भारतीय प्रबंधन संस्थान जम्मू
Indian Institute of Management Jammu

E-Commerce
Key Trends and Strategies

Management Development Program

Programme Directors
Dr. Sudip Das and Dr. Ayan Paul

Programme Dates
June 11-12, 2023

Programme Mode
Online

Programme Fees
Rs 12000/-
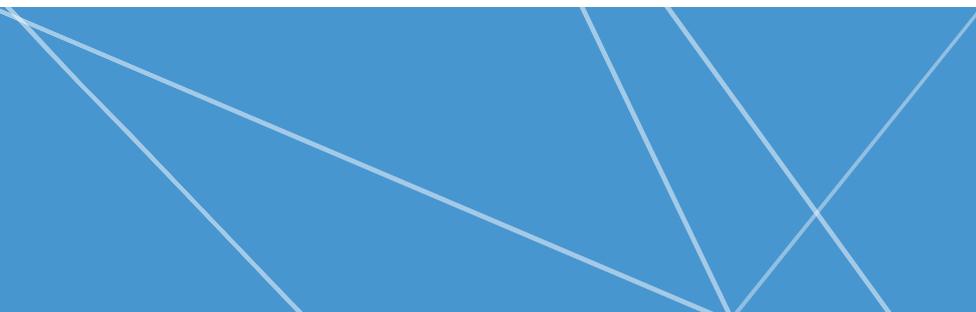
Initially viewed as Sunrise sector, E-Commerce has come a long way to become a pervasive eco-system touching all the verticals of the Industry and Government. Growing participation of the businesses in E-commerce combined with changing expectations of the consumers has resulted in an ever evolving and dynamic ecosystem. In Indian scenario, regulations and initiatives of the Government such as ONDC have given rise to new opportunities and challenges for the business communities. This program offers a comprehensive overview of E-commerce ecosystem including online consumer behavior, technological advancement (such as adoption of blockchain, cloud technologies, Metaverse), innovative business models and related regulatory aspects.

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Eligibility

Professional from any domains working at mid to high level management position.

For Registration
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Course Objectives

The program is designed to make the business leaders aware about the latest developments in the E-commerce scenario such that they are able to take informed decision about implementation of the state-of-the-art technologies and business models in their respective businesses. The program will help the non-technical business leaders confidently engage with the technical experts to design appropriate business case for their organization.

Target Segment/ Who Should Attend

The program is aimed at the team leaders, functional heads, and CXOs (irrespective of their domain of works) who want to gain managerial perspective for engaging with digital technologies to capture new opportunities in the E-commerce scenario

The content is specially designed for non-technical managers. However, technical persons will also find the program useful as they can learn managerial perspective of the use of the technology in their organization.
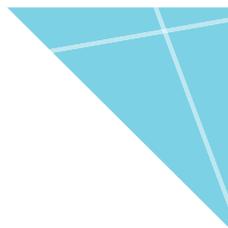
Certificate will be awarded to the participants upon the participation and successful completion of the program.

12
Total No. of Hours

Pedagogy

Delivery would be through balanced mix of lectures, discussions, experience sharing and case studies on success stories of companies. Lecture inputs are primarily taken from contemporary studies and survey findings on the topics.

Course Content

Main areas of discussions for this program will include:

- Network effects: How companies can influence behaviour of its customers in order to trigger continuous customer growth.

- Platform business model: How the platform business models are different from traditional/pipeline business model.

- Consumer behaviour online: How to design the product offerings in a way such that the consumers can make more efficient and effective decision while purchasing the products/services online.

- Technical infrastructure for E-commerce: How to deploy technologies such as cloud, IoT, blockchain, digital currencies to have effective presence in the digital world.

- Brand management in digital world: How to stand out in the crowded digital space.

- Growth strategies and competitive landscape: How to effectively employ the omni-channel strategies under present scenario.

- Regulatory aspects and Government initiatives: What are the regulatory aspects that are to be considered and how companies can participate in Government initiative such as ONDC in India.

Key Programme Highlights/ USP

Discussion about the current status of E-commerce industry by faculties having industrial experiences.

Program Faculty

Dr. Sudip Das

Dr. Sudip Das has nearly 21 years of experience in the IT sector. He is currently an Assistant Professor at IIM Jammu in the area of IT Systems and Analytics. He has previously worked at Infosys and Wipro and has published research papers in peer reviewed journals such as the 'Information Technology & People', 'Energy Policy', 'Journal of Global Information Technology Management' and 'Economics and Policy of Energy and the Environment'.

Dr. Ayan Paul

Dr. Ayan Paul has near 21 years of experience in telecom sector. He was a visiting faculty at IIM Jammu and had offered E-commerce course to the MBA students for last two years. He did Post Graduate Diploma from Vinod Gupta School of Management, IIT Kharagpur and received his PhD from Jadavpur University. He has publications at various International journals and Conferences.

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