



IIHMR University, Prabhu Dayal Marg, Near Sanganer Airport, Jaipur – 302029

Date: 16/11/2021

CIRCULAR

Changes in Consumer Behavior with Increased Usage of Digital Platforms

This is to inform that IIHMR University, Jaipur, is organizing an interactive session under the **Know Your Alumni Series – Episode 29** on the topic “*Changes in Consumer Behavior with Increased Usage of Digital Platforms.*”

The session aims to help participants understand how the rapid adoption of digital platforms such as e-commerce websites, mobile applications, social media, and digital payment systems has significantly influenced consumer decision-making, brand interaction, and purchasing behavior.

Event Details:

Event Category: Know Your Alumni – Episode 29

Topic: Changes in Consumer Behavior with Increased Usage of Digital Platforms

Date: 19th November 2021

Time: 04:00 PM – 05:00 PM

Venue: IIHMR University, Jaipur

Speaker: Ms. Kriti Pachauri, Senior Manager, Walking Tree Technologies, Hyderabad

The session will focus on key behavioral shifts in consumers, the growing influence of digital platforms on purchasing decisions, and the evolving role of technology in shaping modern market trends and brand engagement strategies.



President

Copy to:

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