

International Guest Lecture

1. Name of the College : Sri Durga Malleswara Siddhartha Mahila Kalasala
2. Organized Department : Commerce & Management
3. Title of the programme : Unlocking Opportunities “From entrepreneurship to success with Nu Skin Global Business.
4. Date of the programme : 20-01-2025
5. Resource person of the Programme : Jenny Yoon, Entrepreneur (Brand Representative), South Korea.
6. Guests of Honor : Mr. James Jeong (Brand Affiliate), South Korea.
Mrs. Manisha Shikakolli (Brand Affiliate), South Korea.
Mr. Dr. Samanth Kokkiligadda (Research Professor), South Korea.
7. Brief Report of the Programme: On the eve of Golden Jubilee celebrations of Siddhartha Academy, The Department of Commerce and Management of SDMSMK conducted International Guest Lecture on 20-1-2025. Ms. Jenny Yoon, Brand Representative, South Korea, Resource Person said that the journey of Entrepreneurship emphasizing how individuals can transform their entrepreneurial ideas into successful ventures by leveraging Global Business Opportunities. It explores the role of Innovation, Strategic Thinking, and Partnerships specifically focusing on the Nu Skin Global Business model. Later Mr. James Jeong, Brand Affiliate, South Korea highlighted to explore entrepreneurial opportunities and success strategies in association with Nu Skin Global Business. The subject sheds light on creating sustainable growth, navigating challenges and achieving excellence in a competitive Global Market. Mrs. Manisha Shikakolli-Brand Affiliate, South Korea and Alumni of SDMSMK and Mr. Samanth Kokkiligadda, Research Professor, South Korea highlights the journey of Entrepreneurship and it always been a transformative fore in driving Innovation, Creating Wealth and generating Employment. In the modern world Entrepreneurship is not just about starting a business – it’s about identifying opportunities, overcoming challenges and achieving success in an increasingly competitive and in interconnected Global Economy.

