**Seminar Report**

**One Day National Seminar on E-Commerce: Opportunities and Challenges for Indian Business organised by Department of Commerce on 1st March, 2018**

The Seminar was conducted with an aim of exploring how the Indian business can exploit the E-Commerce potential to ensure its survival, growth, profitability and obstacles faced by Indian Business organisations in transition to E-Commerce.

The Seminar started with a welcome note by the Principal, Dr. Uma M Shankar and the thematic address delivered by the Head, Dept of Commerce, Mr. Roy Mathew. It was followed by the inaugural address by Mr. Sunil Naik, Director HR, DHL Global Forwarding. The keynote address was delivered by Mr. Rajesh Kamath, Consultant and Co-founder, MTHR Global.

The Seminar had two sessions where 9 Research Papers were presented. Mr. Rohit Jain, CEO, ufaber.com and Dr. Jagan Mohan Reddy, Associate Professor, Symbiosis Institute, Hyderabad were the Resource Persons for Session I and II respectively. The seminar was chaired by Dr. N. Seethalekshmy, Associate Professor, SIES College of Commerce and Economics and Dr. Kinnarry Thakker, Associate Professor, Department of Commerce, University of Mumbai for session I and II respectively. Papers on e-commerce trends like online promotional offers, changing dimensions, IPR, E-consumer challenges, brick and mortar stores, employee engagement and e-governance were presented.

The seminar provided a platform for discussing the opportunities and challenges faced by Indian Business related to E-Commerce.