

# **P.R. GOVERNMENT COLLEGE (A) KAKINADA**



## **DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES (DCMS)**



**Activity:**

**Guest Lecture - Emerging Trends in Commerce**

**Date:  
14/02/2024**

**DEPARTMENT OF COMMERCE AND MANAGEMENT STUDIES**

Date	14/02/2024
Conducted through DRC/JKC/ELF/Dept. etc	Department
Nature of the Activity	Guest Lecture
Title of the Activity	Emerging Trends in Commerce
Name of the Department/Committee	DCMS
Details of Resource person (Name, Designation etc.)	Dr K Ratnamanikyam , Principal GDC Chintoor
No of Students Participated	44
Brief report of the activity	<p>the Department of Commerce and Management Studies at [insert institution name] hosted a guest lecture on "Emerging Trends in Commerce" by Dr. K. Ratnamanikyam, Principal of Government Degree College (GDC), Chintoor. The event aimed to enlighten students and faculty on contemporary developments shaping the commerce landscape.</p> <p>Dr. Ratnamanikyam highlighted key trends, including the rise of e-commerce, digital transformation, and sustainable business practices. He emphasized the role of technologies like artificial intelligence and big data analytics in revolutionizing business operations, drawing from his extensive expertise in commerce education. The lecture also covered the growing importance of ethical business models and their impact on consumer trust and market competitiveness.</p> <p>The interactive session engaged over 44 attendees, with students actively participating in a Q&amp;A segment. Dr. Ratnamanikyam's insights inspired attendees to adapt to evolving commercial paradigms. The event, organized by the department, underscored its commitment to fostering industry-relevant knowledge and preparing students for dynamic career paths in commerce.</p>
Name of the lecturers who planned and conducted the activity	DCMS
Signature of the Lecturer in charge/ Convener of the committee	

Signature of the Principal	 <p>B. V. J.</p> <p>PRINCIPAL P.R. Govt. College (A) KAKINADA</p>
Remarks	

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14-2-2024

Name of the Activity : Guest Lecture

Resource person : Dr K. Rathna Manikyam  
Principal ADC Chintoori

Topic : Emerging Trends in Commerce









signature of the Resource person :-

signature of the Lec Incharge  
Head

Department of Commerce and  
Management Studies  
Pithapur Rajah's Govt College (A)  
KAKINADA

signature of the principal

Faculty Members

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1) B. Veera Babu	31. S. Nagamma
2) A. Bala Durga Swarnop	32. P. Surya Sravan?
3) P. Manikanta	33. Ch. Valsavi Lakshmi
4) S. Chandu	34. A. L. V. R. Prasanna
5) K. Rishabh	35. M. Rajee Ratnam
6) G. Roopa	36. S. Karimunnisa
7) M. Tegarsi Komaladevi	37. K. Bhargavi
8) S. Salmabharathi	38. D. Parvathi
9) T. Jaya Anjani	39. S. Anjali
10) P. J. S. Prameswari	40. S. Naga Nandini
11) K. G. S. D. Bhavani	41. P. Veera Kalyani
12. S. Sai Sri	42. B. Padma Sri.
13. Ch. Durga Rajeswari	43. D. Lakshmi Sairaja
14. G. Susana Pavani	44. K. Srinivasa Rao
15. T. Dharmashe	
16. K. Bhargavi	
17. D. Parvitra.	
18. H. Bhagya Sri Surya Devi	
19. P. Vimala Swari	
20. M. Bharvati	
21. S. Tanuja Vishalakshi	
22. M. Sandhya	
23. N. Sumitha	
24. K. Lavanya Sri	
25. G. Anil	
26. S. Beema	
27. P. Kanaka Mahalaxmi	
28. K. Sreethi	
29. U. Parvati	
30. P. Lavanya	

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