

INTERNATIONAL CONFERENCE
ON
“RESILIENCE & REVITALIZATION: STYLE IN THE
MARKETING SCENARIO OF AUTOMATION”
(ICRAR – 2022)
26th April 2022
INAUGURAL FUNCTION



The Chief Guest and International Keynote Speaker entered the LS Hall with our Deputy Principal Dr. Melchias Gabriel as the college anthem was played in the background. The program started with a prayer song followed by lighting of the lamp by the guests of honour.

Dr. I. Eucharista Fatima Mary, Coordinator, Department of Business Administration gave the welcome address, and complimented the efforts of her team for organizing such a great event.



The dignitaries were then felicitated by Deputy Principal Dr. Melchias Gabriel with a memento and a shawl. This was then followed by a speech by Dr. Melchias Gabriel, thanking all our guests of honor for being able to spare some of their precious time to be a part this conference. He said that this

conference would involve some critical and crucial topics that would be of great help to every participant. He also asked us all to make good use of everything we might learn in the conference.

The dynamics of the conference was then presented by Dr. I. Eucharista Fatima Mary (Chairperson and Convenor of ICRAR-2022). She spoke how business strengthens the key competencies of Marketing Resilience and Revitalization. She also mentioned about the current COVID-19 situation with the marketing scenario. For any organization to seek long term success, it is important to adopt certain strategies. Companies need to focus on the available data and quickly respond to the fast-changing marketing conditions. It is important for every company to come up with the SWOT analysis especially in marketing resilience.



Dr. Melchias Gabriel, Deputy Principal released the Conference Proceedings. The first copy of the proceedings was received by our Chief Guest Mr. K. Jacob Mathew and the International Keynote Speaker Dr. M. Ponnusamy.

Prof. Austin Xavier Amirtharaj (Dean of Arts, Loyola College) introduced the dynamic Chief Guest, Mr K. Jacob Mathew, Head-Corporate Communication, Penna Cements Industries limited, Bangalore.



The Chief Guest delivered the inaugural address. He greeted the gathering saying “Vanakkam” and gave more important details about Resilience and Revitalization especially in customer profile – changing landscape. And then he proceeded by saying the buying power of the

customer when per capita income goes up. He spoke about urbanization and the digital transformation of the current world. He gave an example, that in 1980’s customers did not have the bargaining confidence because of limited options in the market, but now they can compare with other brands from the luxury to the moderate level needs. Then he asked a question to the audience – “What do we automate”, and he said it’s the Buying process by citing Amazon as an example. He gave a brief definition and explanation on Resilience and Revitalization, Trends in the vogue – personalized content and social media marketing. Finally, he concluded his speech by saying that “Retaining the customer is always critical”.

Dr. V. Arockia Jerold (Assistant Professor, Department of Business Administration, Loyola college) introduced the Honorable International Key Note Speaker, Dr. M. Ponnusamy (Vice President of Job listing.com, USA & Dean, ICAI, Singapore)

International Keynote Speaker Dr. M. Ponnusamy (Vice President, Joblisting.com, USA & Dean, ICAI, Singapore) gave a speech on the topic of Life Hack. He initiated by saying that the students were mentally and physically equal in all aspects and it was scientifically proven. He was describing about the human brain capacity and how efficient it can be, especially for the students. He gave an example in his real-life experience on why most of the students could not get more marks. The answer: It is because of the Inconsistency. He stressed a very vital point on the quote “Consistency Overruled”. He then talked about the Time value. “Importance of time is only visible when you get past a second”. This quote shows how much value we need to give for time. He spoke about leadership quality. Anyone who can think on behalf of everyone can become a good Leader. It is important to develop the communication skills. He said if a person can utilize his



whole time for enriching his skill and developing his knowledge then there is nothing impossible in his life.

Prof. G. Joy Samuel Dhanraj, Assistant Professor, Department of Business Administration, Loyola College proposed a Vote of Thanks for ICRAR-2022.

TECHNICAL SESSION – I

IMPACT OF COVID-19 IN THE FINANCIAL ASPECT OF MARKETING



The first technical session called the “IMPACT OF COVID-19 IN THE FINANCIAL ASPECT OF MARKETING” of the ICRAR held by the Department of BBA was scheduled from 10:45 A.M. to 1:00 P.M. on 26th April, 2022.



Dr. A. Marcus, Head of the Department of Commerce, Loyola College had kindly consented to be the moderator of the session.

The following members were the Guest of honor and Panelist of this session.

1. Mr. V.R.Muthu (CEO, IDHAYAM Brands)
2. Dr. Pannerselvam Ramaswamy, (General Manager I/C at Indo-German Tool Room, Indore MP & Former Principal Director at MSME Technology Development Centre, Agra UP)
3. Mr. V.M.Ponniah, (Former Dean, SRM school of Management, Chennai)
4. Dr. Nandkishore Rathi, (CEO & Chief Navigator, Loratis, Bangalore)

The event started with a brief introduction of each of the guests after which they were felicitated with a memento and a shawl by the academic staff of the department, followed by Dr. A. Marcus addressing the participants and the panelists about the Impact of Covid-19 in the financial aspect of Marketing and briefing them about the agenda of the session.

The core part of the event started at 11:00 A.M. with Mr. V. R. Muthu as he volunteered to be the first speaker of the session.



Speaker 1: Mr. V. R. Muthu (CEO, IDHAYAM Brands)

First Speaker Mr. V. R. Muthu (CEO of IDHAYAM Brands), one of the huge oil sellers in South India. He started off with a note of thanks for giving him a unique opportunity to share his thoughts of wisdom. He warmly addressed everyone with a blissful morning. He shared that his passion was into Marketing then he also emphasized stating that “Appreciation is the beginning of any business”. He said for everyone Covid-19 was an evil thing but it’s a blessing for his organization. He thanked Covid-19 for his enormous business growth. He was also thanked Vladimir Putin for his enormous growth, his turnover is estimated approximately Rs.800-1000 crores by 2022-23 Financial year. He stated that IDHAYAM remained in forest for 14 years which he compared with RAMAYANA. He asked everyone to read newspapers and make it a routine habit He spoke about how he turned the Threat (Covid19) into the Opportunity. He quoted a business article “Bad teeth equals to bad heart”, means if anyone has tooth issues, they may face heart problems in future. And then he related those issues with IDHAYAM oil helps in curing and preventing tooth gum by oil pulling. He concluded by stating that “Do not be a Job Seeker be a Job Giver”. He also informed that his organization is campaigning to make young knowledgeable entrepreneurs.



Speaker 2: Dr. Panneerselvam Ramaswamy (General Manager I/C at Indo-German Tool Room, Indore MP & Former Principal Director at MSME Technology Development Centre, Agra UP)

The speaker Dr. Panneerselvam Ramaswamy is a General Manager I/C at Indo-German Tool Room, Indore MP & Former Principal Director at MSME Technology Development Centre, Agra UP. He firstly mentioned that Covid-19 is Unfortunate for all but few people like IT sector and Idhayam were converted the threat into the opportunity. And he spoke about the Business Analytics and said how it works. The Covid-19 affected everyone but the big impact was on the small-scale sector, so because of that they could not able to grow since the unemployment rate is huge in number. He stressed that multi-skilling personality is required for today's world. He asked everyone to compare themselves to their previous version of them, whether they got developed or not does matter and it is time waste if we compare us with someone else. He further spoke about how digital marketing does their branding and advertising strategies to offer their product in such a way that everyone was driven by them to do buy those products.



SPEAKER 3: Dr. V. M. Ponniah (Former Dean, SRM school of Management, Chennai)

Dr. V. M. Ponniah was a Former Dean, SRM school of Management, Chennai. He started saying about the Character attributes such as helping tendency and said that the assisting mindset was required to improve our basic personality. Do not think about yourself only but also of others. He especially mentioned regarding Covid-19 situation. And then he related financial aspect of Marketing with the Current scenario. He gave an example of UPI, Cashless and Contactless transaction which can take place at any time. He said that financial implication has to be implemented for better efficiency. He stressed a point that leveraging the technology results in implementing and creating new things for future. He spoke on the Time Value as a last topic of his speech as he had to complete his schedule of time. “Time Value is not equal to the money value, it has much more value than anything that existed in the world”.



SPEAKER 4: Dr. Nandkishore Rathi (CEO and Chief Navigator, Loratis, Bangalore)

Dr. Nandkishore Rathi stated his main role is to scientifically identify the talent and passion of an individual. He spoke about the Start-up and the Entrepreneurship. How important is to do a business as a student with lot of exposure from not only technical but also from the practical point of view. He said that Online-Work from home provided a large amount of opportunity to everyone including him, as he was searching investors for his Career development company. But because of Covid-19 his trouble on investments was gone and he started his business through the online with all the marketing strategies. He also mentioned that through online business platform we can, not only gain the customers but also can monitor the pulse of the current market situation with all the other social media's help. He cracked many jokes by saying himself as an example. He stressed that "one who is facing a downfall in his business will rise one day" and also, he said that the time used for that process will never get wasted as we gain a lot of experience.

The audience were encouraged to interact with the Panelists and the moderator, panelists were put forward with questions related to the Impact of Covid19 in Financial aspect of marketing.

The event of technical session 1 concluded with Dr. A. Marcus summarizing the presentations and views of the panelists and forwarding their opinion on the event.

TECHNICAL SESSION - II

SOCIAL MEDIA INFLUENCES AND THEIR IMPACT ON MARKETING

The second technical session of the ICRAR 2022, “SOCIAL MEDIA INFLUENCES AND THEIR IMPACT ON MARKETING” started at around 2:00 P.M. briefly after the lunch. The session was a panel discussion involving prominent speakers from various parts of India. The panel was moderated by Dr. S. Meenakumari who is the director of AUTUS CQM for Quality Management. She is also the Coordinator of MBA Distance Education, CEG Campus, Assistant Professor in Department of Management Studies, Anna University, College of Engineering, Chennai. The Panel included the following speakers;

1. Dr. Ashvin M Gutti, (Executive Director, Infolife Technologies Private Limited, Bangalore)
2. Mr. Balakumaaran Puyalnathan, (Continuous Improvement Leader, Ball Beverage Packaging India Private Limited, Sri City, Andhra Pradesh)
3. Dr. S. Praveen kumar, (Dean, School of Commerce and Management, Bharath Institute of Higher Education and Research, Chennai & Advisory Board member of Harvard Business Review)

The session was started out by the master of ceremony introducing the Panelists, followed by the felicitation of panelist by the faculty members of the Department of BBA with a shawl and a memento.



SPEAKER 1: Dr. Ashvin M Gutti, (Executive Director, Infolife Technologies Private Limited, Bangalore)

Dr. Ashvin M Gutti, as he enters on the stage, he gave a quick self-Introduction. He then gave an activity for 30 minutes to all the participants from various departments to take their mobile phone's out and he asked everyone to

VLOG about themselves and should post it in any social media to check whether how much likes or comments could they be able to fetch with a short span of time. After 30 minutes, he was asking all the participants who gained more likes. So finally, he explained about this activity that how can one be able to influence the audience from the social media within a short period of time. He also mentioned that social media is a boon as well as ban for the marketing depends on our services.



SPEAKER 2:

Mr. Balakumaaran Puyalnathan (Continuous Improvement Leader, Ball Beverage Packaging India Private Limited, Sri City, Andhra Pradesh)

He initiated his conversation by explaining the basic and fundamental things of social media. He mentioned the need for social media and the Digital marketing around the world. He spoke about the Global Internet

User rate and the Overview. He explained the CRM, which meant Customer Relationship Management. Also, he showed online purchase drivers that drives the customer towards the business. He stressed on digital content purchases and the social media from organization adopt to market which is dynamic. An example of his own experience in the Marketing sector for nearly 10 years to cover the whole business strategies. He said that the social media brought a new era for this market to explore any new product with no domination and monopoly in the industries.



SPEAKER 3:

Dr.S Praveen kumar (Dean School of Commerce and Management, Bharath Institute of Higher Education and Research, Chennai & Advisory Board member of Harvard Business Review)

Dr. S. Praveen Kumar has started off his speech with the Power Point presentation. He had a general information in that PPT slides. He showed, how the Advertisement companies implementing

various strategies to cover the larger audience. He was explaining about the slides that he was presenting in the background of the stage and then he gave many examples of different brand advertisements and the Marketing strategies that they used to show on the TV. He made a Clear point on how to use the ideal strategy like Dhirubhai Ambani. He also did mention that how Dhirubhai Ambani inspired everyone including him through the unique idea in marketing.

MODERATOR'S CONCLUDING REMARKS:

Dr. S. Meenakumari, the moderator for the session appreciated the efforts of all the speaker and commented that all their presentations were exemplary. She also appreciated the efforts of the last speaker Dr. S. Praveen Kumar who was able to portray his deep knowledge on social media marketing with all the slides. She also mentioned her own thought on social media marketing with an example of Kissan company, which has gained a huge market with Jam and Ketchup. She gave very impressive comments to all the speakers and wished them a very bright future and career ahead.

PAPER PRESENTATION



A paper Presentation session was headed by Dr. V. Mohana Sundari (Assistant Professor, DOMS, SRMIST, Vadapalani, Chennai) and Dr. Maya (Assistant Professor, DOMS, SRMIST, Kattankulathur, Chennai) in Y.D.Hall at 2:00 P. M. Participants from various colleges presented their papers and replied to the query from the judges. Then both were felicitated with shawl and memento. Dr.I.Eucharista Fatima Mary and Dr.S.Ceciliya Jothi Muthu assisted the judges and the participants in the smooth conduct of the session.



VALEDICTORY FUNCTION

The Valedictory function began with a prayer song.

Dr. I. Eucharista Fatima Marry, Chairperson and Convenor of ICRAR 2022 gave the welcome address.



Then Valedictory function was followed by a full recap of the Conference by Dr. V. Arockia Jerold, Assistant Professor, Department of Business Administration, Loyola College

The Chief Guest Mr. Patrick Morenas, Manager, Human

Resources, Tata Consultancy Services, Chennai was felicitated with a memento and a shawl.

Dr. S. Ceciliya Jothi Muthu, Assistant Professor, Department of Business Administration, Loyola College introduce the honorable Chief Guest to the august gathering. She conveyed her thanks to the Chief Guest for being able to spare some time off of their busy schedule.



The Chief Guest Mr. Patrick Morenas, Manager, Human Resources, TCS Chennai shared in his speech by starting with “competency” and he defined it as the ability to do the task successfully. He spoke about 6 important points in a corporate marketing organization especially for the BBA

students. They are: Current affairs, Skills, Attributes, Relationship building, Goals, and Passion. He said that each and every one should gain the knowledge of current affairs across the world for better interpersonal skills. He defined that it carries some character value for the personality development. He also mentioned that we should plan our goals very precisely. He finally concluded his speech with career and passions, it is important to pursue the passion for efficient work force. Everyone should choose their own passion accordingly to the demand of the current world market. He thanked everyone for the patience and the College department for the opportunity.

This was followed by the felicitations which included distribution of certificates and presentation of mementos to the organizers. Vote of Thanks was delivered by Dr. N.C. Martin, Assistant Professor. He thanked the Chief Guest and the chief organizers of the event for making it a successful one and congratulated them for their meticulous planning and execution.

The program ended on a high note with the National Anthem.



LOYOLA COLLEGE (Autonomous), CHENNAI-34.

College of Excellence

DEPARTMENT OF BUSINESS ADMINISTRATION

**Cordially Invites You for the
INTERNATIONAL CONFERENCE**

ON

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

26th APRIL 2022

Inaugural Function

Chief Guest

Mr. K. Jacob Mathew,

Head-Corporate Communication, Penna Cements
Industries Ltd., Bangalore.

International Key Note Speaker

Dr.M.Ponnusamy,

Vice President, Joblisting.com, USA & Dean, ICAI,
Singapore.

Valedictory Function

Chief Guest

Mr. Patrick Morenas,

Manager, Human Resources, Tata Consultancy Services,
Chennai.

Venue: Lawrence Sundaram Hall

Date: 26.04.2022 Time:9.00 A.M.

INAUGURAL FUNCTION

- 08.00 A.M. Registration
- 09.00 A.M. Tamil Thai Vazhthu & Worship Song
- 09.05 A.M. Lighting the Kuthu Vilakku
- 09.10 A.M. Welcome Address
Dr.I. Eucharista Fatima Mary,
Chairperson & Convenor, ICRAR.
- 09.15 A.M. Felicitations
Rev.Dr.D. Selvanayakam S.J.,
Secretary & Correspondent, Loyola College, Chennai.
Rev.Dr.A. Thomas S.J.,
Principal, Loyola College, Chennai.
Dr. Melchias Gabriel,
Deputy Principal, Loyola College, Chennai.
- 09.20 A.M. Dynamics of the Conference
Dr. I. Eucharista Fatima Mary,
Chairperson & Convener, ICRAR.
- 09.25 A.M. Introduction of the Chief Guest
Prof. Austin Xavier Amirtharaj, Dean of Arts,
Loyola College.
- 09.30 A.M. Inaugural Address
Mr. K. Jacob Mathew, Head-Corporate Communication,
Penna Cements Industries Ltd., Bangalore.
- 10.00 A.M. Introduction of the International Key Note Speaker
Dr. V. Arockia Jerold, Assistant Professor, Loyola College.
- 10.05 A.M. International Key Note Address
Dr.M.Ponnusamy,
Vice President, Joblisting.com, USA & Dean, ICAI, Singapore.
- 10.30 A.M. Vote of Thanks
Prof. G. Joy Samuel Dhanraj, Assistant Professor,
Loyola College.

SESSION-I

TIME: 10.45 A.M.-01.00 P.M.

TOPIC: IMPACT OF COVID-19 IN THE FINANCIAL ASPECT OF MARKETING

- MODERATOR** **Dr. A.Marcus,**
HOD, Department of Commerce, Loyola College.
- PANELIST** **Mr.V.R.Muthu,**
CEO, IDHAYAM Brands.
- Dr.Pannerselvam Ramaswamy,**
General Manager I/C at Indo-German Tool Room, Indore MP &
Former Principal Director at MSME Technology Development
Centre, Agra UP.
- Dr.V.M.Ponniah,**
Former Dean, SRM School of Management, SRMIST, Chennai.
- Dr. Nandkishore Rathi,**
CEO & Chief Navigator, Loratis, Bangalore.

SESSION-II

TIME: 2.00 P.M.-4.15 P.M.

TOPIC: SOCIAL MEDIA INFLUENCES AND THEIR IMPACT ON MARKETING

- MODERATOR** **Dr. S. Meenakumari,**
Director, AUTVS CQM and Coordinator,
MBA Distance Education, CEG Campus, Anna University,
Chennai.
- PANELIST** **Dr. Xavier Chelladurai,**
Director and Professor, Christ Human Resource Development
Center, Christ (DEEMED TO BE UNIVERSITY), Bangalore.
- Dr. Ashvin M Gutti,**
Executive Director, Infolife Technologies Pvt Ltd, Bangalore.
- Mr.Balakumaaran Puyalnathan,**
Continuous Improvement Leader, Ball Beverage Packaging
India Private limited, Sri City, Andhra Pradesh.
- Dr.S.Praveen Kumar,**
Dean, School of Commerce and Management,
Bharath Institute of Higher Education and Research, Chennai.
Advisory Board Member in Harvard Business Review.

PAPER PRESENTATION - Y.D. Hall

2.00 P.M.-4.15 P.M. **Dr.V.Mohana Sundari,**
Assistant Professor, DOMS, SRMIST,
Vadapalani Campus, Chennai
Dr.Maya,
Assistant Professor, DOMS, SRMIST,
Kattankulathur, Chennai.

VALEDICTORY FUNCTION (04.30 P.M.-05.30 P.M.)

04.30 P.M. Worship Song
04.35 P.M. Welcome Address
Dr. I. Eucharista Fatima Mary, Chairperson &
Convenor, ICRAR.
04.40 P.M. Recap of the Conference
Dr. V. Arockia Jerold, Assistant Professor,
Loyola College.
04.50 P.M. Felicitations
Dr. Melchias Gabriel,
Deputy Principal, Loyola College, Chennai.
Dr. Dorathy Pushparani,
Vice-Principal (Administration), Loyola College,
Chennai.
05.00 P.M. Introduction of the Chief Guest
Dr. S. Ceciliya Jothi Muthu, Assistant Professor,
Loyola College.
05.05 P.M. Valedictory Address
Mr. Patrick Morenas,
Manager, Human Resources, Tata Consultancy
Services, Chennai.
05.20 P.M. Distribution of Certificates
05.25 P.M. Vote of Thanks
Dr. N. C. Martin, Assistant Professor, Loyola College.

NATIONAL ANTHEM



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

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Dr.I. Eucharista Fatima Mary 9445874778
Dr. S. Ceciliya Jothi Muthu 9952131200

FOR REGISTRATION:

REGISTRATION FORM
ONE DAY INTERNATIONAL CONFERENCE
ON

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

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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