



ONE DAY INTERNATIONAL CONFERENCE
ON

**“RESILIENCE &
REVITALIZATION: STYLE IN THE
MARKETING SCENARIO OF
AUTOMATION”
(ICRAR-2022)
26th APRIL 2022**

Organised by
Department of Business Administration
Loyola College
Accredited with A++
Chennai – 600 034, Tamil Nadu, India
Web: www.loyolacollege.edu

ABOUT THE COLLEGE:

Loyola College, a Catholic Minority Institution, was founded by the Society of Jesus (Jesuits) in 1925, with the primary objective of providing University Education in a Christian atmosphere for deserving students irrespective of caste and creed. It started functioning in July 1925 with just 75 students on the rolls in three undergraduate courses of Mathematics, History and Economics. Loyola College, though affiliated to University of Madras, became autonomous in July 1978. It is autonomous, in the sense that it is empowered to frame its own course of studies and adopt innovative methods of teaching and evaluation. The University awards the degrees to the students passing the examinations conducted by the college. UGC conferred the status of “College with potential for Excellence” on Loyola College in 2004 and confirmed the same in 2010. NAAC’s re-accreditation score in 2012 (Third Cycle) is 3.70 out of 4.00 CGPA. UGC has elevated Loyola College to the status of “College of Excellence” for the period between April 1, 2014 and March 31, 2019. Loyola College has also been ranked 3rd in the NIRF Ranking for Higher Educational Institutions of India released by the Ministry of Human Resource Development, New Delhi in the year 2021.

ABOUT THE DEPARTMENT:

The Department of Business Administration was started in the year 1999. From its commencement, the Department has been performing exceptionally well and has achieved both in scholastic, co and extra-curricular activities. The Department has secured its prominent position among the top ten Arts and Science Colleges in India. The Department of Business Administration cordially invites all the respondents, invitees and experts to the International Conference on “RESILIENCE & REVITALIZATION: STYLE IN THE MARKETING SCENARIO OF AUTOMATION”

ABOUT THE CONFERENCE:

Business strengthens key competencies and builds Marketing Resilience and Revitalization. Marketing Automation helps to identify potential customers and leads to sales-readiness. Marketing departments automate repetitive tasks to provide a more personalized experience for their consumers. We hope the conference would benefit everyone to understand the various aspects in Marketing Automation and its challenges in assessing and satisfying the changing needs of the consumer.

OBJECTIVES OF THE CONFERENCE:

1. To understand the emerging customer segments and their satisfaction in publicizing a product
2. To support Digital Marketing in the creation of new horizons
3. To familiarize B2B Marketing Automation and its opportunities in business
4. To promote products and find solutions to the customers’ contemporary needs

KEY RESEARCH AREAS:

Online Marketing Marketing Automation
WOM Marketing Digital Marketing
Artificial Intelligence Global Marketing
Social Media Marketing B2B
Proximity Marketing
Any other Topic related to Marketing

SUBMISSION GUIDELINES:

1. Papers are invited from PG Students, Research Scholars and Teaching Faculty, Corporates.
2. The Abstract must not exceed 200 words. It should include key words and the full paper should be written within 3000 words.
3. Article should have Title, Full Name of the Author(s), Designation, Name of the Institution, Official Address, E-Mail Id, Phone No.
4. Tables and Charts must be original and not a scanned copy.
5. Article should be written in Times New Roman, Font Size-12, Double Spaced.
6. Selected papers will be published in an UGC Care Listed Journal.
7. Unpublished papers of high quality and original in nature will only be published. Any form of Plagiarism is strictly prohibited.
8. To attend the conference, Registration is Mandatory. Both the author and the co-author are expected to pay separately the specified amount. Once the registration fee is paid there will be no refund.
9. Abstract and Full Paper have to be sent only to bbaconference@loyolacollege.edu
10. Send a hard copy and Transaction Number to Dr. S. Ceciliya Jothi Muthu, Assistant Professor, Department of Business Administration, Loyola College, Chennai-34.

FEE DETAILS:

Participants	Registration Fee	Publication Fee for the UGC care listed Journal
Students	300 / \$ 5USD	Rs.2,500 / \$34 USD
Academicians/ Research Scholars	400 / \$ 6 USD	Rs. 2,500 / \$ 34 USD
Corporates	700 / \$10 USD	Rs. 2,500 / \$ 34 USD

DATES TO REMEMBER:

Last Date for Submission of Abstract	01st April 2022
Last Date for Submission of Full Paper	16th April 2022
Last Date for Registration	21st April 2022
Date of Conference	26th April 2022

ORGANIZING COMMITTEES:

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Deputy Principal, Loyola College, Chennai

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Dr.I. Eucharista Fatima Mary

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Mr. Pratham Jain **Mr. Punit Taleda**
Mr. Vinay Chandak **Mr. Joel Aaditya. A**
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Dr. S. Ceciliya Jothi Muthu **9952131200**

FOR REGISTRATION:



SCAN FOR
REGISTRATION



SCAN FOR
PAYMENT

REGISTRATION FORM ONE DAY INTERNATIONAL CONFERENCE ON

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Participants' Name :

Designation :

Institution Address :

Email ID :

Contact No :

Title of the Paper :

Postal Address :

Registration Details :

Amount :

Transaction No and Date :

Place :

Date :

Signature of the Participant

Registration Form is Mandatory
(Photocopies of the Registration Forms are accepted)

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