

LOYOLA COLLEGE (AUTONOMOUS)

College of Excellence
Nungambakkam, Chennai - 600 034.



Business Colloquium – 2022 on Devising the Business for Global E-Commerce

Event Title	Business Colloquium on Devising the Business for Global E-Commerce	
Organized by	PG and Research Department of Commerce, Loyola College, Chennai – 34.	
Category	Conference	
Date	28/03/2022 and 29/03/2022	Time 2.30 p.m. to 5.30 p.m.,
Resource Persons	<ol style="list-style-type: none">Ms. Subhashree Krishnan (India Head – Pricing & Procurement, KSR Freight forwarders Pvt. Ltd. Chennai)Dr. K.S. Kamaludeen (CEO & MD – Bluebharath Exim Pvt. Ltd., Chennai)Mr. Vijay Pravin Maharajan (3x TEDx Speaker, Founder & CEO – bitsCrunch, Germany)Mr. Jebastin (Founder & CEO – Grow Wider International Pvt. Ltd., Chennai)	
No. of Participants	59	
Platform	Offline	



LOYOLA COLLEGE

(AUTONOMOUS)
COLLEGE OF EXCELLENCE
Chennai - 34



PG & RESEARCH DEPARTMENT OF COMMERCE

Organizes

“BUSINESS COLLOQUIUM - 2022”

on

**“DEVISING THE BUSINESS FOR
GLOBAL E-COMMERCE”**

RESOURCE PERSONS:

DAY 1: 28TH MARCH 2022

Ms. SUBHASHREE KRISHNAN

(India Head - Pricing & Procurement, KSR Freight forwarders Pvt Ltd)

TOPIC : ROLE OF LOGISTICS IN ONLINE BUSINESS

TIMINGS: 2.30 PM - 3.30 PM

Dr. K.S. KAMALUDEEN

(Director - Bluebharath Exim Pvt. Ltd.)

TOPIC : INTERNATIONAL TRADE MANAGEMENT

TIMINGS: 3.45 PM - 4.45 PM

Mr. VIJAY PRAVIN MAHARAJAN

(3x TEDx Speaker, Founder & CEO - bitsCrunch, Germany.)

TOPIC : BLOCKCHAIN & NFTS

TIMINGS: 4.45 PM - 5.30 PM

DAY 2: 29TH MARCH 2022

Mr. JEBASTIN

(Founder - GROW WIDER INTERNATIONAL PVT. LTD.)

TOPIC : BASICS & BUSINESS OPPORTUNITIES IN E-COMMERCE

TIMINGS: 2.30 PM - 5.30 PM

VENUE: Y.D HALL

Dr. A. MARCUS
HOD - Commerce
Chairperson

Dr. J. JUSTIN RAYAPPA
Asst. Professor - Commerce
Convener

Report Description

Business Colloquium – 2022 on DEVISING THE BUSINESS FOR GLOBAL E-COMMERCE on 28/03/2022 and 29/03/2022 from 02.30 p.m., to 05.30 p.m.,

Objectives

E-commerce is an inevitable domain in today's context. It has increasingly become a vital component of business strategy and a solid catalyst for economic development. Therefore, it is highly fitting to have a business colloquium on devising the business for Global E-Commerce. Keeping the idea in mind, this event aims at enabling the participants to acquire more knowledge and gain experience from the industrialists. This particular interaction between industry- institution, paves the way to bridge the gap between theory and practice.

Report

The PG and Research Department of Commerce organized **Business Colloquium 2022 on Devising the Business for Global E-Commerce** on 28th & 29th March 2022, from 02.30 p.m. to 05.30 p.m. at YD Hall. The event organized by Dr. J. Justin Rayappa, Assistant Professor of Commerce, Loyola College. The programme started with a formal prayer. The Head of the Department of Commerce, Dr. A. Marcus delivered the welcome address and highlighted the importance of Business Colloquium. He also appreciated the students of II M.Com. for their initiative and enthusiastic participation. After the welcome address, A. Fathima Nowreen (20-PCO-001) delivered the dynamics of the event after which Dr. A. Marcus felicitated the Resource Person, Ms. Subhashree Krishnan with a shawl and memento. The Convener, Dr. Justin Rayappa felicitated the Head of the Department of Commerce with a memento.

Day 1 - Session 1

Ms. Subhashree Krishnan, India Head – Pricing & Procurement, KSR Freight forwarders Pvt. Ltd. delivered her talk on “Role of Logistics in Online Business”. She started the session by sharing her life story and then she moved to the topic by explaining, “What is Logistics?” with examples. She also explained in detail the role of logistics in e-commerce and the process of business from ship orders to customers. She expounded that “Buy Now” is the triggering factor for online business success. She explained the role of logistics management in Procurement, Inventory management, Warehousing, Order Management, Packaging, Labelling, Billing, Shipping, Payment Collection, and Return or Exchange. She further shared that logistics translates to increased efficiencies, lower costs, higher production rates, better inventory control, smarter use of warehouse space, increased

customer and supplier satisfaction, and an improved customer experience. Overall, this session was highly interactive and engaging. During this session, many questions were put forth by the students, which were also answered by the resource person.

Key Takeaways

- To get the best and effective ways to transfer the resources and products from first place to destiny and the customer.
- To satisfy customer's demand and offer the suitable deal possible to hold the customers and reach new ones.
- To enable the student community to learn and acquire knowledge through online business.

Photos of Session 1



Session 2

The second session started at 03.45 p.m. The Head of the Department of Economics, Dr. Elango J. Parimalam delivered a special address. Dr. Elango J. Parimalam felicitated the Resource Person, Dr. K.S. Kamaludeen with a shawl and memento. The Convener, Dr. Justin Rayappa felicitated the Head of the Department of Economics with a memento.

Dr. K.S. Kamaludeen, the Director of Bluebharath Exim Pvt. Ltd, is an International Trade Entrepreneur, and also an Educationalist, IT Professional, Internal Audit, Writer and Mentor. He graduated in Mathematical Science and currently he is a member of Governing Council in Chendu College of Engineering & Technology in Madurantaham. He is also a Visiting Faculty in Aalim Muhammed Salegh College of Engineering, Chennai and Advisory Member in SYPA TREE, Chennai. He has also 24 years of experience in International Trade Business to Singapore, Dubai and Malaysia.

He delivered his talk on “International Trade Management” using PPT. He explained in detail about the software “B-Accuracy 7 in 1 ERP software” for business management system and academic purpose. He covered trading policies, exchange of capital, producing and sourcing goods and services from across the globe. He also explained that how the extensive and comprehensive courseware meets the demands of the ever-changing global standard. He also enlightened about the world trade, exchange of capital, trade promotion, policies and strategies at the regional, national and global level. After that, he expounded about the fundamentals of risk management for foreign policies, emerging global businesses, foreign exchange and the impact on the political and legal environment. He explained in detail about the concepts for cross-border trading and taxes and factors affecting the global business.

Key Takeaways

- To build effective trade management processes
- To manage international markets and business
- To identify various business management practices and demonstrate a global mindset
- To recognize and analyze international mega-trends, policies, and strategies
- To assess risk in accordance with foreign policy, new global business, foreign exchange, political and legal environment.
- To become a part of the dynamic global workforce

Photos of Session 2



Session 3

The third session was conducted on google meet. Mr. Vijay Pravin Maharajan, Founder and CEO of BitsCrunch, from Germany was the resource person. He has a Masters in Electrical Engineering and Information Technology of Technische University in Germany. He has more than 8 years of technical experience in blockchain, mobility, automotive and telecom industries. His specialised domains are Entrepreneurship, Public Speaking, Blockchain, NFT, Data analytics, Data Science, Machine Learning and Artificial Intelligence. He is the first Indian to be invited for a TEDx talk in Germany. He was awarded as “Top 40 Data Scientists in India” at the age of 40. He delivered his talk on “BLOCK CHAIN AND NFT”. He also shared about “Bitcoin”, the new emerging and evolving in paperless banking system. Then he explained about the operations across a network of computers using blockchain technology. Finally, he explained about how, many businesses across the world have successfully integrated block chain technology. He also explained about the NFT which has been growing in popularity since 2021 and it is bound to grow even more in the future.

Key Takeaways

- To help the verification and traceability of multistep transactions using blockchain.
- To provide secure transactions, reduce compliance costs, and speed up data transfer processing.

Photos of Session 3





Day 2

The Second day programme started with a formal prayer. The Resource Person, Mr. Jebastin (Founder – Grow Wider International Pvt. Ltd.) delivered his talk on “Basics & Business Opportunities in E-commerce.” The Convener, Dr. J. Justin Rayappa felicitated the Resource Person, Mr. Jebastin with a shawl and memento. Mr. Jebastin, the Resource Person explained the process of storing, packing, and delivering in Amazon. He said that we can use only one fulfillment option for each product and different fulfillment options for different products. Most sellers use a mix of multiple fulfillment options, depending on their product range and category. If we join FBA, we can send our products to the Amazon Fulfillment Center and Amazon takes care of the rest. Once an order is received, we will pack and deliver our products to the buyer as well as manage our customer queries. He also told us about the Prime Badge for every FBA product, which increases chances of winning the Offer Display. Once our products have the Prime Badge, products are more competitive and gain access to crores of our loyal Prime Customers. It increases visibility when customers are searching for the products they want to buy. Prime products get upto 3X increase in sales compared to the non-Prime products. Once an order is placed, Amazon handles everything from packaging to shipping your product to the customer. Amazon ensures free & fast delivery for all Prime customers to India's serviceable pin codes. He explained that Amazon Easy Ship is an end-to-end delivery service for Amazon. The packaged product is picked up by Amazon from the seller's location by an Amazon Logistics Delivery Associate and delivered to the buyers' location. Finally he also patiently answered the questions put forth by the students.

Key Takeaways

- To set up easy in Electronic Business.
- To help the students to position themselves in Online Business
- To use the information networks to gain a competitive advantage.

Finally, the valedictory address was delivered by Dr. K.S. Antonysamy Head, Department of English,. The Resource Person, Mr. Jebastin felicitated the Chief Guest, Dr. K.S. Antonysamy with a shawl and memento. He also shared his views on the two-day Business Colloquium. The programme concluded with a vote of thanks followed by the National Anthem.

Photos of Day 2





Photos of Students giving feedback of the overall experience The Resource Person



Resource Person's feedback

- ↗ Programmes were organized very well. Need more programmes to get the experience of industry experts.
- ↗ Participants need to interact more with the Resource Person and clear their doubts freely.
- ↗ This will help the participants to have more awareness on future of Blockchain Technology.
- ↗ This can help the students to start their business on the e-commerce platform.

Action taken Report

- ↗ Two more programmes like this are going to be conducted for the students to fill the gap between theory and practice.
- ↗ Participants are very much interested in startups and selling goods through e – commerce platforms.
- ↗ Follow up of participants' initiative is done by the Department of Commerce especially by the convener of the programme Dr. J. Justin Rayappa.

Overall Feedback

The students shared the overall feedback during the programme. 98% of participants were completely satisfied with the programme and the remaining one student also satisfied. 100% of the participants agreed that the speakers were very much knowledgeable and gave useful insights. They appreciated the Resource Persons for patiently answering all the questions. They also thanked the organizers for arranging the insightful and meaningful programme Business Colloquium. They also rated that the overall conduct of the programme was excellent.

Certificate Copy



PG & Research Department of Commerce
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Certificate of Participation

This is to certify that Mr./Ms./Dr. _____ has participated in the
BUSINESS COLLOQUIUM 2022 on "DEVISING THE BUSINESS FOR GLOBAL E-COMMERCE"
conducted by the PG & Research Department of Commerce, Loyola College (Autonomous), Chennai
on 28th and 29th March 2022.

Rev. Dr. A. Thomas S.J

Principal
Loyola college

Dr. A. Marcus

Head of the Department - Commerce
Chairperson

Dr. J. Justin Rayappa

Assistant Professor - Commerce
Convener



PG & Research Department of Commerce
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Certificate of Appreciation

This is to appreciate Mr./Ms./Dr. _____ Dept No. _____ for actively organizing
BUSINESS COLLOQUIUM 2022 on "DEVISING THE BUSINESS FOR GLOBAL E-COMMERCE"
organized by the PG & Research Department of Commerce, Loyola College (Autonomous), Chennai
on 28th and 29th March 2022.

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Chairperson

Dr. J. Justin Rayappa

Assistant Professor - Commerce
Convener

Organizers

Chairperson	: Dr. A. Marcus, Head of the Department
Convener	: Dr. J. Justin Rayappa
Overall Co-coordinators	: Indu Priyadharshini. S (20-PCO-041), Josephine Dhivya. P (20-PCO-035), Marvin Mildon. J (20-PCO-022)
Registration & Certification Committee	: Maria Violet Dhirana (20-PCO-007), Jai Mahesh. J (20-PCO-048), Krislyn Mitchell. C (20-PCO-042)
Master of Ceremony	: Veronica Mary. S (20-PCO-026), Pavitra. R. P (20-PCO-019), Harish. M. P (20-PCO-020), Gladis. S (20-PCO-037)
Guest in charge Committee	: Rohith. J (20-PCO-009), Stive Marvin. R (20-PCO-017), Sindhuja. J (20-PCO-010), Tharini. M (20-PCO-023), Sona. C.S ((20-PCO-046), Udhayashree. N (20-PCO-024), Kennista (20-PCO-018)
Photo shooting Committee	: Rayan Akash. S.P (20-PCO-003), Theyo Pascal (20-PCO-013),
Technical Assistance Committee	: Arockia Pio. J (20-PCO-031)
Report Writing Committee	: Ajith Kumar. M (20-PCO-038) Fathima Nowreen. A (20-PCO-001), Amirthavarshini. R (20-PCO-012), Hemalatha. S (20-PCO-025)