

SPECIAL LECTURE ORGANISED BY DEPARTMENT OF ECONOMICS –20/06/2024

Resource Person: - Sri. Prashant Kattimani

Topic: - Consumer Behavior Theory





H.K.E. SOCIETY'S


**SMT. CHINNAMMA BASAPPA PATIL ARTS AND
COMMERCE DEGREE COLLEGE, CHINCHOLI**



Date: 20/06/2024

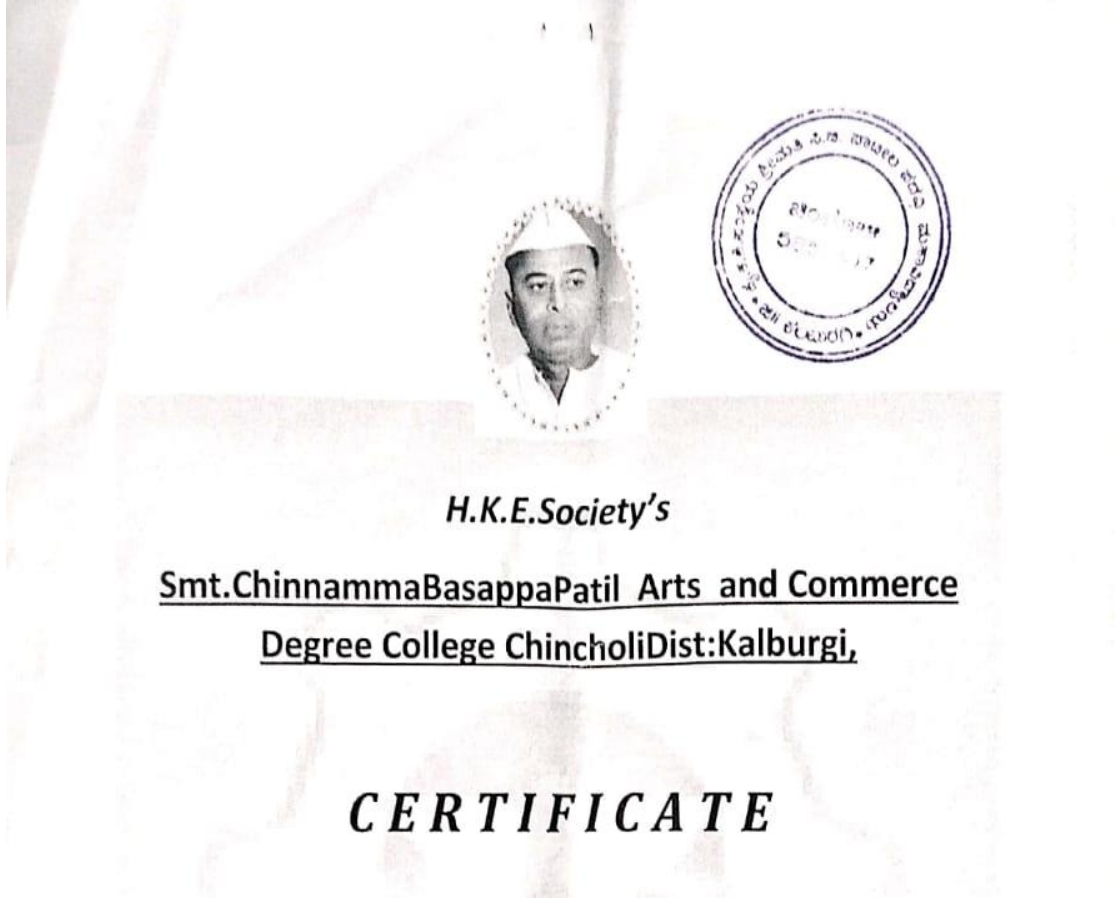
Topic	: Consumer Behavior Theory
Resource Person	: Mr. Prashanth Kattimani Lecturer Dept. of Economics GUG, Kalaburagi
Chief Guest	: Dr. Divya K Wadi NSS Coordinator Smt. C.B Patil Arts and Commerce Degree College, Chincholi.
Presidential Remarks	: Dr. M N Sultanpur Principal Smt. C.B Patil Arts and Commerce Degree College, Chincholi.
Welcome Address	: Smt. Sunita M Lecturer in Economics
Vote of Thanks	: Smt. Shilpa Patil Lecturer in Economics

IQAC


IQAC Co-Ordinator
Smt. C.B. Patil Arts & Commerce
Degree College, Chincholi

Principal


PRINCIPAL
H.K.E.'s Smt. C.B. Patil
Degree College
Chincholi Dist. Kalaburagi



Mr. Prashanth Kattimani, Lecturer in Economics, GFGC, Chincholi has visited our department and delivered a special lecture on the topic “**Consumer Behavior Theory**” for B A all Economics students on dated 20/06/2024.

Hence his special lecture has satisfactory.

IQAC Coordinator


IQAC Co-Ordinator
Smt. C.B.Patil Arts & Commerce
Degree College, Chincholi

Principal


PRINCIPAL,
HKE'S Smt. C.B. Patil
Degree College
Chincholi Dist. Kalaburgi



H.K.E. SOCIETY'S

**SMT. CHINNAMMA BASAPPA PATIL ARTS AND
COMMERCE DEGREE COLLEGE, CHINCHOLI**



Date: 18/06/2024

To,
Mr. Prashanth Kattimani
Lecturer
Dept. of Economics
GFGC, Chincholi.

Sub: Request to Act as Resource Person for the Special Lecture under IQAC for the Academic Year 2023-24.

Respected Sir,

I am happy to invite you to be a resource person for the special lecture for all B.A. Economics students on 20/06/2024 at our college. Kindly accept our invitation.

Thanking you

Principal


PRINCIPAL
H.K.E.'s Smt. C.B. Patil
Degree College
Chincholi Dist. Kalaburagi



H.K.E. SOCIETY'S

**SMT. CHINNAMMA BASAPPA PATIL ARTS AND
COMMERCE DEGREE COLLEGE, CHINCHOLI**



Date: 19/06/2024

**To
The Principal,
Smt. C.B. Patil Arts and Commerce Degree College,
Chincholi.**

Sub: Request for Permission to Organize Special Lecture Events

Respected Madam,

With reference to the above-cited subject, the Department of Economics is planning to organize special lecture events on 20.06.2024 for B.A. Economics students. Therefore, I request your permission to conduct this event at our college.

Thanking you,

**Yours faithfully,
(Dr. Ramakrishna B)
Head, Department of Economics**



H.K.E. SOCIETY'S

**SMT. CHINNAMMA BASAPPA PATIL ARTS AND
COMMERCE DEGREE COLLEGE, CHINCHOLI**



Date: 19/06/2024

NOTICE

All B.A. Economics students are hereby informed that on 20.06.2024 at 11:30 AM, the Economics Department will conduct a Special Lecture. Everyone is encouraged to attend this event and gain knowledge from it.

Principal


PRINCIPAL
H.K.E.'s Smt. C.B. Patil
Degree College
Chincholi Dist. Kalaburagi

Report on Special Lecture Programme

Date: 20/6/2024

Organized by: Department of Economics, Smt. Chinnamma Basappa Patil Arts and Commerce Degree College, Chincholi

Date: June 20, 2024

Venue: Smart Classroom

Topic: Consumer Behavior Theory

Resource Person: Sri. Prashant Kattimani, Lecturer in Economics, Government First Grade College, Chincholi.

On June 20, 2024, the Department of Economics at Smt. Chinnamma Basappa Patil Arts and Commerce Degree College, Chincholi, organized a special lecture programme on the topic of "Consumer Behavior Theory." The event took place in the college's smart classroom, a modern facility equipped with advanced teaching aids to enhance the learning experience.

Attendance

The lecture saw active participation from a total of 26 B.A. Economics students. Alongside the students, other faculty members also attended, contributing to a vibrant and engaging academic environment.

Proceedings

The lecture was delivered by Sri. Prashant Kattimani, a distinguished lecturer in economics from the Government First Grade College, Chincholi. His expertise in the field of consumer behavior theory brought valuable insights and a deep understanding of the subject to the attendees.


Sri. Kattimani began the session with an introduction to the basic concepts of consumer behavior, emphasizing its significance in economics. He discussed various factors influencing consumer decisions, such as psychological, social, and economic aspects. The lecture also covered important models and theories that explain consumer behavior patterns, including the utility theory and the indifference curve analysis.


Key Highlights

1. **Understanding Consumer Choices:** The lecture highlighted how consumers make choices based on their preferences and budget constraints. Sri. Prashant Kattimani explained the role of marginal utility in determining consumer choices.
2. **Impact of Market Conditions:** He discussed how different market conditions and changes in economic variables affect consumer behavior. The students learned about the impact of price changes, income variations, and substitution effects.
3. **Behavioral Economics:** The resource person introduced the concept of behavioral economics, which integrates insights from psychology into economic models to better understand consumer behavior. This was particularly engaging for the students, who appreciated the real-world applications of these theories.
4. **Interactive Session:** The lecture included an interactive session where students posed questions and discussed various scenarios with Sri. Prashant Kattimani. This interactive component helped to clarify doubts and provided a practical perspective on theoretical concepts.

The special lecture on "Consumer Behavior Theory" was a resounding success, thanks to the efforts of the Department of Economics and the insightful presentation by Sri. Prashant Kattimani. The students gained a comprehensive understanding of consumer behavior, which will undoubtedly aid them in their academic and future professional endeavors. The event also fostered a spirit of academic inquiry and collaboration among the attendees.

The department extends its gratitude to Sri. Prashant Kattimani for his valuable contribution and to all the participants for their enthusiastic involvement. Such educational initiatives are crucial in enhancing the academic environment and providing students with opportunities to learn from experienced professionals in their field.


IQAC Co-Ordinator
Smt. C.B. Patil Arts & Commerce
Denree College, Chincholi


PRINCIPAL
H.K.E.S. Smt. C.B. Patil
Degree College
Chincholi Dist. Kalaburagi



Chandapur, Karnataka, India
CCVG+7RG, Chandapur, Karnataka 585305, India
Lat 17.443264°
Long 77.42715°
20/06/24 11:38 AM GMT +05:30