

ONE DAY WORKSHOP ON "FINDING YOUR
PLACE IN THE DIGITAL ERA"
12th SEPTEMBER 2015



Convener
Prof. Alka Sarma

Organizing Committee

Dr. Monica Chaudhary Dr. Swati Sharma

Department of Humanities and Social Sciences

JAYPEE INSTITUTE OF INFORMATION TECHNOLOGY, A-
10, Sector -62, Noida 201307,
U.P., India. www.jiit.ac.in

Jaypee Institute of Information Technology is a leading Engineering institute was established in the year 2001 with the vision of becoming a center of excellence in the field of IT & related emerging areas of education, training and research comparable to the best in the world for producing professionals who shall be leaders in innovation, entrepreneurship, creativity and management.

DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES

The Department of Humanities and Social Sciences is a source of change-facilitators who serve to complement the existing and emerging educational programs of our institute by imparting professional and behavioral

competencies and, thereby, transforming our students to become the New-age, Innovating, Competitive and Enterprising leaders in their chosen professions of service and technology.

ABOUT THE WORKSHOP

Digital age has disrupted the old business processes. It has diluted national boundaries and empowered consumers exposing them to whole new world of choices. The workshop focuses on the understanding of this new age, highly volatile business environment. The participants are exposed to new business models of Digital Era. It takes full 360 degree perspective into account by addressing the needs of both internal and external customers.

DATE & VENUE

Saturday, 12th September 2015, 10:00AM -4:30PM

LT-5, Jaypee Institute of Information Technology, A-10,
Sector-62, Noida

RESOURCE PERSONS

Ms Inderpreet Kaur : **Digital Marketing**
Founders of Eikai Foods Pvt

Ms Pratiche Kapoor : **Retailing Vs Retailing**
Founders of Eikai Foods Pvt

Ms Kanupriya Sinha : **Digital Footprints**
Founder Profilers Inc

Dr. Swati Sharma : **Visualize Your Future**
Asst. Prof, JIIT

Dr. Monica Chaudhary : **Creativity & Innovation**
Asst. Prof, JIIT

ELIGIBILITY

The program is open to all Faculties and students of Engineering and Management.

REGISTRATION FORM

Name: _____

Designation: _____

Qualification: _____

Institution _____

Email: _____

Phone: _____

Place:

Date:

Signature of the Applicant

Please send soft copy of registration form to
monica.chaudhary@jiit.ac.in or
swati.sharma@jiit.ac.in

IMPORTANT INFORMATION

There is no fee for the workshop.
The participation is on first come basis and the number of participants is limited to fifty.
On successful completion of the workshop, certification will be provided.

Last Date for Submission: 10 Sep 2015

For any queries, contact the organizers:

Dr. Swati Sharma: 9891062568

Dr. Monica Chaudhary: 9811854423