



Prahladrai Dalmia Lions College of Commerce & Economics
(Government Aided & Affiliated to University of Mumbai & AICTE, New Delhi)
NAAC Re-accredited with 'A' Grade (III Cycle) ISO 21001:2018 Certified
University of Mumbai Recognised Research Centre in Accountancy, Commerce &
Business Economics
A Government Approved Hindi Linguistic Minority Institute
53 Years of Sterling Performance in Education

TALKOLOGY 2K25 REPORT

Event Name: Talkology - The Art of Public Speaking

Theme of the Event: GEN Z Consumers

Topic of the Event: "Digital Natives, Diverse Desires: Unpacking the Evolving Indian Gen Z Consumer"

Date: 18/09/2025

Time: 9.30am

Venue: College Auditorium & Foyer Area

Resource Person: Dr. Costas Theodoridis, international expert in consumer behavior and marketing

Organized by: Bachelor of Management Studies (BMS) Programme

Institution: Prahladrai Dalmia Lions College of Commerce & Economics

Introduction

On the 18th of September, 2025, the students of **Prahladrai Dalmia Lions College of Commerce & Economics** gathered for another insightful edition of the annual intra-collegiate talk show "**TALKOLOGY 2K25**", organized by the BMS Program.

The theme for this year was "**Digital Natives, Diverse Desires: Unpacking the Evolving Indian Gen Z Consumer.**" The topic resonated deeply with the present student generation, focusing on how Gen Z, being digitally native, socially conscious, and trend-setting, are redefining the future of consumption and shaping markets across industries

Event Overview

The event commenced promptly at **9:00 AM in the College Auditorium**, beginning with the **Lighting of the Lamp** and **Saraswati Vandana**, setting a traditional yet vibrant tone for the day

Talkology Gen Z 2025 Showflow

- **Formal Addresses:** Principal **Prof. (Dr.) D.N. Ganjewar**, Vice Principal (SFC) **Ms. Subhashini Naikar**, and BMS Coordinator **Dr. Sailee Shringarpure** addressed the gathering with words of encouragement, highlighting the importance of such academic forums in preparing students for real-world challenges.
- **Guest Speaker:** The highlight of the event was the keynote presentation by **Dr. Costas Theodoridis**, an expert with international exposure in the fields of consumer behavior and marketing. His presence added immense academic value to the event.

Key Highlights of the Event

Event Objectives

The talk show was organized to provide students with a deeper understanding of their own demographic as a market force. The key objectives included:

- **Market Analysis:** To unpack the evolving desires and behaviors of the Indian Gen Z consumer.
- **Understanding Digital Nativity:** To analyze how being "digitally native" impacts technology use and purchasing patterns.
- **Promoting Social Consciousness:** To explore how ethics and sustainability are integrated into modern consumption choices.
- **Academic Integration:** To help students connect theoretical classroom concepts with contemporary consumer realities.

Activity Details & Methodology

The event combined formal academic delivery with interactive engagement:

- **Keynote Presentation:** Dr. Costas Theodoridis delivered an in-depth session on the impact of technology, diversity of desires, and the balance between global digital trends and local cultural roots.
- **Interactive Q&A:** A 15-minute dedicated session where students engaged the speaker on branding strategies and social media influence.
- **Peer Networking:** Informal networking opportunities for students to share perspectives on consumerism and digital trends.

Inspiring Talk by Dr. Costas Theodoridis

Dr. Theodoridis delivered a captivating session on the **evolving Indian Gen Z consumer**, covering:

- **Digital nativity** and the impact of technology on purchasing behavior.
- **Diversity of desires** across lifestyle, fashion, finance, and social causes.
- **Social consciousness** and how Gen Z integrates ethics and sustainability into their consumption choices.
- **Global vs. local identity**—how Gen Z balances cultural roots with global digital trends.

His insights combined academic theories with practical real-world examples, making the session both thought-provoking and highly relatable for students.

Participation & Engagement

- **Target Audience:** Students of Prahladrai Dalmia Lions College of Commerce and Economics.
- **Participant Count:** A total of **93 students** from the **First Year (FYBMS), Second Year (SYBMS), and Third Year (TYBMS)** participated in the event.
- **Audience Profile:** Enthusiastic participation specifically from Self-Financed Course (SFC) students.

Key Learning Outcomes

- **Consumer Insights:** Students gained fresh perspectives on how their generation is actively transforming global markets and business practices.
- **Strategic Understanding:** Participants learned to identify the "Force Multiplier" effect of social consciousness and digital trends in shaping future consumption.
- **Professional Connectivity:** The session bridged the gap between academic theories and practical, real-world marketing examples.
- **Identity Awareness:** The event served as a celebration of Gen Z identity and its significant influence on the Indian economic landscape.

Conclusion

The event concluded with a **Vote of Thanks** delivered by **Rajesh Kumar**, followed by the **National Anthem**, marking a dignified closure to an intellectually enriching morning

TALKOLOGY 2K25 successfully lived up to its legacy, leaving students with fresh perspectives on how their generation is transforming markets and business practices. It was not only a platform for academic exchange but also a celebration of Gen Z identity and its influence on the Indian consumer landscape.

We extend heartfelt gratitude to **Dr. Costas Theodoridis**, our Principal, Vice Principal, BMS Coordinator, teachers of BMS and the entire organizing team for making the event a resounding success.

TALKOLOGY 2K25 successfully fulfilled its legacy as a platform for high-level academic exchange. By analyzing the "Digital Native" movement, the BMS Department empowered students to understand their role not just as consumers, but as the future architects of the market.



Dr. Sailee Shringarpure

BMS Coordinator

