



JAIN
DEEMED-TO-BE UNIVERSITY

SCHOOL OF
COMMERCE



Presents

REFLECTIONS – THE NEWSLETTER

“ENVISIONING THE NEW COMMERCE”

November

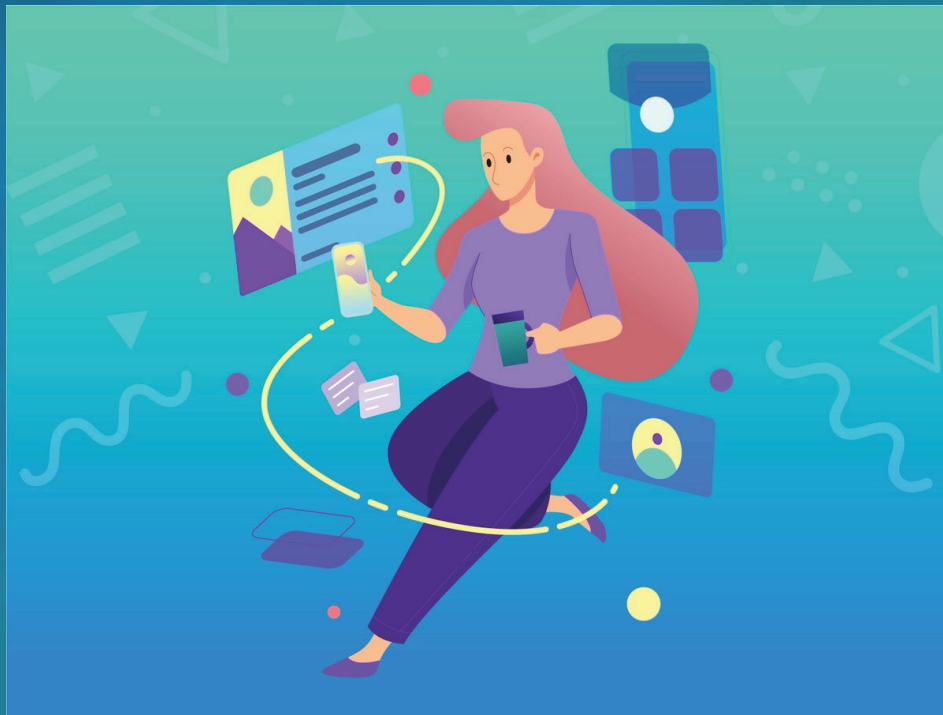
**I am
&
I Will**



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Tech-Com: A New Revolution



We are living in a digital era, and our comfort levels have gradually enhanced. The other part of technology which got successfully penetrated, was done by the field of Commerce.

For understanding Commerce one doesn't have to be a graduate of commerce or to understand technology one mustn't have to know coding. In one way or the other we deal with it in our day to day life.

You may wonder what I am trying to talk about. It's nothing but a blend of technology & commerce, collectively the Tech-Com. No one would have thought of receiving his/her tasty food without even visiting the restaurant or buying their favorite dress, without even visiting the mall. Tech-Com has gone bullish such that we can even order daily grocery items without stepping into a supermarket. Now you

may ask, we all know this, then why to mention it? because it has been comforting our lives.

Pandemic, considered to be a bad omen, encouraged us to commit to cashless transactions. Do you know why? Because we have entered the new revolution of Tech-Com and we experience it now.

Nonetheless, I have started taking my smartphone rather than my wallet outside, as a quick scan does everything. I hope you would appreciate this change as revolution never comes knocking your door, but makes you experience it.

- K Sudhershana Balaji

TECH-COM NEW REVOLUTION- A BOON OR BANE ?

Technology and Commerce amalgamation in the present era has facilitated easy way of purchase for consumers and increased volume of business for sellers. Internet and mobile technology has provided the impetus for E-Business and E-Commerce. But let us discuss the pros and cons of E-Commerce. It has certainly benefitted the consumers by way of saving time going to super market, free delivery of goods at home, choice of selecting goods with photos, making payment by credit cards. The sellers are also benefitted by more volume sales in less time, savings of labour, getting instant payment.



On the other side, who is affected due to E-Commerce ? The small Kirana store merchants, petty shop keepers selling groceries for generations, vegetable and fruit sellers. In the present world, people like to buy from a big supermarket even if they want to buy just few items, either visiting directly or through apps, because more choices are available, discounts offered etc, which cannot be offered by small stores. Even small textile shops next to a big showrooms have closed business, unable to compete with them. New technologies cannot be stopped, hence old small vendors should adapt to new technologies to envisage new beginning.

- *Dr G Saravana Kumar, Faculty - BMS*

ENVISIONING THE NEW COMMERCE

We've all seen the stats about how shopping online has increased exponentially in just a few short years. That's because internet commerce is catching on more and more with every passing day. A recent study put together by Forrester Research revealed that e-commerce would soon generate \$772 billion in sales for this year alone.

But as our society progresses forward, it will become clear that the old ways are out of date, and they will be replaced by new, innovative forms of commerce. Business models are being revamped, and online shopping is leading the way.

Businesses are always forming new relationships with their customers, and the internet has opened up a whole new realm of possibility in this respect. But digital commerce isn't just making it easier to sell products anymore, it's changing how we live our lives.

It's no secret that technology has changed our world in countless ways. We use technology to accomplish simple tasks, and we use it to accomplish very complex tasks. The evolution of commerce is a perfect example of how technology can be used to create a better future for us all.

The days of shopping at a brick-and-mortar store are quickly coming to an end. This is becoming more apparent each year, and digital commerce is leading the charge.

The Future of Commerce

If you've thought about how commerce will be changing in the years to come, you probably had come up with an idea that was similar to what it is today. You might have thought that there would be more technology integrated into our stores, but that all the fundamentals of shopping would stay the same. That's simply not true. And anyone who thinks otherwise hasn't been paying attention.

- Ananya Kumar 1H

Apple's iPad Retina Display is actually manufactured by Samsung.

Gautam Adani earned upwards of 1000 crores per day in the year 2020.

Amul posted a total turnover of 39,200 crores despite the pandemic.

Writers Corner

Self Estimation

Best realization

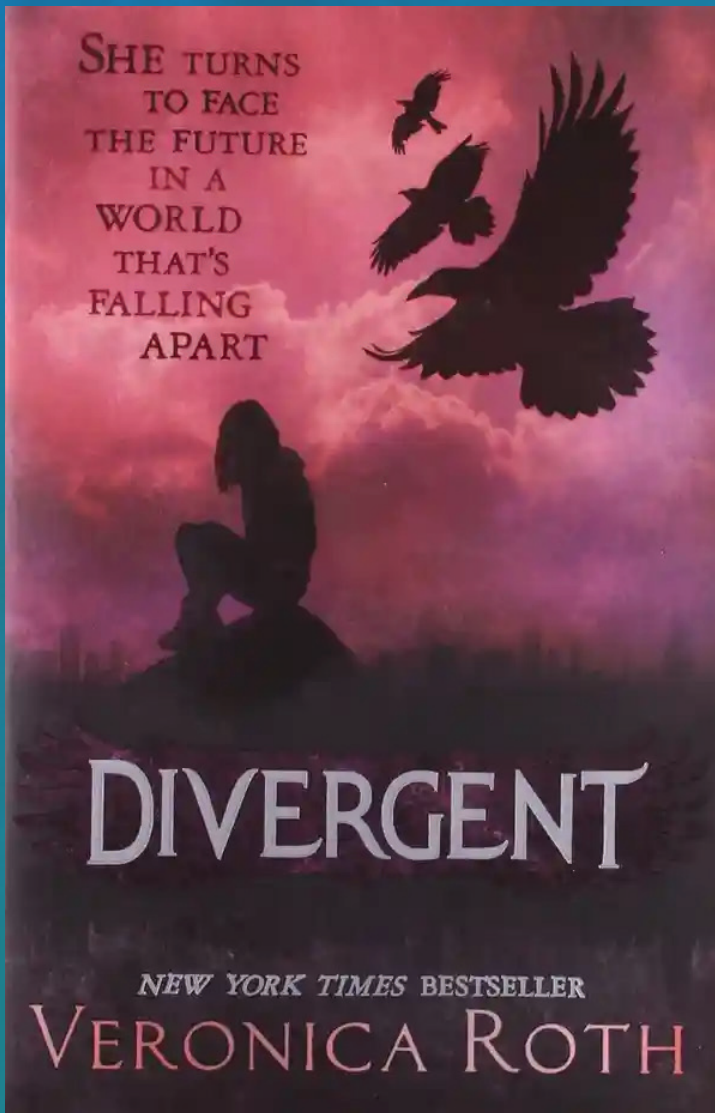
No man's words esteem you, no man's words really define you.
Inside out, cry out loud; prove the world without a doubt.
Take your turns, you got nothing to loose;
redemption is all that should matter you.
Let no one's knowledge judge you down;
Cause no one has an idea of what you are capable of.
Somedays are hard as loosing things you choose, but what's important is the
lesson you learn from that, and it would very soon make things come to you.
Do what you like, love what you do, two different things that will elite euphoric you
Be prepared to show the world, they doubt to
know who you are.
Someday some may regret of things
like breaking your heart

- *Lochan S M, BMS-IB G*

Kalyani Shrivastava from jhansi has created an AC for just RS 1850. Her project was impressive and now she will share this technology with Govt. of Japan.

Bitcoin briefly crashed from 65,000\$ to about 8,000\$ On Binance U.S due to a bug this week,

BOOK OF THE MONTH: Rather Be Reading



Tris Prior (Shailene Woodley) lives in a futuristic world in which society is divided into five factions, each dedicated to the cultivation of a particular virtue—Candor (the honest), Abnegation (the selfless), Dauntless (the brave), Amity (the peaceful), and Erudite (the intelligent). As each person enters adulthood, he or she must choose a faction and commit to it for life. Tris chooses Dauntless -- those who pursue bravery above all else. On an appointed day of every year, all sixteen-year-olds must select the faction to which they will devote the rest of their lives. For Beatrice, the decision is between staying with her family being who she really is - she can't have both. So she makes a choice that surprises everyone, including herself.

- *Pranitha V S 1 C*

Book name : Divergent

Author : Veronica Roth

Google was called BlackRub back in 1996 and the name brad's drink lasted 5 years before it was replaced with Pepsi Cola.

"Apna" app became India's fastest Unicorn, achieving this feat in just 21 months. An interesting fact is that it does not generate any revenue.

Reminiscing Childhood



Its been a while. Its been a while since we pestered our parents for a toy. It has been a while since we fought over who gets the blue candy. It has been a while since we pleaded for 10 more minutes to play. It has been a while since we stopped sleeping without a care. It has been a while since we swung on a swing to our heart's content.

It has been a while since the biggest problem in our little life was going to nursery school. It has been a while since we jumped through puddles and made paper boats in the rain. It has been a while since our greatest happiness was a bag of chocolates. It has been a while since we held pencils and mistakes could be erased. It has been a long time since we said goodbye to childhood. We grew up too quick. We never realised. As we now run towards our careers, futures, lives; maybe we can learn to still cherish the innocence and the naivety we were once so full of. Once in a while, we can learn to step away from all our planning, organising and thinking, and live life as it comes. We could once do that so easily. Life was so carefree as a child, and we owe it to ourselves to hold onto that beautiful happiness as best as we can.

- M Sreya 5 N2

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