

Zeal Management Summit 2015

A Three Day National Seminar on “Information and Communication Technologies, emerging businesses, business processes”

Information and Communication Technologies is often used as an extended synonym for information technology, but it is a more specific term that stresses the role of unified communications and the integration of telecommunications, computers as well as necessary enterprise software, middleware, storage, and audio visual systems, which enable users to access, store, transmit and manipulate information.

The theme of the seminar was extremely apt with regards to the growing use of technology in the emerging business processes. The seminar included the sessions from distinguished personalities in the field of information technology and management.

Keeping the legacy continued, this year, Zeal Education Society’s Dnyanganga Institute of Career Empowerment and Research honored **Ms. Arundhati Joshi, MD Plazma Technologies as the Successful Woman in Management (SWIM 2015)**. She pointed out the importance of innovations in business operations. Ms. Joshi has to her credit several Patents, Copyrights and trademarks registered in plasma cutting. She is a thorough professional and believes in maintaining strong and healthy human relations. Ms. Joshi also talked about the culture of Plazma Technologies wherein preference is given to the ideas, innovations, and to the hunger quotient of an individual rather than the communication skills, qualifications etc. She is a leader in a true sense and the well deserving person for the award of Successful Woman in Management.

Along with Ms. Arundhati Joshi, Zeal Management Summit witnessed the sessions by other eminent speakers in the corporate field including **Mr. Girish Bapat, Managing Partner at Visats Consulting, Mumbai**. Mr. Bapat talked about the Information and Communications Technology from the point of view of customers and he shared the ABCD of ICT. He is a marketing professional and pursuing his Doctorate Degree from Symbiosis International University. **Ms. Monika Roy, Project Manager at IBM** also conversed with the audience related to the implementation of Information and Communication Technologies in the business

processes and how the same is followed in the companies like IBM. Her session was very much interactive and students posed many relevant questions during the session. Ms. Roy is also pursuing her Doctorate degree from Naralkar Institute, Pune. For the valedictory session, **Mr. Sagar Pathrikar was invited. He is a Senior Client Executive at Nielsen India.** He spoke more about the recent trends in ICT and the scope for ICT in the future.

Dnyanganga Management Journal was also inaugurated during the Three Day National Seminar. Students and faculties presented their Research Papers on the theme “Information and Communication Technologies, Emerging Businesses, Business Processes. Total 300 participants attended the seminar. Prizes were given for the best two papers. The details of the same are given below:

1. “Green Marketing” – Dattaram Dukhande and Manohar Dhuri – MBA I
2. “Trust Factor of Brands” – Akshay Ekbote – MBA I