

**SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**  
**COLLEGE OF SCIENCE AND HUMANITIES**  
**DEPARTMENT OF COMMERCE**

**Date: 27<sup>th</sup> July 2020**

**Webinar Title: Impact of Digital Marketing on Business Performance**

**Resource Person: Mrs.D.Bhuavneshwari, Assistant Professor, Department of Commerce, SRM Institute of Science and Technology**

The webinar was organised by Dr. S Chitra, Head and Associate Professor, Department of Commerce. The event was handled by Mrs. D. Bhuvaneshwari on 27<sup>th</sup> July 2020 in the morning session. The event was mainly focused on the digital marketing. In the current world everything is digital it is important to give the students a revision on digital technology and its pros and cons. In the session Mrs. Bhuvaneshwari mainly focused on the business performance as an impact to digital technology. The things every business owner should understand and know were discussed in a simple and easy to understand manner.