



K.S. School of Engineering and Management
Kanakapura Road, Bangalore -560109
Department of Management Studies (MBA)

REPORT ON VIRTUAL MEET WITH

Event name: Subject Expert Guest Lecture

Topic: **SERVICE THE FUTURE**

Date and time: Tuesday, November 30, 2021, 9:30 am

Targeted audience: 3rd semester MBA students & other college students and faculty members.

Resource Person: Dr. Jessy Nair. Associate Professor and Head of Marketing Domain, MBA Program, Department of Management Studies (DoMS), PES University.

Platform: Google Meet

Link: https://meet.google.com/snm_rgix_hom

Event Coordinator: **Arundathi K L**

Virtual Guest Lecture on “**SERVICE THE FUTURE**” was conducted for 3rd Sem MBA students and other MBA college students and faculty members. Around 30 students and 6 faculties participated in the session. Introduction about the session and Welcome speech was done by Ms. Allu Bindu Madhavi.

Speaker began with GAP model of Services, mainly concentrated on GAP 1, Research in Services marketing. Importance of the research in the industry. Services Research in terms of understanding customers, managing demand.

It was informative, interesting and insight full as Professor has taken real time research example which was conducted on “Demand management in PES college canteen”. There was suggestions given to canteen and were implemented. Student were curious to know the research and got in depth idea of research in services.

There was an active participation in Questions and Answers Session, and the session was concluded with Vote of Thanks by Gaganashree.

Poster:



**K.S. SCHOOL OF ENGINEERING AND MANAGEMENT
DEPARTMENT OF MANAGEMENT STUDIES**

INVITES YOU FOR

**Subject Expert Guest Lecture
on
SERVICE THE FUTURE**

By

Dr. Jessy Nair.

Associate Professor and Head of Marketing Domain, MBA Program
Department of Management Studies (DoMS), PES University.

Tuesday, November 30, 2021, 9:30 am

link: <https://meet.google.com/snm-rgix-hom>



e-certificate will be issued for the students and faculty member

Organiser
Mrs. Arundathi K L

HOD
Dr. R K Gopal

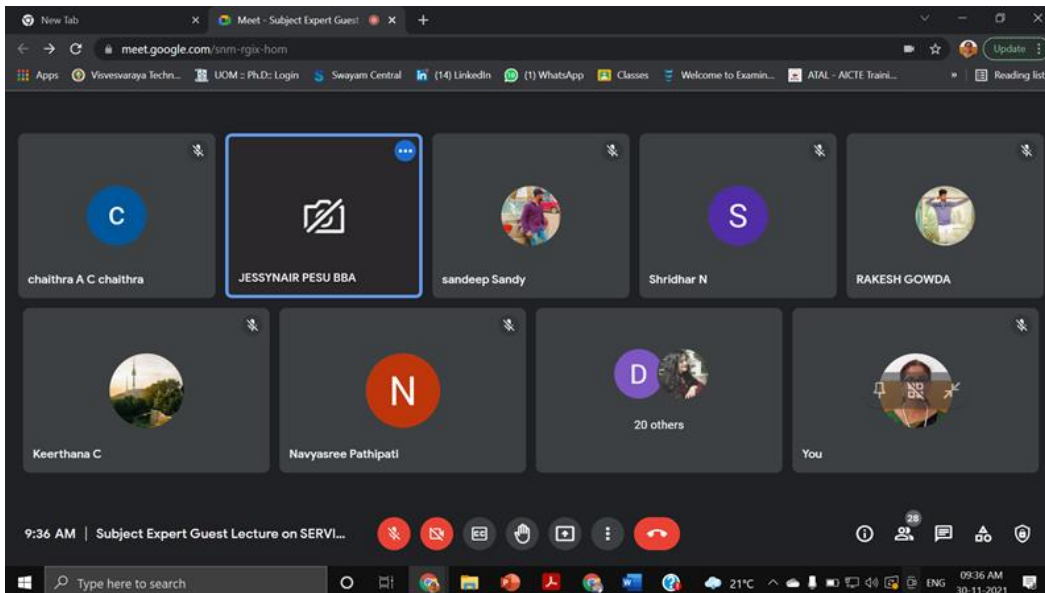
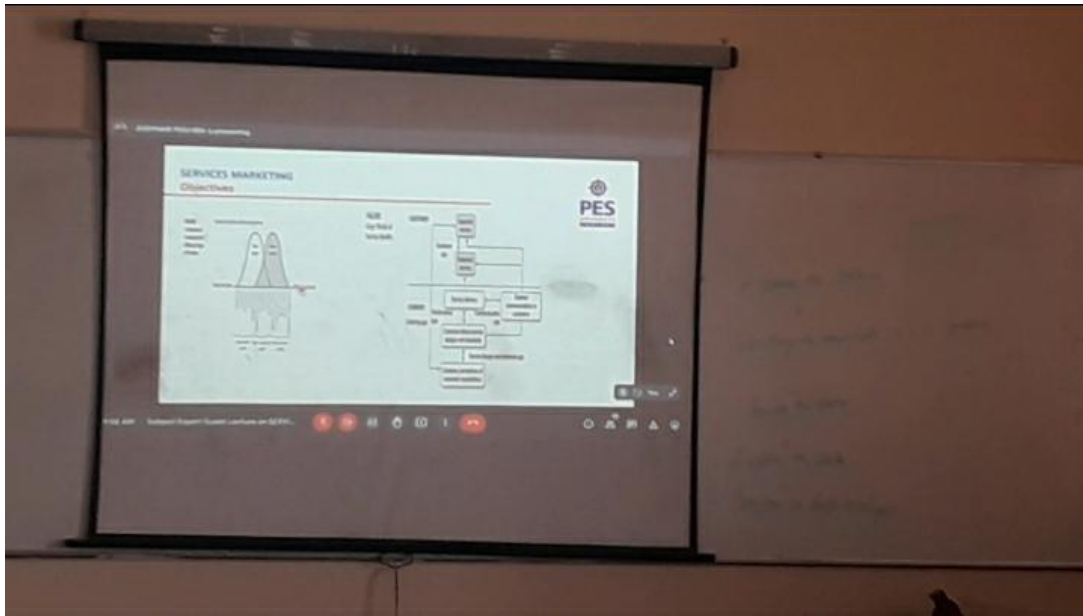
Principal
Dr. Rama Narasimha

Social Media link:

Instagram: @kssem.mba

Pictures and screenshots of the Event:





Picture of speaker and details about them



A doctorate from VIT University, Vellore; she has rich 15 plus years of teaching experience at premier MBA colleges in Bengaluru. Enjoys teaching core management courses such as digital transformation, marketing and business research. She has had opportunity to impart elective courses; services marketing and consumer behavior, and design, teach and evaluate course structures for subjects like digital transformation and e-business.

She is passionate about research in technology intervention in services. Her research is in areas of e-government services and e-retailing. Her research articles have been published in Emerald and IGI journals and indexed in Q1 and ABDC; B, C. She has peer reviewed several research articles for Emerald Publications (BPMJ, JSBED); IGI Publications and Wiley (EJISDC). She is on the doctoral panel of VIT University, Vellore, CMR University and Dayanand Sagar University. Currently she is a research supervisor to five PhD scholars at PES University. She was selected for Fellowship in Sustainability FDP at IIMB, 2019. Is an active member of ICTO Community and MENA-AIS. She is currently serving as the reviewer coordinator for MENA-AIS International Conference 2021. Madam had also written many articles in Scopus Indexed and other Journals. Presented papers in various national and international conferences also awarded best paper.

FEEDBACK:

SERVICE THE FUTURE (Responses) ☆ ☁

File Edit View Insert Format Data Tools Extensions Help

100% \$ % .00 123 Default (Ar...) 10 B I A

A1	Timestamp	Full Name	College Name	USN	Was the Content	Was the time me	Was the Guest L	Any other suggestions	Email Address	S
2	11/30/2021 12:07:02	Aaaa	sss	asd	Agree	Agree	Agree	sf	arundathi@kssem.edu.in	
3	11/30/2021 13:43:43	J.SIRAJ RAHIM MCOM	H.K.R.H.COLLEGE, UTH	Yes	Agree	Strongly Agree	Agree	Upload YouTube	syedsulainalim@gmail.c	
4	11/30/2021 14:18:48	Allu Bindu Madhavi	Kammavari sangham scf	1KG20BA003	Strongly Agree	Strongly Agree	Strongly Agree	Want more live examples and conduct those in o	allubindu5@gmail.com	
5	11/30/2021 14:18:56	Akshay R	KSSEM	1KG20BA002	Agree	Agree	Strongly Agree	No	akshayshetty1020@gmail.c	
6	11/30/2021 14:19:07	Monika.V	KS School of Engineering	1KG20BA025	Strongly Agree	Strongly Agree	Strongly Agree	This session is very informative and interesting	monikanaidu0124@gmail.c	
7	11/30/2021 14:19:16	Navya sree. P	Kamma sangam school c	1KG20BA028	Strongly Agree	Agree	Strongly Agree	The session was really good and informative	navyasreepathipati@gmail.	
8	11/30/2021 14:19:34	GADDAMPAVAN	K.S SCHOOL OF ENGIN	1KG20BA016	Strongly Agree	Strongly Agree	Strongly Agree	Conduct more events	gaddampavan13@gmail.cc	
9	11/30/2021 14:19:35	V S BHAVI	K S SCHOOL OF ENGIN	1KG20MBA038	Strongly Agree	Strongly Agree	Strongly Agree	No suggestions.	bhaviveeria@gmail.com	
10	11/30/2021 14:19:56	Bhaskar Y	Kssem	1kg20ba006	Strongly Agree	Strongly Agree	Strongly Agree	Marketing strategy	bhaskarys1998@gmail.cor	
11	11/30/2021 14:20:12	Shreedhar N	KS School of Engineering	1KG20BA032	Strongly Agree	Strongly Agree	Agree	Please conduct more seminar classes for helpful	nshridhar45@gmail.com	
12	11/30/2021 14:21:00	K MOHANRAJ	KS SCHOOL OF ENGINI	1KG20BA020	Strongly Agree	Strongly Agree	Strongly Agree	More events	mohanraj2341@gmail.com	
13	11/30/2021 14:21:42	Nishchiltha K R	K S school of engineering	1KG20BA027	Strongly Agree	Agree	Agree	No	gowdanishchiltha@gmail.c	
14	11/30/2021 14:23:16	ROOPA BALAVENU	KSSEM		Strongly Agree	Strongly Agree	Strongly Agree	More programs	roopabalavenu2@gmail.coi	
15	11/30/2021 14:27:25	Deeksha Datta	Ks school of engineering	1KG20BA014	Strongly Agree	Strongly Agree	Disagree	The lectures was crisp and informative	deekshadprasad@gmail.co	
16	11/30/2021 14:27:49	DATTAKUMARA K N	Kssem	1KG20BA013	Agree	Agree	Agree	Very helpful	dattakumarkn45@gmail.coi	
17	11/30/2021 14:34:28	Soundarya M	KSSEM	1KG20BA033	Strongly Agree	Agree	Strongly Agree	Offline means it vrey useful and inter active sess	soundaryamgowda26@gm	
18	11/30/2021 14:58:17	Sneha R	KSSEM		Strongly Agree	Agree	Agree	.	sneharangnath69@gmail.	
19	11/30/2021 20:52:10	Rakesha G	KSS engineering and ma	1KG20BA030	Strongly Agree	Strongly Agree	Strongly Agree	Its good	rakigowda307@gmail.com	
20	12/1/2021 5:32:38	ಚತನರಾಜ ರಾಮ (ಃ)	KSSEM	1KG20BA011	Agree	Agree	Agree	👍👍👍	chetanram9595@gmail.cor	
21	12/1/2021 9:58:05	Chakarvarthi N	KSSEM	1KG20BA009	Agree	Agree	Agree	No suggestions	nchakarvarthy135@gmail.c	

CERTIFICATE OF APPRECIATION TO SPEAKER ON BEHALF OF KSSEM:



K.S. Group of Institutions

K.S. School of Engineering and Management

Aim at Perfection. Achieve Excellence

DEPARTMENT OF MANAGEMENT STUDIES (MBA)

CERTIFICATE OF APPRECIATION

This is presented to

Dr. Jessy Nair,
Associate Professor & Head of Marketing Domain in MBA,
PES University, Bangalore

for effectively conducting the Subject Expert Webinar titled
"Service the Future"
on 30th November 2021

DR. R. K. GOPAL
HOD-MBA

DR. RAMA NARASIMHA
PRINCIPAL

CO-ORDINATOR
Arundathi K L

HOD-MBA
Dr. R.K.Gopal