

**Aditya Silver Oak Institute of Technology
Computer Engineering Department**

Title of the event: Current Market Trends			
Coordinator: Prof. Jalpa Shah			
Venue:	D-510	Date:	12/4/2022

Abstract:

The Department of Computer Engineering conducted a session “CURRENT MARKET TREND” on 12 April 2022 for the students of 7th semester. It was an interactive session where students got knowledge about Current Trending Technologies.

Expert or Guest Profile (In Detail):

Mr. Pawan Chhajjer,
Prisha Labs,Ahmedabad

No. of Participants: 64

Impact of that event in terms of POs & PSOs:

The session on "Current Market Trends" aimed to provide attendees with insights into the prevailing trends, developments, and shifts shaping various industries. It offered a comprehensive view of the market landscape, enabling participants to gain valuable perspectives for strategic decision-making and future planning.

Key Highlights and Discussion Points:

- **Economic Landscape:** The session commenced with an analysis of the current global and regional economic scenarios, addressing factors influencing markets, such as inflation, supply chain disruptions, and geopolitical events.
- **Industry-Specific Trends:** Presenters explored trends specific to various industries, including technology, finance, healthcare, and consumer behavior. Insights were shared on emerging technologies, market disruptions, and changing consumer preferences.
- **Digital Transformation:** Discussion on the rapid pace of digital transformation across industries, focusing on the adoption of AI, IoT, blockchain, and their impact on business models and customer experiences.
- **Sustainability and ESG:** An emphasis on the growing importance of Environmental, Social, and Governance (ESG) considerations in business strategies, addressing sustainability trends and their influence on investor decisions.
- **Market Opportunities and Challenges:** Identification of potential market opportunities and challenges, providing attendees with a holistic view of the risks and prospects within the current business landscape.

- **Q&A and Discussions:** Interactive segments allowed participants to engage in discussions, ask questions, and share their insights or concerns regarding the presented market trends. PO1, PO2, PO5, PO11 were addressed during the session.

Photographs:



Student feedback:

“It was comprehensive coverage of diverse market trends across industries”

“The session's relevance to current market dynamics were perfect”