



**Topic: DIGITAL BUSINESS
ECOSYSTEM**

Date: November 11, 2019(Saturday)

Venue: SBPIM Seminar Hall-1



Faculty coordinator: Dr. Kajal Maheshwari

Students Coordinators: Ms. Sejal Darade

No of students participated: ~~112~~ 108

No of Faculty participated:02

Date : ~~November 11, 2019(Saturday)~~

9/11/2019

Time: ~~9: am to 1:00pm~~

8:30 am to 1:00 pm

Report

Mr. Rahul Gadekar, chief programmatic advertising & DCO at R Interactives who is also, Digital Advisor gave a guest lecture to students of MBA-I & II year students. His lecture was entitled "Digital Business Ecosystem" and highlighted how business are driven technology based and dominating global market in the realm of digital marketing, strategic marketing and marketing communications.





Mr. Rahul Gadekar - Mr. Rahul Gadekar, Chief programmatic advertising & DCO at R Interactives

He explained Digital marketing is an effort to spread the word of your brand across various digital channels, including search engines, social media, mobile applications, web applications, influencer marketing, emails, etc.



Mr. Rahul during delivery of Session

Mr. Rahul referred to several of the case studies in digital marketing Uber, Amazon, Big Bazaar etc. Session was highly interactive and students appreciated the knowledge shared by sir.

Dr. Kajal Maheshwari

Faculty Coordinator



Dr. Daniel Penkar

Director