

THE COMMERCE DEPARTEMENT LAUNCHES E-NEWSLETTER “PULSE”



The PG and Research Department of Commerce released its e-newsletter PULSE on the 21st of April 2022 on the eve of its Two-Day International Conference. Dr. Palanivel Thiaga Rajan, Hon'ble Minister for Finance and Human Resources Management, Government of Tamil Nadu, released the first copy during the inaugural ceremony.

Volume 1 and Issue 1 of PULSE, a novel initiative of Loyola Commerce Association (LCA), has been highly appreciated by Rev. Dr. A. Thomas SJ, Principal and Rev. Dr. Selvanayakam SJ, Secretary for its standards and quality.

Dr.N. Maria Joseph, President of Loyola Commerce Association, played an instrumental role in bringing out the e-newsletter with the able support of the editorial team consisting of Ananthu Subramanian, Joseph Clarin Flemin, Kesava Perumal and Viviliaa Francis, students of both B. Com. and M. Com.

This issue of the e-newsletter focuses on the theme of *Calibrating the new normal – post pandemic* and includes other divergent ideas and innovative thinking of the commerce students such as:

- Does Pandemic Upsurge Paroxysm: For Global Startups?
- Investing in Futures & Options
- Why is Indian Economy growing at a slow rate in recent times?
- Human Experience Management – We need a revolution in HCM

- Digital Marketing
- Is HDI a better Economic Indicator than GDP
- Green Consumerism – Is it the future?
- Aversion of loss in Finance
- Fun Corner
- Business Case Studies
- Renowned Commerce Legend – J.P. Morgan
- Odd Semester Timeline
- Moments

The entire team takes great pride in bringing out the E-Newsletter in the 77th year of the Department of Commerce, which has been rendering laudable service in the academic and research front since 1945. The Loyola Commerce Association plans to roll out the e-newsletter PULSE twice in an academic year, one in each semester. The first issue has been released in the even semester for the academic year 2021-22.

