



DEPARTMENT OF COMMERCE (SHIFT-II)

LOYOLA COLLEGE (AUTONOMOUS), CHENNAI - 600 034.

National Conference on

“BIZ PRIME”

**BUSINESS PROCESS RE-
ENGINEERING**

IN THE MODERN ERA

28th February, 2023



LOYOLA COLLEGE

Loyola College was founded by the Society of Jesus (Jesuits) in 1925. The College aims at training young men and women of quality to be leaders in all walks of life. UGC has elevated Loyola College to the “College of Excellence” status. The SIRO (Scientific Industrial Research Organization) status received in January, 2011 enables a 175% tax exemption to the donors of Loyola College Society for the purpose of Scientific research U/s.35 of the Income Tax Act. The College is ranked 4th in the NIRF (National Institutional Ranking Framework) Ranking 2022. Loyola Institutions Innovation Council (LIIC) affiliated to MIC under the Ministry of Education - Government of India - is rated with 4.5 out of 5-star rating and has been recognised as a mentor institution in promoting and nurturing innovation and entrepreneurship.

DEPARTMENT OF COMMERCE

The Department of Commerce (Shift-II) started in the year 1998 and is ranked 4th by NIRF – National Institutional Ranking Framework as the best Commerce College in India in the year 2022. The department provides high-quality education through learner-centric methods such as industry-relevant curriculum, case studies, field visits, remedial/enabling classes, internships, start-up mentoring and so on. Besides the regular academic programs, the department also organizes value-added and extra-curricular activities via the Commerce Forum (student’s forum led by students) guided by faculty members. Around 1,100 students are currently pursuing their program in the department.

ABOUT BIZ PRIME

Business houses across the globe have been significantly impacted by recent challenges by major giants and financial depression. AI and ML’s growth surpasses all traditional practices in business houses. In order to survive in the cut-throat competition, the majority of businesses changed their business methods, product lineups, and a lot more. Re-engineering is the drastic reorganization of business processes to achieve dramatically better quality, output, cost, service and speed. Business process re-engineering (BPR) strives to significantly reduce company expenses and process redundancies. BPR is a combination of change methods to increase business performance standards in modern firms by developing sustainable process capabilities. BPR is now a well-liked instrument for coping with the quick changes in business and technology in a highly competitive world. Applying BPR can help businesses to perform better and accomplish their objectives in global business landscape.

CONFERENCE OBJECTIVES

This national conference intends to deliberate in the context by considering a systematic method of fundamental rethinking and radical design in the business processes to help an organization investigate and improve its processes in the Modern Era. It will help educationalists, students, entrepreneurs, economists and all the stakeholders to deliberate the business process re-engineering with to abide upon the following objectives –

- Deliberate issues, ideas, challenges and opportunities towards business re-engineering in the context of overall business process in the modern era.
- Elucidate on the strategies for the improvement in the quality of products & services and even reposition business to compete global slowdown.
- Disseminating thoughts to overhaul key business processes that aids the business among academicians and industry experts.
- Effectiveness of BPR, in relation to manufacturing procedures, productivity, labour capacity, human resource restructure etc.

- Learn the major changes in the business process re-engineering in relation to communication, infrastructure, automation and stock market in the modern era.
- Provide a healthy platform to discuss the way to identify any processes, sub-processes, costs and labor that are not required in an organization and identify the areas where business is incurring costs without getting required returns.

THEMES OF THE CONFERENCE

FINANCE

Fintech Analysis.
 Workflow process
 Cyber Security.
 Block Chain Technology.
 Cloud Computing.
 Asset Management.
 Strategic Financial Measures.
 Financial Regulatory Measures.
 Portfolio Diversification.
 Investment management
 Risk Analysis & Other Related Topics.

HUMAN RESOURCES

Talent Acquisition and Retention.
 Learning and Development.
 Successive Planning & Competency Management.
 HRD Practices in modern era.
 HRD and VUCA Compatibility.
 Hierarchical Restructuring.
 HR Analytics & Innovative Technology in Business.
 HR Outsourcing and Consulting.
 Training models.
 Up Skilling and Reskilling.
 Virtual Employee Connects.
 Performance Management.
 Industrial Relationship & HR Assessment.
 Other Related Topics.

EXPECTED OUTCOME

The outcome of BIZ PRIME conference is to arrive at new ideas, methods, strategies, and modern perspectives on the rethinking process of business towards a transformation necessary for the continuous improvement in business and society. The conference shall also emphasize the business process re-engineering to redesign and rethink the whole concept in the functional areas like Finance, Marketing, HR and entrepreneurship that helps in radically redesigning the core business processes to achieve dramatic improvement in productivity and sustainable development. Further, the conference illuminates any processes, sub-processes, costs and labor that are not required in an organization. This

MARKETING

Convergence of Marketing in Digital Era.
 Consumer Behavior and Retailing.
 Services Marketing.
 Sales and Distribution.
 Brand and Product Strategies.
 Global Marketing.
 Integrated Marketing Communication in Digital Era
 Sustainable and Green Marketing.
 Digital Marketing & AI.
 E-Customer Relationship Management.
 Other Related Topics.

ENTREPRENEURSHIP

Innovation & Incubation.
 Emerging Entrepreneurship Styles.
 New Business Ideas and Start-ups.
 Angel Investors and Venture Capital.
 Business Sustainability.
 Entrepreneurship and Ethnic Minorities.
 Social and Community Entrepreneurship.
 Green Entrepreneurship.
 Emerging Business Models.
 Other Related Topics.

can aid in decision-making in the future by providing a clear forecast on the company's strengths and shortcomings as well as its capacity for adapting and responding to environmental changes.

BENEFICIARIES / PARTICIPANTS

The conference will provide opportunities to showcase the relevance and significance of BPR by potential authors, professionals, entrepreneurs, academicians, industrialists, research scholars and students in social sciences.

REGISTRATION FEE:

Research Scholars	- Rs. 500* per participant	Academicians	- Rs. 600* per participant
Student Participants	- Rs. 300 (only participation)	Industry Delegate	- Rs. 1000
Foreign Delegate	- \$ 20 per participant	Others	- Rs. 1000 per participant

Note: Each author is required to register and pay individually.

SUBMISSION GUIDELINES

Papers to be submitted may be theoretical issues, new thoughts and methods, empirical issues, case studies etc. Abstract with keywords and full paper on any themes of the conference are invited for submission and should be original and not have been submitted earlier for any other journal or conference. The research paper should be prepared by keeping a generally accepted format with font size 12, Times New Roman with line spacing of 1.5 and the paper should not exceed 8 Pages. The abstract should be between 300 to 400 words.

PUBLICATION DETAILS:

All the papers will be blind-reviewed by the peer review committee with respect to their quality, originality, relevance and other aspects too. The accepted papers will be published in UGC CARE list journal as per the requirement, with an additional fee. The selected paper for publication should be revised, if needed, by the author as per the requirement of publisher. All the rights of publication of papers presented in the conference shall rest with the conference organizers. All the accepted Abstracts will be published as Conference Proceedings with ISBN.

IMPORTANT DATES:

Last date for Abstract	:	10 / 02 / 2023
Last date for full-length paper	:	17 / 02 / 2023
Date of notification on acceptance of full-length paper	:	20 / 02 / 2023
Conference date	:	28 / 02 / 2023

ONLINE LINK FOR:

Registration and payment

<https://erp.loyolacollege.edu/loyolaonline/conference/loginManager/youLogin.jsp>

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CONVENERS - CONTACT DETAILS

Dr Y. Alexander – 97868 25563

Dr P. Smitha – 9841644343

Email: commerceshift2conference@loyolacollege.edu