

Sambhram School of Management

Students Conference

March 31, 201

“Emerging Trends in Services Sector to Transform Indian Economy”

The idea of having a Students Conference was conceived by us just two months back and we chose Services Sector to be the theme. We also decided let them give presentations out of their best brain only. The outcome was fourteen teams participated from various Management Institutes in Bangalore viz., Acharya Institute of Management Studies, MLA Academy of Higher Learning, Koshy’s Institute of Management Studies, Christ Institute of Management and Sambhram School of Management students also presented their views on the most relevant topic of the time.

The Chief Guest of the program Dr.Vithal Podhar, Principal, Nagarguna Degree College, Bangalore, remarked that education as a service sector had advanced from the traditional method of learning to a global level and the students of this period are exposed to a technology driven learning scenario. The winner team who bagged the cash award was Ms.Varsha and Ms.Bhagyalakshmi of MLA College, Malleshwaram. There was panel discussion on the topic with inputs from the Chief Guest chaired by Dr.K.C.Mishra , Director -Sambhram School of Management, Dr.S.Kar – Associate Professor, Sambhram. The presentations covered various service sectors such as Retail, Healthcare, Tourism, Information Technology, Retail, Banking, Insurance, Online Education, Entertainment etc. Mr.H.A.Raghavendra conveyed the vote of thanks.

- ▶ The team members from Koshy Institute of Management presented on the topic “Emerging Trends in Insurance” highlighting on the basics of service marketing such as “under promise and over delivery”, customization of offerings mainly in product and distribution ,“pockets of service” to be done for quicker service and other operations. Advanced knowledge in the insurance is to be imparted to the employees in this industry and “Digitalization and Relationship” is to be kept in policy marketing .Life insurance in India is in growing stage and to maintain it, the above mentioned points” are to be considered.

- ▶ The second team from Koshy Institute of Management had chosen the topic “Emerging Trend in E-Retailing” and gave insights on the online shopping behavior such as the customer’s shopping motives, personality variables, internet knowledge and the shopping incentives offered to customers. The trend which had emerged in e-commerce is that more users are opting for online shopping and even companies are also fond of E-retailing.
- ▶ “Emerging Trends in Entertainment” was presented by Muhammed Javid from Koshy Institute of Management Studies, Bangalore. *He found that* growth in the sector of television channels, FM radio channels, rising popularity of social media, growing demand for content from mobile operators are expected to further increase with the growth of 3G services and innovations in technology. New technologies such as 3G and 4G provide better customer experience and enhance opportunities for companies to monetize content. The other interesting aspect is that Major Hollywood studios like Viacom, NBC, Universal, and Dream Works, besides Warner Bros., Sony and Disney have already made sizeable investments in India’s entertainment sector.
- ▶ The topic “Use of Information Technology in Education Sector” underlines the importance that IT has played a very significant and predominant role in the development of society and has helped in making learning easier and enjoyable. Technology helps students to visualize video and pictures related to subjects and have more impact rather than sitting and listening. They can have soft copy of necessary contents rather than carrying physical text book and supplementary materials. Even technical papers can be better handled in a virtual classroom. Educational technology for Learning Management System (LMS) such as tools for students and curriculum management, and education management information systems (EMIS).
- ▶ The topic “Emerging Trends in Telecom Sector” drew the audience attention to the ‘work from home’ preferred option – both for employers as well as employees. This is due to the advancement in IP technology which have opened up new modes of communications like web-collaboration, intelligent

call-centre applications etc. At the same time video conferencing is becoming preferred mode of communication and relation building with customers with the accelerated up-gradation to IP (Internet Protocol) networks, further penetration of Fibre in the access network and rapid development and deployment of other associated technologies.

- ▶ The topic “Emerging Trends in Tourism:the Rise of E-Tourism” gave views on the immense changes brought by technology which helps the travel industry flourish due to the modernization with internet. The global tourist has the options to buy a standard tourist package with internet and has influenced travelers’ decision-making.
- ▶ “Emerging Challenges and Opportunities for the Banking Sector”– this topic presented on the untapped potential for leveraging the mobile technology for offering financial services. The financial service field has huge scope in this technology incorporation as there are over 900 million mobile users in the country but only 40 million mobile banking customers. The need for active collaboration between banks and telecom sector should begin through tapping social networks; banks can access customers’ social profiles and thereby deepen their insights into individual customer behavior.
- ▶ The other points were about Bharat Bill Payment System (BBPS) which aimed to provide convenience of ‘anytime, anywhere’ billing– an interoperable bill payment for millions of customers in the country. It is proposed to be a pan-India system for running the bills payment system in the country– the entire system operating on a single brand image so as to enjoin the confidence and trust of the customers.
- ▶ The other topics presented were “A Study on Students Satisfaction towards KSRTC Bus Pass ”, A Study on Customer Perception towards ATM Services, “A Study on Consumer Perception towards Health Insurance”.