

1. Research talk of BBA department held on 12th March 2021 from 4-5p.m. by

Dr. Soma Sur

Professor – Marketing, Former Dean

Xavier's Business School

St. Xavier's University, Kolkata

Topic of discussion: "A New Customer Experience: How AI is Changing Marketing"

130 students and faculties of IEM, UEM Kolkata joined the seminar.

Organized by Prof. Lavnya Tigga & Dr. Soumik Gangopadhyay

2. International MDP Webinar on “Transformation of Healthcare Organization: Challenges Ahead” on 21st April 2021 by

Prof T. Samuel Ravi Kumar, Trauma Centre Coordinator, CMC-Vellore.

Mr David Fuchs, BA RN is an experienced nurse and trauma co-ordinator in Ziv Medical Center in Galilee, Israel. He has worked for over 20 years in war and civilian trauma and teaches trauma and disaster preparedness.

Dr Seema Biswas, PhD FRCS, is a general surgeon with experience in trauma and war surgery and global health (working for vulnerable communities). She teaches surgery and global health to medical and engineering students.

36 paid participant who were academicians, disaster management specialist, physicians, hospital managers have attended the 2 and half hour program. 150 students and faculty members from IEM gr. Have also attended.

Organized by: Dr. Soumik Gangopadhyay & Prof. Sreeparna Guha

3. A Webinar (Industry Talk) on “Current landscape in pharmaceutical marketing – Post COVID era” held on 19 February 4-5 p.m by

Mr. Subhrajit Paul

Product Manager

DR. REDDY’S LTD., Hyderabad

210 Internal students of BBA and faculty members have joined the program.

Organized by: Dr. Soumik Gangopadhyay & Prof. Sreeparna Guha