

LOYOLA COLLEGE



BUSINESS ADMINISTRATION FORUM 2024 – 2025 INTERNATIONAL CONFERENCE (12/03/2025)



Inaugural Session of the International Conference

“The event commenced with a warm and heartfelt inauguration.”

The inaugural session commenced at 9:30 AM (12.03.2025) with a prayer song, followed by Thamizh Thaa Vazhthu. The conference was formally inaugurated by the Russian Consul General of the Russian Federation in Chennai and Mr. Venkat Ramesh from the Tamil Nadu Skill Development Corporation, who lit the ceremonial lamp.

Following the inauguration, Prof. Austin delivered the welcome address, and the Vice Principal of Shift 1 introduced the proceedings of the conference. The Vice Principal also felicitated the Chief Guest, while the Dean of Arts was honored with a memento, and Dr. Pearline, the Convener, received a hamper.

Dr. M. Gowtham then delivered the official address, highlighting the history of Loyola's King Church, which was built 95 years ago by Mr. Pillai. He also spoke on the significance of branding and marketing. This was followed by Dr. Pearline, who elaborated on the dynamics of the conference and officially announced the Branding Triathlon competition.



Next, Dr. Joy Samuel Dhanraj welcomed Mr. Valadei Khozhode, the Russian Consul General, who delivered the inaugural speech. In his address, he emphasized the importance of INIB (International Network of Innovative Branding) and the Branding Triathlon, while also discussing national self-reliance through initiatives such as Make in India and Startup India.

Following this, Dr. Arokia Jerold extended a warm welcome to Mr. Venkat Ramesh, who then delivered the inaugural address. His speech covered insights into renowned global brands such as Jaguar and Ford, highlighting their branding strategies and market presence.

The inaugural session concluded with Mr. Vikram welcoming the Chief Guest, followed by Prof. Thamizh Selvan, who delivered the vote of thanks.

Panel Discussion - Session 1

The first panel discussion was moderated by Dr. Geetha Rufus and featured distinguished panelists:

- Mr. Sessa Sai
- Mr. Harris Abdhulla
- Ms. Bhagheerathi

The panelists shared insightful perspectives on the power of marketing and storytelling, illustrating their points with an intriguing example of a young man's search for a bride. Additionally, they discussed the role of AI in branding, emphasizing how smart technology is revolutionizing modern branding strategies, and stated the importance of customer experience and the impact of influencers, immersive digital wellbeing .



Mrs. Bhagheerathi shared her nostalgic memories of the Rasana days, reminiscing about her vintage lifestyle. She also spoke about Saravana Bhavan, highlighting how a non-vegetarian individual founded a vegetarian hotel that has become immensely popular today. She attributed its success to the founder's emphasis on personalization, which has helped the brand stay at the top. Additionally, she discussed food security measures and shared an intriguing background story about basil with an unexpected twist. Panel One concluded with a brief Q&A session followed by vote of thanks delivered by Mr. thamizh selvan .

Triathlon Event

The Triathlon event commenced with Nischay, the Cultural Secretary, briefing the participants on the rules and ensuring they were familiar with the event's format.



First Round: Brand Tussle

- Start Time: 11:20 AM
- The first round, titled "Brand Tussle," involved guessing the brand.
- Host: Premraj, a second-year BBA student, initiated the round by presenting the first question.
- A surprise activity, a crossword puzzle, was introduced as part of the first round to keep participants engaged and challenged.



Second Round: Case Study Presentation

- Judges' Arrival: Two judges for the second round arrived at 11:22 AM.
- Rules & Explanation: Nischay explained the rules and gave an example of the second round as it was a newly introduced activity.
- Judges' Introduction: The judges introduced themselves and officially commenced the second round.



Second Round Activities

1. Each team selected one member to represent their group.
2. The first five teams presented their views on the assigned case study on stage.
3. The judges provided feedback, shared an overview of the solutions, and posed questions to the participants to evaluate their understanding.
4. The next four teams followed the same format, presenting their solutions and engaging in discussions with the judges.



Conclusion

The event proceeded smoothly, with enthusiastic participation from all teams. The judges' insights and interactive discussions enhanced the learning experience. The engagement activities ensured an energetic atmosphere, making the Triathlon event a great success.

Paper presentation

The paper presentation commenced at 2:30 PM, with students from various colleges showcasing their ideas. Dr. Racheal Jawahar, the judge, made the session interactive, fostering engagement and discussion and around 11 participants presented the paper .



Panel Discussion – Session 2

Panel 2 commenced with Dr. Agnes Rozario as the moderator, ensuring an engaging and interactive discussion. The session featured insightful contributions from esteemed panelists Yvann Karamoko, Ms. Chrysandra, Ms. Racheal Fox, and Ms. Kirthiga. Their diverse perspectives and expertise enriched the conversation, making it both informative and thought-provoking for the audience.

Ms. Racheal Fox spoke extensively on the impact of marketing, emphasizing its evolving role in the digital age. She highlighted how consumer behavior is increasingly driven by data-driven marketing strategies, targeted advertising, and personalized content. She also discussed the significance of brand storytelling, social media engagement, and influencer collaborations in shaping modern marketing trends. Additionally, Ms. Fox underscored the importance of customer trust and transparency, stressing that businesses must adopt ethical marketing practices to build long-term brand loyalty. Her insights provided a comprehensive understanding of how marketing influences purchasing decisions and business success in today's competitive landscape.

VALEDICTORY

The Valedictory Ceremony commenced at 5:40 PM, with esteemed Chief Guests Mr. C.K. Kumaravel, Rev. Dr. A. Louis Arockiaraj S.J., and Rev. Dr. B. Jeyaraj S.J. A recap video was played, highlighting key moments of the event. Following this, Rev. Dr. A. Louis Arockiaraj S.J. and Rev. Dr. B. Jeyaraj S.J. delivered insightful speeches on the power of marketing and its development. Dr. Divya Christodas, Vice Principal (Shift 2), spoke about the impact of marketing, emphasizing its growing influence. Dr. N.C. Martin then extended a warm welcome to the Chief Guest, Mr. C.K. Kumaravel, who later delivered the Valedictory Address. The ceremony concluded with a heartfelt Vote of Thanks by Dr. K.C. Balaji, marking the end of a memorable and enriching event.