



Loyola College (Autonomous)

College of Excellence

Chennai, India

Department of B.Com.(Honours)

Invites you for the

Two - Day Virtual International Conference

on

**Innovative Business Practices of E-Commerce in  
Contemporary World 4.0  
4th & 5th February 2022**

INAUGURATION : 4th Feb 2022 @ 09:00 AM



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**WELCOME ADDRESS**

**Mr. Daniel Augustus**

Director, LIAC



**PRINCIPAL'S ADDRESS**

**Rev. Dr. A. Thomas, SJ.**

Principal, Loyola College



**INAUGURAL ADDRESS**

**Ms. R. S. Isabella**

MD, REPCO Bank India

PANEL DISCUSSION - 1 : 4th Feb 2022 @ 10:00 AM

**"Adapting to Globalisation"**



**Mr. SK Samy**

Senior Sales Manager,  
Great Eastern Malaysia

**"The Future of Cryptocurrency"**



**Mr. Raj Kapoor**

Founder,  
India Blockchain Alliance, India

**Moderator**



**Dr. A. Xavier Raj**

Consultant,  
Loyola Inclusive Innovation  
Impact Centre, Chennai

**"Rise of the Young Entrepreneurs"**



**Mr. Amaladas Rajesh**

Managing Director,  
E3R Logistics, Chennai

**"Disruptive Innovation - Advances that  
transform Life, Business and Global Economy"**



**Dr. V. Manickavasagam**

Dean of Faculty, Senior Professor,  
Head, Department of Corporate Secretaryship,  
Alagappa University, India

PANEL DISCUSSION - 2 : 4th Feb 2022 @ 02:00 PM



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**Moderator**



**Dr. S. Sudalaimuthu**

Professor & Head,  
Department of Banking Technology,  
School of Management,  
Pondicherry Central University

**"Digital Transformation in Banking"**



**Mr. MP Murali**

Senior Director, Global South  
Asian Business, Emirates NBD, UAE

**"Technology a factor integrating  
Work and Life"**



**Dr. KR Sowmya**

Professor, Business and Economics,  
Kabridahar University, Ethiopia

**"Marketing Post Covid"**



**Ms. Salin Amanda Louis**

Perception Strategist & Founder,  
SAL Communications, UAE

**"Artificial Intelligence in Business"**



**Mr. Mohan Ram K R**

Sales Director, Global Accounts, FUJIFILM  
Business Innovation Asia Pacific, Singapore

PANEL DISCUSSION - 3 : 5th Feb 2022 @ 09:00 AM



[CLICK HERE TO JOIN LIVE STREAM ON YOUTUBE](#)

**"Digital Transformation in the  
Retail Industry - Who is the Winner?"**



**Mr. Paul Nathan** *CPM, CSM, FRICS*

Director, and Board Member,  
Toronto Chapter,  
Real Estate Institute of Canada (REIC)

**"Post Pandemic Impact of  
Digital Marketing on Business"**



**Mr. Dinesh K. Menon**

Vice President- Commercial,  
Barakat Group of Companies, UAE

**Moderator**



**Dr. Francis Jose**

Former Head,  
Department of Commerce,  
Loyola College, Chennai

**"Recent Opportunities and  
Challenges in HR Profession"**



**Mr. Israel Inbaraj**

General Manager -HR, TCS, Chennai, India

**"Pivoting Business Model During Pandemic"**



**Mr. Vijay Kapoor**

Founder and MD, Derby Menswear, India

VALEDICTORY : 5th Feb 2022 @ 11:30 AM

**"Encapsulating the journey of Innovative  
Business practices of E-commerce world"**



**Dr. A. Marcus**

Head, Department of Commerce  
Loyola College, Chennai

**Chief Guest Address**



**Mr. Asheesh Khaneja**

Operating Partner at Mach49 Asia,  
Singapore

**Vote of Thanks**



**Dr. R. Leema Rose**

Coordinator,  
Department of B.Com. (Honours)  
Loyola College, Chennai

# LOYOLA COLLEGE (AUTONOMOUS)

*College of Excellence*

CHENNAI, INDIA



**Department of B.Com.(Honours)**

*Cordially invites you to the*

**Two - Day Virtual International Conference  
on**

**INNOVATIVE BUSINESS PRACTICES  
OF E-COMMERCE IN  
CONTEMPORARY WORLD 4.0**

**4th & 5th February 2022**

# CONFERENCE AGENDA

## INAUGURAL SESSION

### PATRONS



**Rev. Dr. Francis P. Xavier, SJ.**  
**Rector**



**Rev. Dr. D. Selvanayakam, SJ.**  
**Secretary & Correspondent**



**Rev. Dr. A. Thomas, SJ.**  
**Principal**



**Dr. Melchias Gabriel**  
**Deputy Principal**

**4TH FEBRUARY 2022**

**9:00AM- 10:00 AM**

### WELCOME ADDRESS



**Mr. Daniel Augustus**  
**Director, LIAC**

### PRINCIPAL'S ADDRESS



**Rev. Dr. A. Thomas, SJ.**  
**Principal**  
**Loyola College**

### INAUGURAL ADDRESS



**Ms. R.S. Isabella**  
**MD, REPCO Bank, India.**



# PANEL DISCUSSION 1 : 10:00 AM -12:00 PM

## Topics

## Resource Person

**“Adapting to Globalisation”**



**Mr. SK Samy**  
Senior Sales Manager,  
Great Eastern  
Malaysia

**“The Future of Cryptocurrency”**



**Mr. Raj Kapoor**  
Founder, India Blockchain Alliance,  
India

**“Rise of the Young Entrepreneurs”**



**Mr. Amaladas Rajesh**  
Managing Director, E3R Logistics,  
Chennai

**“ Disruptive Innovation- Advances that Transform Life, Business and Global Economy”**



**Dr. V. Manickavasagam**  
Dean of faculty , Senior Professor,  
Head,Department of Corporate  
Secretaryship, Alagappa University  
India



**Moderator :**  
**Dr. A. Xavier Raj**  
Consultant, Loyola  
Inclusive  
Innovation Impact  
Centre,  
Chennai.

**Paper Presentation**  
**12:00 PM - 12:30 PM**

# PANEL DISCUSSION 2 : 2:00 PM TO 4:00 PM

## Topics

## Resource Person

.....  
“Digital Transformation in Banking”



**Mr. MP Murali**  
Senior Director,  
Global South Asian Business,  
Emirates NBD, UAE.

“Marketing Post Covid”



**Ms. Salin Amanda Louis**  
Perception Strategist & Founder,  
SAL Communications, UAE.

“Technology a Factor Integrating Work and Life ”



**Dr. K R Sowmya**  
Professor, Business and  
Economics, Kabridahar University,  
Ethiopia.

“ Artificial Intelligence in Business”



**Mr. Mohan Ram K R**  
Sales Director, Global Accounts,  
FUJIFILM Business Innovation  
Asia Pacific, Singapore.



**Moderator:**  
**Dr S Sudalaimuthu**  
Professor & Head,  
Department of  
Banking  
Technology,  
School of  
Management,  
Pondicherry  
Central University.

**Paper Presentation**  
**4:00 PM - 4:30 PM**

**5TH FEBRUARY 2022**

**PANEL DISCUSSION 3 : 9:00 AM - 11:00 AM**

**Topics**

**Resource Person**

**"Digital Transformation in the Retail Industry" - Who is the Winner?**



**Mr. Paul Nathan**, CPM, CSM, FRICS  
Director, and Board Member,  
Toronto Chapter, Real Estate  
Institute of Canada (REIC).

**"Post Pandemic Impact of Digital Marketing on Business"**



**Mr. Dinesh K. Menon**  
Vice President- Commercial,  
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**"Recent Opportunities and Challenges in HR Profession"**



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**Mr. Vijay Kapoor**  
Founder and MD,  
Derby Menswear, India



**Moderator :**  
**Dr. Francis Jose**  
Former Head,  
Department of  
Commerce,  
Loyola College,  
Chennai.

**Paper Presentation**  
**11:00 AM - 11:30 AM**



# VALEDICTORY SESSION

11:30 AM TO 12:30 PM

**Chief Guest  
Address**



**Mr. Asheesh Khaneja**  
**Operating Partner at Mach49 Asia**  
**Singapore.**

**Vote of  
Thanks**



**Dr. R. Leema Rose**  
**Coordinator**  
**Department of B.Com.(Honours)**  
**Loyola College, Chennai.**



# ORGANISING COMMITTEE



**Dr. R. Leema Rose**

**Convenor**

**Coordinator & Assistant Professor**



**Ms. F. Reena**

**Assistant Professor**



**Dr. D. Jerusha Irene Chitra**

**Assistant Professor**



**Ms. J. Minothi**

**Assistant Professor**





LOYOLA COLLEGE(AUTONOMOUS)

CHENNAI-600034

Department of B.Com.(Honours)

Organises

**A TWO DAY VIRTUAL  
INTERNATIONAL CONFERENCE  
ON**

**Innovative Business  
Practices of E-Commerce in  
Contemporary World 4.0**

**4th & 5th February, 2022**

# LOYOLA COLLEGE : A GLIMPSE

Loyola College, a Catholic Minority Institution, was founded by the Society of Jesus (Jesuits) in 1925, with the primary objective of providing University Education for deserving students. Loyola has brought many laurels and accolades like "College of Excellence", NAAC A++ grade and recognised as a "Scientific and Industrial Research Organisation" over the years. NIRF ranked Loyola College 3rd amongst various Arts and Science colleges in India in 2020. The college trains students along with its vision to form credible, innovative and socially committed citizens.

There are 19 P.G courses and 19 U.G courses (Arts, Sciences and Commerce) and 12 special Institutes offering various programs to 12,107 students. 11 departments offer M.Phil. programs and 12 departments offer Ph.D. programs.

## ABOUT THE DEPARTMENT

The department of B.Com. Honours commenced in the year 2018 at Loyola College. The programme is an undergraduate degree designed to inculcate business acumen in students for three years. It provides an environment to nurture students with a high level of knowledge and competence to contribute to society with commitment and integrity. The programme is designed for students to adapt to the dynamic business world with constant up-gradation of professional skills.

The department provides knowledge in the areas of Finance, Management, Law and Marketing. Internships are a compulsory part of the academic curriculum at the end of each semester. To enrich their knowledge, the department arranges workshops, guest lectures and industrial visits regularly.



# ABOUT THE CONFERENCE

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The business world is witnessing a significant transformation from how products are produced using automation, accounts being digitally saved in a cloud, and new disruptions in marketing to sustain the volatile world. This transition is so compelling that it is being called Industry 4.0. The digital transformations in business are the core theme of the conference. The conference enables the participants to be aware of the impact of technology on the various fields of business and discuss the recent trends adapted. The word pandemic cannot be left behind while discussing the business transformations. The pandemic has made technology accessible to all and has its ups and downs.

## OBJECTIVES OF THE CONFERENCE

- To analyze and recognize the impact of technological innovations reshaping the various fields of business.
- To identify the consequences of adopting technology in the global economy.
- To understand the positive impact of Covid-19 in the global adaptation of technology.
- To comprehend the challenges faced in Industry 4.0.
- To analyze the road map ahead and the future of technology.

# SUB-THEMES

## Digital Transformation in Finance

- Acceleration of /cloud-based accounting
- Digital Currency/cryptocurrency
- Blockchain in accounting
- Technology-driven tax and reporting compliance
- Fintech services in Banking
- Accounting software
- Data Analytics
- Cyber security

## Metamorphosis of People Management

- Remote Team Culture
- Work-life harmony
- Employee wellness and productivity during the pandemic
- E-recruitment, onboarding and training
- Gig economy
- Transformational leadership practices
- Digital HR apps and use of social media
- HR Analytics based strategies

## Innovation and Recent Trends in E-Marketing Practices

- Digital customer service with chatbots/voice search
- Social Media marketing-influencer marketing
- Augmented/Virtual Reality
- Geo-Fencing
- Search engine marketing
- Marketing post covid
- Progressive web apps
- Personalization

## Technologies Reshaping Business and Entrepreneurship

- Artificial Intelligence in Business
- Cloud Computing
- Analytics
- The pandemic crisis on business
- Digital business/App based business/other new trends for entrepreneurs as a pandemic effect
- Disruptive business innovations
- Going from local to global



# SUBMISSION GUIDELINES

Abstract, Key Words and a Full paper on the topics listed above are invited for presentation at the Conference.

The abstract and full paper submission should be original and should not have been submitted prior to any journal or conference.

The guidelines for preparing the abstract and full paper are as follows:

- Title : Times New Roman -14
- Abstract : 300- 400 words
- Font Size : 12
- Line spacing : 1.5
- Full paper : Not to exceed 8 pages

Each author is required to register individually.

All registered participants will be issued e-certificates.

## **PUBLICATION & PRESENTATION**

Selected papers will be published in the UGC CARE LIST. Only 4 papers selected by the panel will be allowed to present during the panel discussion.

Publication charges will be intimated post paper acceptance.

## **REVIEW PROCESS**

The article will be evaluated on parameters of original relevance and contribution to the current academic scenario. All the articles will be reviewed, copy-edited and approved for publication only after the acceptance from the editorial board.

## **REGISTRATION FEE:**

Students and Scholars	: ₹ 300 per participant
Academicians	: ₹ 500 per participant
Industrialists	: ₹ 1,000 per participant
International Delegates	: \$ 20 per participant
Publication fee	: ₹ 3,000 per paper

# PATRONS

**Rev. Fr. Jebamalai Irudayaraj, S.J.**

PROVINCIAL, JESUIT CHENNAI PROVINCE

**Rev. Dr. Francis P. Xavier, S.J.**

RECTOR, LOYOLA COLLEGE, CHENNAI

**Rev. Dr. D. Selvanayakam, S.J.**

SECRETARY & CORRESPONDENT, LOYOLA COLLEGE, CHENNAI

**Rev. Dr. A. Thomas, S.J.**

PRINCIPAL, LOYOLA COLLEGE, CHENNAI

**Dr. Melchias Gabriel**

DEPUTY PRINCIPAL, LOYOLA COLLEGE, CHENNAI

# ADVISORY COMMITTEE

**Mr. Daniel Augustus**

DIRECTOR- LIAC, LOYOLA COLLEGE, CHENNAI

**Dr. A. Marcus**

HEAD, DEPARTMENT OF COMMERCE, LOYOLA COLLEGE, CHENNAI

**Dr. J. Madhavan**

DEAN OF RESEARCH, LOYOLA COLLEGE, CHENNAI

**Dr. J. Arul Suresh**

ASSISTANT PROFESSOR, DEPARTMENT OF COMMERCE,  
LOYOLA COLLEGE, CHENNAI

**Dr. Malathi Shiri**

PRINCIPAL, SA COLLEGE OF ARTS AND SCIENCE

**Mr. Masiullah Md K.**

CONVENOR, LOYOLA ALUMNI INTERNATIONAL

**Dr. Aisté Vitkūnė**

ASSOCIATE PROFESSOR, INSTITUTE OF LANGUAGE, LITERATURE AND  
TRANSLATION STUDIES

KAUNAS FACULTY, VILNIUS UNIVERSITY, LITHUANIA

**Dr. K. R. Sowmya**

PROFESSOR-BUSINESS AND ECONOMICS,  
KABRIDAHAR UNIVERSITY, KABRIDAHAR, ETHIOPIA

**Dr. V.M.Gunasekara**

FACULTY, DEPARTMENT OF HUMAN RESOURCE MANAGEMENT,  
UNIVERSITY OF KELANIYA, SRI LANKA





# IMPORTANT DATES

**Last Date of Abstract Submission:**

24/12/2021

**Full Paper Submission:**

20/01/2022

**Confirmation of Acceptance:**

25/01/2022

**Last Date for Participant Registration:**

30/01/2022

## ORGANISING TEAM

**Convenor**

Dr. R. Leema Rose

**Coordinator, B.Com. Honours**

**Organising Secretaries**

Ms. Minothi J.

**Assistant Professor**

Ms. Reena. F.

**Assistant Professor**

Dr. Jerusha Irene Chitra D.

**Assistant Professor**

**Student Organisers**

Mr. Ignatius L. Jason

Mr. Sumedhas Dixit

Mr. Ramun Sharma K.

Mr. Fardeen Taufeeq

Mr. Gourav Agarwal

Mr. Nupendra Reddy

## FOR REGISTRATION

SCAN QR CODE



OR

<https://erp.loyolacollege.edu/loyolaonline/conference>

## FOR QUERIES & SUBMISSION

[bcomhonsconference@loyolacollege.edu](mailto:bcomhonsconference@loyolacollege.edu)

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Jason - +91 8291654044