

Brief Report on State-Level Students' Seminar



Topic: *Viksit Bharat @ 2047: A Roadmap from Developing to Developed in North East India* **Organizer:** Department of Economics, St. Joseph University, Nagaland **Date:** 13th August 2026 **Venue:** St. Joseph University, Nagaland

Miss **Pheam Wangsha**, a student of **B.A. 5th Semester, Department of Economics, Immanuel College, Dimapur**, participated in the **State-Level Students' Seminar** organized by the Department of Economics, St. Joseph University, Nagaland, on **13th August 2026**.

She presented a research paper entitled **“The Impact of Social Media Marketing on the Purchasing Decisions of Generation Z in Dimapur, Nagaland.”** The paper examined how social media platforms influence the buying behaviour, brand preferences, and consumption patterns of young consumers in Dimapur. The study highlighted the growing role of digital marketing, online advertisements, influencer promotions, and social networking platforms in shaping the purchasing decisions of Generation Z.

The seminar provided an excellent academic platform for students and research scholars to share ideas and discuss developmental issues related to **Viksit Bharat @ 2047**, with special reference to North East India. Miss Wangsha's presentation contributed to the discussion on **Digital India and youth-driven economic transformation**, which are important components of the national vision for a developed India by 2047.

The participation of the student brought academic exposure to the Department and encouraged research-oriented learning among students. **Dr. S. Temsusenla Ao, Head of the Department of Economics, accompanied the student for the seminar.**

Prepared by: Department of Economics Immanuel College, Dimapur