



Dept of Commerce

Vichar Vimarsh – An Academic Discussion Club

First Edition of Academic Discussion

An IQAC Initiative

Topic – Influencer Marketing

Participants – Faculty Members from Dept of Commerce

Date – 28th Sep 2022 1.30 PM

Venue – Seminar Hall

A Report

The event started with Dr M S Nagaraj, Head – Dept of Commerce and Coordinator – IQAC giving his opening remarks about the forum. He mentioned the need to have academic discussions through a formal platform to bring in the best aura of discussion among the faculty members. The concept which was initiated by our Principal, Dr S Anil Kumar was executed by the Dept of Commerce.

The event started with a welcome address by Mr Arun Kumar R, Member, Vichar Vimarsh and then taken over by the convenor of the club, Ms Bharathi N S, Coordinator, Vichar Vimarsh.

Ms Bharathi N S, who was also the moderator of the event, mentioned the vision, mission and objectives of the Vichar Vimarsh, the academic discussion club. A couple of introductory videos were shown to familiarize the participants about the concept of “Influencer Marketing”. Ms Bharathi also navigated through the research articles with regard to the aforesaid topic.

The faculty members then deliberated on the how Influencer marketing is similar to and different from Celebrity endorsement and how in the advent of social media an individual can turn into an influencer. Each faculty member came out with points like how reliable and authentic an influence marketer can

be and what would be the cost that a Company would have to bear in case the campaign goes adverse. The credibility of a product/service is directly proportionate the influence marketer and vice versa. Statistics with regard to social media analytics were also discussed upon.

The event was a forum to debate on the pros and cons of influencer marketing and how the adverse effect of influencer marketing can be turned into a positive one. The discussion concluded with the fact that conventional economic concept of law of demand may not be too relevant with regard to influencer marketing in the present era.

The event concluded with the closing remarks and vote of thanks by Mr Gokul C, Member, Vichar Vimarsh – The Academic Club

The Team would meet again in Oct 22 with a new topic to discourse on....

Convenor

HOD

Principal