

DYNAMICS OF FINANCE IN THE INDIA AND GLOBAL MARKET 11TH FEBRUARY 2025 (TUESDAY)



On February 11, 2025, Dr. Jatin Kumar Lamba, the esteemed IIC Innovation Ambassador, conducted an insightful session for the BBA M4B students, delving into the dynamic and evolving landscape of both the Indian and global markets. The session provided a comprehensive understanding of the various forces shaping the present and future economic conditions.

Dr. Lamba began the session by emphasizing the global interconnectedness of markets in the modern era. He explained how economic shifts in one region or country could ripple across the globe, making the market environment highly volatile and interdependent. He specifically highlighted the post-pandemic recovery period, pointing out how countries worldwide have been grappling with inflationary pressures, supply chain disruptions, and fluctuating consumer demands.

Turning to the global market, Dr. Lamba explained how the world is navigating unprecedented challenges like climate change, geopolitical tensions, and the shift towards sustainability. He mentioned how countries are adjusting their supply chains to reduce dependence on volatile regions and are looking towards more resilient, diversified markets. Additionally, he highlighted the increasing focus on green technology and sustainability, which is becoming a major factor in both consumption and production.

Dr. Lamba also spoke about the role of Artificial Intelligence (AI) and automation in transforming industries. He pointed out that businesses in both India and the global market are increasingly adopting AI for everything from customer service and data analysis to manufacturing and logistics. This trend, while boosting efficiency, also raises questions around employment and skills development, which must be addressed to ensure that the workforce is prepared for future demands.

To conclude, Dr. Lamba highlighted the importance of adaptability for businesses in both India and globally. Companies that are able to pivot quickly in response to market changes and consumer behavior will be the most successful. Innovation, technology adoption, and

sustainability will be crucial factors that will shape the success of businesses and economies in the coming years.

The session was enriching and provided students with an in-depth understanding of market dynamics, offering them valuable insights into the interconnectedness of global economies, the role of innovation, and the potential of India's rapidly developing market.

Overall, it was a highly informative session that left the students inspired and equipped with a more comprehensive view of the current economic landscape.

FLYER OF THE EVENT



TYPE OF EVENT	IIC event
VENUE	R00M No. 502
TIME & DURATION	12:00 NOON onwards



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CONDUCTED BY	IIC
ORGANISED FOR	BBA M4B
NAME OF THE COORDINATOR	Ms. Ruchi Malhotra
ATTENDANCE	43
RESOURCEPERSON	Dr. Jatin Kumar Lamba Innovation Ambassdor, IIC
OBJECTIVES OF THE EVENT	<ol style="list-style-type: none">1. To explore the impact of technological innovations like fintech and blockchain on global financial systems.2. To foster innovative investment strategies and risk management approaches in the evolving financial landscape
LEARNING OUTCOME	<ol style="list-style-type: none">1. Students gained insights into how economic shifts in one region can impact the global market, emphasizing the importance of understanding global dynamics and interdependencies in today's economy.2. Students understand the critical role of flexibility, technological adoption, and sustainability for future business success.3. The session highlighted India's growing influence in the global market, focusing on key factors like the start-up ecosystem, and the



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	young workforce.
SHORTFALL DURING EVENT	None
LINK OF ONLINE VIDEO	https://youtu.be/9JtcNr6vaiE

PREPARED & SUBMITTED BY: MS. RUCHI MALHOTRA, ASSISTANT PROFESSOR, (CMS)