



**DEPARTMENT OF BUSINESS ADMINISTRATION  
SCHOOL OF BUSINESS & COMMERCE  
MANIPAL UNIVERSITY JAIPUR**

**Date: 12/03/2021**

**EXPERT LECTURE  
ON  
“Fintech as disruptor to Financial Services Segment”**

Department of Business Administration had organized an expert lecture on “Fintech as disruptor to Financial Services Segment” for the students of BBA, Finance Club and open elective on March 12, 2021. Mr. Pranay Sharma, AVP, Head of Customer Analytics & BI at Emirates Islamic in UAE, addressed the session. His experience spans across developing Predictive Scorecards, Business Intelligence, Data driven decisioning, Cross-sell strategy, Big Data management and Data Governance. The session was organised to make students understand how financial technologies (FinTech) is interrupting the traditional financial services segment. The session was quite interactive, where the students raised their queries to understand the role of technology in providing the existing services as well as creating the new one. Mr. Pranay shared many cases from the segment to make them understand how it is disrupting the market. The session was concluded by taking students feedback and thanking the expert. This expert session was convened by Dr. Suhasini Verma, Associate Professor, Department of Business Administration, Manipal University Jaipur.

