

SHORT REPORT

One day seminar

THE METAVERSE & DIGITAL MARKETING - STRATEGIES FOR GROWTH

On October 13, 2023, in the Parasmal Chordia Seminar Hall, the Accounting & Finance department of Agurchand Manmull Jain College in Meenambakkam, Chennai, organized a one-day seminar on the theme of "THE METAVERSE & DIGITAL MARKETING - STRATEGIES FOR GROWTH". The resource person for the event was Dr. R. Sundari, Assistant Professor, DG Vaishnav College, Chennai.

Deputy Dean, Dr. R. Surekha, has given her word of wisdom on her introduction about the program which inspired the students to hear about the topic. The audience included post-graduates and undergraduate students of the department of Accounting and Finance. The resource person had her opening remarks with the definition of the term "metaverse". She then went on to the discussion with the contemporary trends in marketing including artificial intelligence (AI), augmented reality (AR), and virtual reality (VR). She also discussed the way of using social media to increase product sales and also provided insights on the present state of digital marketing and the success of metaverse. For a better understanding and to clench about the topic, the resource person offered numerous videos. Due to the interactive session the students were awestruck and the session enlightened the students with good knowledge of current digital world.



