

**A REPORT ON  
UGC SPONSORED  
NATIONAL CONFERENCE  
ON  
CYBERMALL –  
“IS IT THE NEXT GENERATION SUPERMALL??”**



**ABOUT THE CONFERENCE:**

The conference was themed on a brimming subject in an effort to provide a comprehensive answer to the burning question on everyone's mind, "Is Cyber-mall the Next Generation Supermall?"

## **BACKDROP OF THE CONFERENCE:**

### **Developments in e-commerce:**

E-tailing has broken the traditional conventions of dealing with goods and services by providing the element of convenience in the hands of customers. With technology evolving leaps and bounds, e-tailing projects itself as an economic proponent of the country. E-commerce has taken the initiative in exploiting the most important technological innovation in recent times, the internet. Rapidly increasing internet user base and rising middle class with disposable income has contributed to the flourishing of industry. Secure online transaction environment, measures like Cash-on-delivery, focus on customer service has motivated Indian consumers to place their trust in online shopping. For the companies on the other hand e-tailing focuses on building a unique customer value proposition, rather than becoming a "me too" player, through host of measures like Building a robust supply chain and logistics infrastructure, wide product variety, technology embracement, geographic expansion, increasing customer retention through customer loyalty programs.

Retailing tends to hold on to its ground keeping in mind the radical change in the market perspective caused by the advent of e-tailing. The retailers are going the multi-channel route to be able to capitalize on the fast paced trends, understanding the reasons behind the change in the behavioral pattern of the consumers in the market. People shop in-store because they like to feel the product, get instant delivery and like personalized services. Moreover, they do not trust the delivery system involved in e-tailing. The satisfaction experienced from the touch and feels factor of a retail outlet is in phantoms and hence constitutes the bulk of the market in an economy.

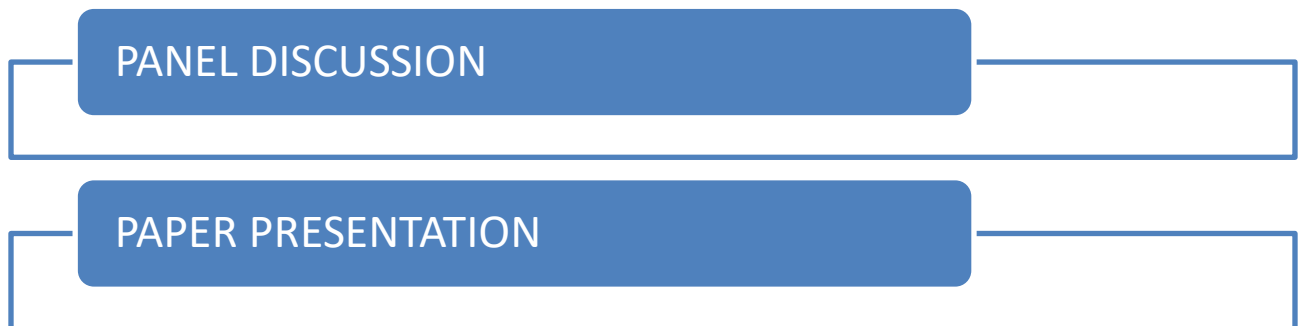
## **INAUGURATION**

Mr. Arun C. Bharath, IRS. Commissioner of Income Tax, Chennai was the Chief Guest for the inaugural function of the National Conference and was accompanied by the dignitaries of Loyola College and lighted the Kuthuvalakku, after which sir officially rendered the Special address speech to the gathering.



So, the competition between e-tailing and retailing is extremely intense in the real time scenario and the slugfest between the two entities are opening the floodgates for new business and revenue models, innovative products and strategies for propagating these innovations to the market. The strong pillars of the economy may be fostered by the healthy competition of e-tailers and retailers in the country.

**Two events** conducted in the conference to discuss the issue in hand were -



### **PANEL DISCUSSION.**

The conference's centric focus was on the panel discussion which discussed certain important aspects of e-commerce from the economical perspective of the country and the future business models that might pose as pragmatic solutions to the changing trends of the market.

Dr.J.J. Soundararaj, Assistant Professor, Loyola College was the Moderator for the panel discussion



**We had 4 eminent speakers as part of the panel –**



1. **Mr. Kuhan Madan**, Research consultant, President's secretariat, Rashtrapathi Bhavan, New Delhi
2. **Mr. Rama Subramaniam**, Manager, Snapdeal
3. **Dr. Indra Mohan**, kaura chair Loyola College
4. **Preejo**, RAI, South Zone, Chennai.

**Mr. Rama Subramaniam**



Rama Subramaniam held a very interesting perspective on Retailing and made it imperative to the audience that they are here to stay irrespective of the action of the other side of the coin, vis-à-vis e-tailers. He backed this statement by aligning with the general convention of the society which necessitates the existence of a Khirana Store in the nearby neighborhood. In the same breadth he went on to say that e-tailers have the capability to span their range of operations throughout the country. Logistics and set up of resources for retail stores to become Pan India is very difficult and acts as a major barrier for the retailers. but Not everything is rosy for e-tailers. Most of them make their presence felt due to the accessibility of the internet in almost electronic mediums but they fail to even breakeven after a sufficiently long period of time. They may soon run out of the discount era in contemporary business world.

**Mr.KuhanMadan**



Kuhan went in detailed elaboration on the nitty-gritty's of the e-commerce business models and sighted the constraints e-commerce in a pragmatic world. To enlighten us on the actual dynamics of thee-commerce in the economicscenario, he gave an overview comparison of the e-commerce environment in India and that in China. India's internet penetration is approximately one-third of China and the size of the industry is approximately one-sixtieth of China, indicating that future growth is going to come from both increased internet penetration and increased adoption. . On the investor side, we realized most of the funds have foreign capital, thus closing down the opportunity to the Indian investor. The market in China is going to be about \$340 billion and we are about \$4 billion in India. Sir, categorically stated the needfor

policy clarity in the domestic e-commerce industry from the government so that e-commerce can propel its propensity to expand to greater heights in the country and reach parance to that of China.

**Dr. Indra Mohan**



As we grow technologically, newer methods of online innovations for e-commerce will evolve. With newer perceptions. Due to a change in lifestyle there's a change in perception and probably the shopping spree mode will slowly fade away from the urban ergonomics. Because of convenience of e-commerce there is a big apprehension that etailers will destroy retailers. For instance, whenSpencers launched it's department stores. This type of commercial superstore will always go for new products. Ecommerce is a part of a social activity that willblendwith the mindsets of the people, this new phenomenon is surely here to stay and sustain in the long run.

**Mr.Preejo**



The broad elaboration under which Mr.Preejo addressed the gathering is the LAW OF NATURE- Good and BAD, i.e. the merits and demerits of the e-tailing and retailing in the



search for a habitual existence of cyberspace with retail space. The rhetoric behind the mirage of e-commerce was enlightened by Preejo, when he stated that e-tailers have made the shopping public lazy and the lifestyle of people have instilled an addiction to the cyber environment. But the practical ethics in practice followed by a local khirana store is the real connect to the people. The economy is in need of both the establishments to move in harmony towards achieving common economic goals of the society.

### **PAPER PRESENTATION**

A number of paper presenters and research scholars from a number of universities came about with their respective work to present it in the conference amidst the gathering. The works presented in the session ranged from the basic competitive models of the e-commerce to the strategic relevance of e-commerce in the economic perspective in the country.

### **VALEDICTORY FUNCTION:**

Mr. Sam Paul, CEO of Toni & Guy, Chennai graced the valedictory with his presence and addressed the gathering. Also, sir took his time out to award the certificates to the young achievers of the national conference



## **CONCLUSION:**

The national conference thrived with the motive of throwing sufficient light on the topic “IS CYBERMALL THE NEXT GENERATION SUPERMALL” so as to answer this burning question with valuable insights shared by the panelists and paper presenters to make it a fruitful experience for the participants.

A special mention needs to be directed to the staff and volunteers of the Department of BBA and CORPORATE SECRETARYSHIP for putting up the national conference in a grand success.

