

Greater Jammu

Vol. 15 No: 14 | JAMMU, SATURDAY, JANUARY 14, 2023 | Pages: 12 | Price: ₹ 5.00 | Air surcharge ₹ 1.00 for Leh

the daily newspaper

"Two rules for a peaceful life: Depression in failure should never go to heart, and ego in success should never go to the brain."

Saturday 14th Jan 2023

IIM Jammu hosts interactive session by Professor Vijay Mahajan

GJ REPORT

JAMMU, JAN 13: Indian Institute of Management (IIM) Jammu organized a special session titled "Digital Leapfrogs: How Technology is Reshaping Consumer Markets in India" by Professor Vijay Mahajan. Prof. Mahajan is the John P. Harbin Centennial Chair in Business and Distinguished Professor of Marketing at McCombs School of Business, University of Texas at Austin.

Prof. Mahajan has been invited by The World Bank, several Think Tanks, and more than 120 universities worldwide to speak on the same topic and his book "Digital Leapfrogs: How Technology is Reshaping Consumer Markets in India" is a must-read for anyone interested in understanding the digital landscape of India.

Professor Mahajan has consulted with various Fortune 500 companies and has delivered executive development programmes worldwide.

The event was also

graced by Prof. B.S. Sahay, Director, IIM Jammu and Prof. Jabir Ali, Dean of Academics, IIM Jammu. The session was held online and was attended by students and faculty of IIM Jammu.

During the session, Professor Vijay Mahajan spoke about his recent book, "Digital Leapfrogs: How Technology is Reshaping Consumer Markets in India," and shared real-life examples of how digitalization is impacting India and the world. He emphasized the digital impacts sectors such as education, public services, finance, agriculture, healthcare, and retail & e-commerce. He also discussed the rapidly changing economic scenario in India and the technology hemisphere and highlighted the importance of rural innovations and corporate contributions in shaping inventory solutions across India.

Dr. Mahajan also shared his personal life story and how his persistent support for education by his parents led to where he is



Prof. Vijay Mahajan interacting with faculty and students of IIM Jammu.

today. He also quoted his father's belief "Give your children more than what I gave you." He also spoke about how India is on the way to becoming a developed nation because of digitalization and how the aim is to connect small and medium buyers to the entire world.

Prof. B. S. Sahay, Director of IIM Jammu, during his address, spoke about the rapid penetration of mobile across all strata of society and the impacts it has on society. He quoted real-life examples to establish the fact about the rapid spread of digitization in India and how it will play a

major role in the overall development, progress, and connecting India to the world. He also expressed his gratitude to Prof. Vijay Mahajan for his thought-provoking session and his desire to host him at IIM Jammu in person.

After the presentation, Prof. Sahay presented his views on digitalization and commented that though it possesses both advantages and disadvantages, the merits outweigh the demerits in the case of digitalization.

The session concluded with a vote of thanks provided by Dr. Baljeet Singh.

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■ STATE TIMES NEWS

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LADAKH IMAGES

Vol. 12, Issue No. 13 JAMMU, SATURDAY JANUARY 14 2023 PAGES : 8 E-mail: ladakhimages@gmail.com Epaper:ladakhimages.com Price : ₹ 1/-

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The session was an enlightening and thought-provoking experience for the attendees, providing valuable insights into the digital revolution happening in India and how it is reshaping consumer markets in the country.

The NEWS NOW

Saturday, January 14, 2023

IIM hosts an interactive session on Digital Leapfrogs

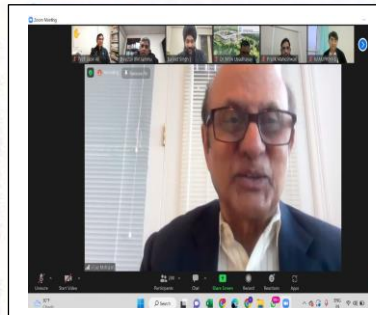
■ TNN BUREAU

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