

Press Release

IIM Jammu successfully hosts an interactive session by Professor Vijay Mahajan titled “Digital Leapfrogs: How Technology is Reshaping Consumer Markets in India”

13th Jan 2023, Jammu: 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 programs 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 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.

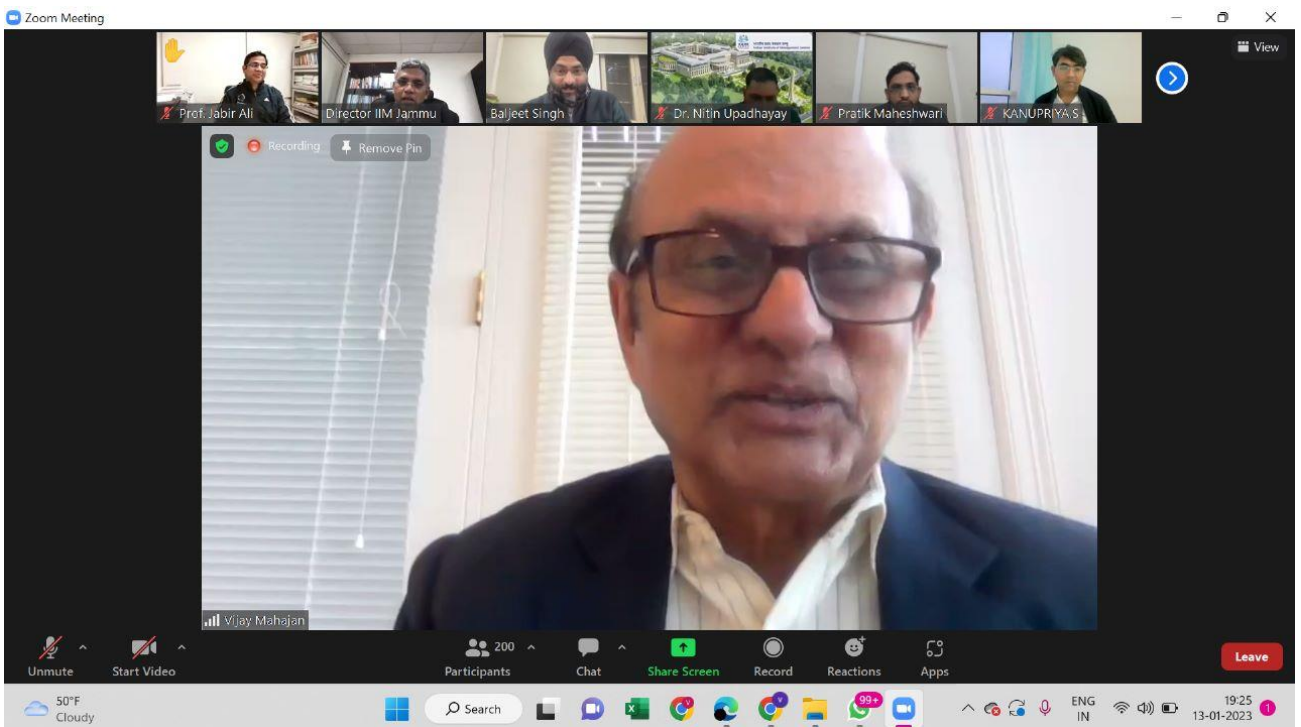
The session was an enlightening and thought-provoking experience for the attendees, providing valuable insights into the digital revolution happening in India and how it is reshaping consumer markets in the country.

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Glimpses from the interactive session of Prof. Vijay Mahajan




Zoom Meeting


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Public Relations IM Jammu | Vjay Mahajan | Bajjeet Singh | Neeraj Singh | Sangya Jaiswal | Dr. Nitin Upadhyay

Are we living in two different worlds?



Bill Gates pleads for safe-disposal of human waste at a "Reinvented Toilet" Expo in China



Toto's Wellness toilet analyses poop to predict the health of a person

<https://www.cbsnews.com/news/bill-gates-poop-podium-toilet-technology-beijing-reinvented-toilet-expo-china/>
<https://www.washingtontimes.com/news/2018/nov/7/watch-how-you-walk-is-got-you-idd-gait/>
<https://www.cnn.com/news/totos-wellness-toilet-will-analyze-your-poop>

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Participants: 212

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Zoom Meeting

Prof. Jabir Ali | Public Relations IM Jammu | Bajjeet Singh | Vjay Mahajan | Director IM Jammu | Dr. Nitin Upadhyay



Prof. Jabir Ali

Zoom Meeting

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Public Relations IM Jammu Vijay Mahajan Baljeet Singh Sangya Jainwal Dr. Nitesh Upadhyay Pratik Ashi Ali

Facebook's Fuel for India 2020



Green People helped revive agriculture and tourism in Himalayan Villages using WhatsApp



Social worker from Kanpur created a Facebook page to empower poverty stricken women earn their own living

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Disrupting trucking business with digital technologies



Rivigo that uses digital technologies to create 'relay as a service' helping drivers to relay trailers from hub to hub, within a certain distance around their home

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Vijay Mahajan Director IIM Jammu Baljeet Singh Dr. Nitin Upadhyay Pratik Maheshwari KANUPRIYA S

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