

RCU RECOGNISED RESEARCH CENTRE IN COMMERCE
NAAC "A" GRADE

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Karnatak Law Society's

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70 years of Excellence

B.Com/BBA/BCA/M.Com/Ph.D Programmes

Date: 19/06/2024

REPORT

KLS Gogte College of Commerce, Belagavi organized a panel discussion on **"INNOVATE AND INFLUENCE – The Role of Content in The Modern Business Dynamics"** on 18th June 2024 at KLS VPP Auditorium, KLS GCC campus, exploring strategies and insights on leveraging innovation to enhance influence in business and society. Mr. Sukaran welcomed the gathering and introduced the panelists.

The panel aimed to examine the interplay between innovation and influence, highlighting how organizations and individuals can innovate effectively to amplify their impact and influence in a competitive landscape.

The session began at 12 noon. The panelists were

1. **Ms. Swati Kulkarni**, Content Creator, Funda Hudugi
2. **Mr. Sujit Nadig**, Content Creator, Founder – Biotechmaali, Co-founder Optionables
3. **Mr. Karan Javali**, Founder & CEO, Motocross India, Moveonwheels, Clubseven
4. **Mr. Indrajeet Sidnal**, Founder & CEO, Magneta Ice cream

Each of them offering unique perspectives on fostering innovation and leveraging influence in their respective fields.



Topics discussed

1. Building influence through Social Media

Ms. Swati Kulkarni shared insights on leveraging social media platforms to build a loyal and engaged audience. She discussed strategies for creating authentic content, collaborating with influencers and measuring impact through tools.

2. Content Creator and Founder

Mr. Sujit Nadig highlighted that a founder can be a good content creator, founders can speak authentically about their journey, the vision behind their company. Founders can create content that educates their audience about their product or service, industry trends or entrepreneurial lessons learned.

3. Tech Innovation and Entrepreneurship

Mr. Karan Javali highlighted the role of technology innovation in startups and entrepreneurship. He discussed disruptive technologies and their potential to transform industries. He also emphasized the importance of scalable business models and market adoption strategies.

4. The power of influence in marketing

Mr. Indrajeet Sidnal shared insights on how businesses can use innovative marketing strategies to build influence, to have legal knowledge and brand authority.

Principal Dr. V.S. Jalihal, Prof. Nayana Raichur, Co-ordinator B.Com, faculty members and approximately 100 students were benefitted by the event. Mr. Chinamy Maddinmath mediated the panel discussion.


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