

PROCEEDINGS



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ON

**“NEW-FANGLED MARKETING: TRENDS
AND STRATEGIES OF START-UPS
AND ENTRENCHED FIRMS”
(ICNFM – 2019)**



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NEW – FANGLED MARKETING : TRENDS AND STRATEGIES OF START – UPS AND ENTRENCHED FIRMS – (ICNFM-2019)

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Mr. G. Joy Samuel Dhanraj, Assistant Professor in the department of BBA and B.com (Corporate Secretaryship) Loyola College Chennai. He was the president of the BCF forum. He has completed his undergraduate in corporate secretaryship from University of Madras, Masters in Business Administration from Anna University and Master of Labour Management from Annamalai University. He also completed Postgraduate Diploma in Criminology and Forensic Science from Annamalai University and Post Graduate diploma in entrepreneurship Development from Madurai Kamaraj University. He has organised various Seminars and conferences. Currently he has undertaken UGC Minor research project. He has cleared UGC - NET in Management. He is a recipient of Swami Vivekananda Award and Chief Minister Award for the excellence in Education and Sports. He is a research guide for MBA students in PULC. His areas of interest are Finance and Marketing.



Dr. T. Blessty Pearline, Assistant Professor in Department of BBA, Loyola College is known for her highly commendable research work in Human Resources Management securing her Doctorate from Madras University, having published the first research work to the University in the area of Human Capital. She is known for her research skills and managerial skills in accordance to her knowledge in the HR field. Prior to her teaching experience, she has been in the HR team in International firms - Amazon.com and GOD.TV. She has also served as an Assistant Professor in Madras School of Social Work before joining hands with Loyola. She offered her assistance as a NAAC Coordinator and Placement Coordinator in MSSW. Her educational background has been from renowned institutions, with her B.Com from Stella Maris College, Chennai, MBA from Karunya University, Coimbatore and PGDCA from Loyola college, Chennai. She has published papers at National and International Conferences and workshops on Marketing, HR and Finance. She enjoys contributing in the research field and is updated with the current trends in the Human Resource and Marketing sectors. With the vision of enhancing her knowledge and guiding budding Business Administrators who would contribute to the Nation with the ethical artistry, she pursues her teaching career being a light to lead the upcoming generations toward their bright destiny.



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