

**The Department of
Commerce**

And

**The Department of Business
Administration**

presents

**A Report
On
ONLINE LECTURE SERIES**

“Customer Engagement, Buyer-Seller Relationships post COVID-19 World”

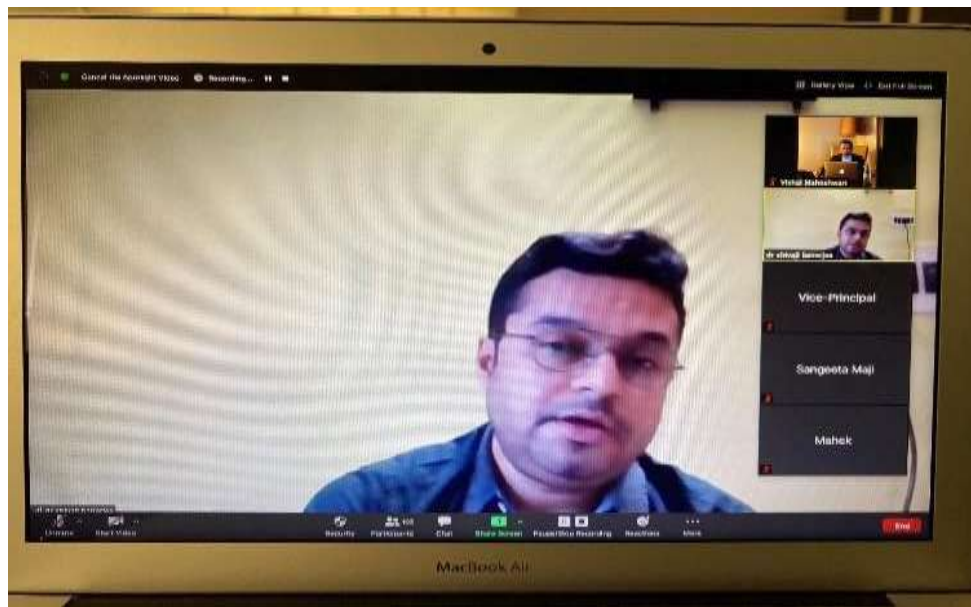
Date: June 27, 2020 (Saturday)

Time: 11:30 AM – 12:30 PM

The Department of Commerce, St. Xavier’s College, Burdwan, organised an online lecture series on the topic ***“Customer Engagement, Buyer-Seller Relationships post COVID-19 World”***. The lecture series was presided over by Dr. Shivaji Banerjee, Department of Management, St. Xavier’s College (Autonomous), Kolkata, Member of AIMA, Member of CIM, U.K. 109 participants attended the online lecture out of which 103 participants were students from our



Dr. Banerjee discussed about the change in behaviour of buyer and customer in the light of COVID -19 , consumers have shifted how they shop and what they buy during the COVID-19 pandemic, business buyers are also altering their spend. He also gave valuable inputs on how the marketers and sellers can adopt to the new change i.e. change in the channel to reach customers, the shift to digital, since most consumers will be unsure of how to navigate a post COVID-19 consumer world. They might be tempted to continue on the digital commerce journey forever. Retailers should be visionary enough and smart enough to help consumers navigate between online and offline experience journeys seamlessly by investing in an Omni- channel world. Changes that were expected to gradually come upon us over the next half decade or so have been forced on both the consumer and the retailer like an oncoming express train.



Sir also talked about how the Virus has acted as a catalyst in the shift to digital, which had witnessed reluctant spurts from time to time but COVID-19 was the catalyst which online companies and ecommerce firms would have been praying for, although the mass mortalities and the contagiousness were not part of the bargain. He also enlightened us about the opportunities presented by online transactions and social media to help build close relationships with customers which seem to have excited practitioners in a wide variety of industries worldwide. Sir concluded by saying,

how already we can see the change in media buying because of the corona virus outbreak, how marketing and sales leaders can shape the next normal. With the COVID-19 pandemic changing life as we know it, it is inevitable that a new normal will emerge. This includes changes in lifestyle, and consequently consumer behaviours as well.

Participants were actively involved in the discussion which can be clearly seen at the interactive session (Q&A). They were given the opportunity to clearly understand the concept and new aspects of the future possibilities.

The Online Lecture has also outlined the pathways being on management side or on the other side how to deal with the current situation. The speech delivered by expert person sought to help participants understand the future market structure post lockdown and the roles and responsibilities of a management as well as buyer-seller relationships. It was a completely new learning experience for all the participants.



Picture 3- Students and Faculties attending the session.



St. Xavier's College, Burdwan
THE DEPARTMENT OF COMMERCE
PRESENTS

ONLINE LECTURE SERIES
"Customer Engagement , Buyer-Seller
Relationships in post COVID-19 World "



Dr. Shivaji Banerjee,
Department of Management, St. Xavier's College (Autonomous), Kolkata,
Member of AIMA,
Member of CIM, U.K.

Zoom Id Will be Shared on the
day of the Online Lecture

Date : 27th June ,2020

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