Rakeshkumar Naik	P
194	Shivani Varma	P

**NATIONAL SEMINAR 2016**

**24<sup>TH</sup> September, 2016**

**GLIMPSES OF SEMINAR**



**Addressing Speech by Dr. Rajani Gupte, Vice Chancellor, Symbiosis International University**



**Panel Discussion: The alliance between "E-commerce and Social Media –Collaborative Success or Delusion"**

**NATIONAL SEMINAR 2016**

**24<sup>TH</sup> September, 2016**

**GLIMPSES OF SEMINAR**



**Surya Putchala- Globe Head, Big Data / Data Science - Capius Technologies,  
Mangesh Panditrao - Co-Founder, CEO - Shoptimize**



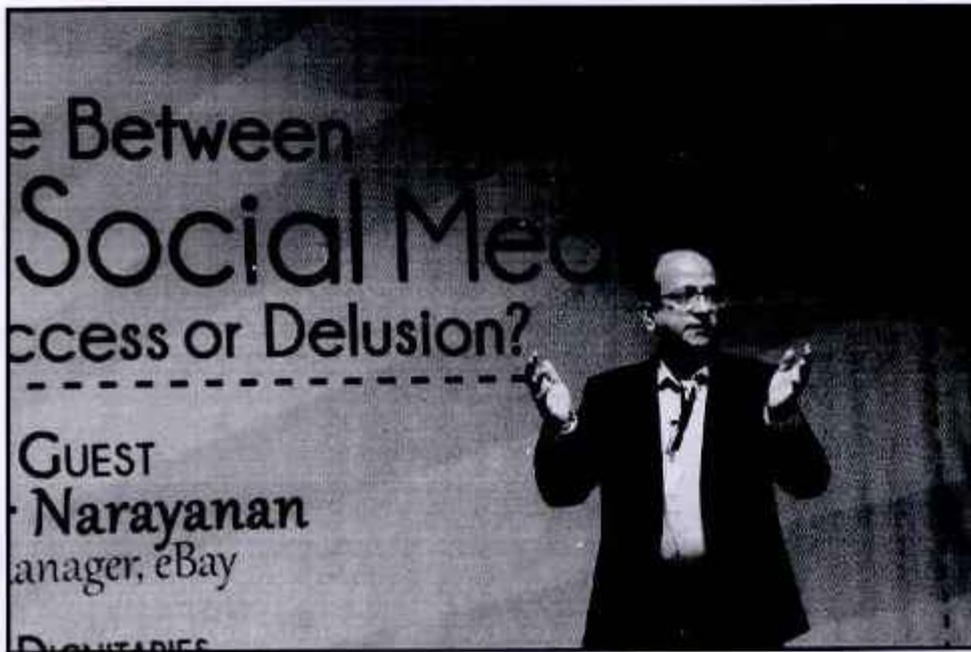
**Hari Pulipati -Client Solutions Manager – Facebook, Chaitanya Sonkar, Consultant - EY Client**

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NATIONAL SEMINAR 2016

24<sup>TH</sup> September, 2016

GLIMPSES OF SEMINAR



Ramkumar Narayanan – General Manager, eBay Product Development Centre, India



Audi view of Pannel Discussion

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