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SARVAJANIK EDUCATION SOCIETY  
SMT. SHARDARANI RAMESHCHANDER



**S. R. LUTHRA INSTITUTE OF MANAGEMENT**

Approved by AICTE | Constituent College of Sarvajanik University

**Report on Expert Session on “Career Opportunities in E-commerce” organized by S. R. Luthra Institute of Management, Surat on 29 December 2023**



Surat, Gujarat, India  
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Lat 21.180527°  
Long 72.807615°  
29/12/23 02:14 PM GMT +05:30



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The India E-Commerce Market size is estimated at USD 112.93 billion in 2024, and is expected to reach USD 299.01 billion by 2029, growing at a CAGR of 21.5% during the forecast period (2024-2029). A few of the factors attributed to this growth are rise COVID-19, penetration of smartphones & internet, digital payment adoption, rise of disposable income, increasing working class, rise of Tier-II and Tier-III cities, liberal e-commerce regulations etc. Hence, there would be a surge in demand of career options in the field of e-commerce. Hence, S. R. Luthra Institute of Management (SRLIM) organized a session on “Career Opportunities in E-commerce” for its MBA Semester-I students of Division B. The session was held on 29 December 2023, Friday, from 2:00 p.m. The expert session was delivered by Mr. Sandeep Kathiriya, Business Head, Amazon Digital Kendra and Director - Easysell & Seller Café.

The expert was felicitated by Dr. Riddhish Joshi, Assistant Professor, SRLIM; and introduced by Mr. Mehul Mehta, Assistant Professor, SRLIM. The speaker addressed the below areas:

- Meaning and scope of e-commerce
- Various types of e-commerce models
- Facts and figures about the growth rate of the e-commerce industry in India and globally, and the factors responsible for this growth
- Various career profiles such as E-commerce Manager/ Director, Digital Marketing Manager, Account Manager, E-commerce Merchandiser, Supply Chain and Logistics Manager, Customer Experience Manager, E-commerce Business Analyst, E-commerce Analytics Specialist/ Data Analyst, E-commerce Content Writer, Social Media Manager, E-commerce Consultant, E-commerce Entrepreneur, to name a few.
- He also guided the students what are the expectations of this industry from prospective candidate and what are the skills required to grow in this domain; also, what additional certifications and courses need to be taken by the students to excel in this area.

The session ended with addressing the queries of the students by the expert and a vote of thanks by Mr. Mehul Mehta.



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**The event was intended for:** MBA [Semester I – Division B]

**Number of Students Attended:** 67

**Number of Faculties Attended:** 02

**Name of Faculties Attended:** Dr. Riddhish Joshi, Mr. Mehul Mehta

**Other Participants:** - NA

**Outcome:** The students gained insights about the career opportunities in the field of E-commerce, expectations of the industry from them, which skill sets they need to nurture for a successful career in this industry, and any other certifications required for the same.