योगः कर्मसु कौशलम्
IN PURSUIT OF PERFECTION

Vivekananda Institute of Professional Studies- Technical Campus

An ISO 9001: 2015.Certified Institution
Grade A++ Accredited Institution by NAAC & NBA Accredited for MCA Programme
Recognised under section 2(f) by UGC
(Affiliated to GGSIP University, Delhi recognised by Bar Council of India and AICTE)

Event Report

1. Name of the Organizing/Department: Vivekananda School of Economics

2. Type of Activity/Event: Guest Lecture

3. Title of Activity/Event: E-Commerce: Transforming the Digital Economy

4. Date: Monday, 9th February 2026

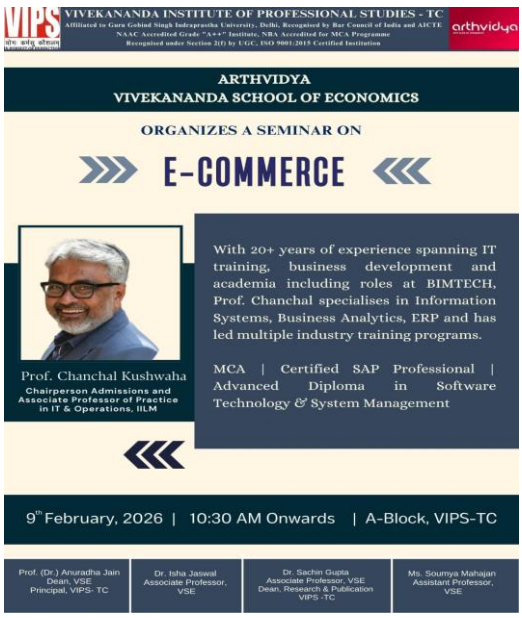
5. Venue: Room 409, A- Block, VIPS-TC

6. Name of the Guest(s)/Speaker(s): Prof. Chanchal Kushwaha

7. Faculty Co-ordinator(s): Dr. Isha Jaswal, Dr. Sachin Gupta, Ms. Soumya Mahajan, Dr. Divya Chaudhary, Ms. Aditi Joshi, Ms. Jyotsana Joshi & Dr. Kajal Mittal.

8. Student Co-ordinator(s): Students of Arthvidya, the Academic society of VSE

9. Event Flyer:



Report of the Expert Lecture

On 9th February 2026, Arthvidya, the academic society of the Vivekananda School of Economics, organized an expert lecture on the theme "E-Commerce: Transforming the Digital Economy". The session was delivered by Prof. Chanchal Kushwaha, Associate Professor of Practice in Analytics, IT & Operations, and Chairperson of Admissions at IILM University, Gurugram.

The guest lecture focused on e-commerce and its growing role in shaping the digital economy. The speaker began by explaining the concept of e-commerce, emphasizing how the buying and selling of goods and services has gradually shifted from traditional physical markets to online platforms. He highlighted that this transformation has been driven by increased internet penetration, widespread smartphone usage, and the rapid expansion of digital payment systems, all of which have significantly accelerated the growth of the digital economy.

One of the major portions of the lecture was the advancement of digital payment systems, with special emphasis on the Unified Payments Interface (UPI). The professor explained how UPI has revolutionized online transactions by making them seamless, fast, and secure. He further discussed how the ease and reliability of UPI have strengthened consumer trust, leading to higher adoption of e-commerce platforms across different sections of society.

The lecture then covered the major categories of e-commerce, including Business to Consumer (B2C), Business to Business (B2B), and Consumer to Consumer (C2C) models. Through real-life examples such as Amazon and Flipkart for B2C, the speaker illustrated how businesses directly cater to consumers. He also explained how B2B platforms facilitate efficient transactions between firms, while C2C platforms enable individuals to buy and sell goods among themselves. These examples helped students clearly understand how different e-commerce models operate in practice.

Additionally, the speaker introduced the concept of Quick Commerce (Q-Commerce) as an emerging segment within e-commerce. He explained that quick commerce focuses on ultra-fast delivery, often within minutes, and discussed its growing relevance in meeting modern consumer demands for speed and convenience in daily purchases.

Building on this, the lecture highlighted the importance of business analytics in e-commerce. The professor explained how analytics enables firms to understand consumer behaviour, improve decision-making, and optimize pricing, inventory management, and marketing strategies. He emphasized how data-driven insights have become more essential for gaining a competitive advantage in the current competitive e-commerce ecosystem.

Overall, the lecture provided valuable insights into how e-commerce, digital payments, quick commerce, and business analytics, are reshaping businesses and consumer behaviour in today's economy. It helped students develop a practical understanding of how digital

platforms operate and underscored the growing importance of technology-driven, data-backed decision-making in the modern digital marketplace

Photographs:



Prof. Chanchal Kushwaha delivering an insightful lecture to the students of VSE.



Guests and students listening with interest.



Felicitation of the esteemed speaker by Dr. Isha Jaswal.