

International Conference on

BUSINESS RESILIENCE - REVOLUTION TO RE-EVOLUTION (BRRR)-2023

March 1 & 2, 2023



Organised by
**PG & RESEARCH DEPARTMENT OF COMMERCE
LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600 034.**

ABOUT LOYOLA

Loyola College, a Catholic Minority Institution, was founded by the Society of Jesus (Jesuits) in 1925 to provide a 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. Though affiliated to the University of Madras, Loyola College became autonomous in July 1978. It is autonomous in the sense that it is empowered to frame its course of studies and adopt innovative teaching and evaluation methods. The University degrees will be conferred on the students passing the examinations conducted by the college.

UGC conferred the “College with potential for Excellence” status on Loyola College in 2004 and confirmed in 2010. UGC has elevated Loyola College to “College of Excellence” from 1st April 2014 till 31st March 2019. Loyola College has also been recently ranked number four in the NIRF ranking for higher educational institutions in India, released by the Ministry of Human Resource Development, New Delhi. NAAC’s re-accreditation score in 2021 (Fourth Cycle) was 3.55 out of a 4.00 CGPA. Today, Loyola offers 21 PG Courses and 24 UG Courses in various streams of Arts, Sciences and Commerce to 9,554 students. Further, 12 departments offer PhD programmes (Full-time & Part-time). Currently, 197 teaching staff members out of 347 hold doctoral degrees, supported by 185 non-teaching staff in service.



ABOUT THE PG & RESEARCH DEPARTMENT OF COMMERCE

The Department of Commerce was established in the year 1945. It commenced the M.Com Degree course in 1958, and in 1971, B.Com Degree Course under Evening Stream was introduced. The University of Madras permitted the Department to offer M.Phil Degree Programme from the academic year 1987, and it was elevated to Research Department to offer Ph.D Programme in Commerce (Full-time) from 1996. In 1998, the Department branched into Shift I and Shift II, offering a B.Com Degree course in the afternoon session under the Self-supporting scheme. Presently the Post Graduate and Research Department of Commerce is in its 78th year of functioning. About 500 students are pursuing their studies in various Academic Streams of B.Com, and M.Com, with fifteen well-experienced faculty members. The students who aspire to have a career in Accounting and Finance, Management, Entrepreneurship and Logistics, who wish for an excellent education and holistic development in a perfect environment, are assured of a successful academic formation offered by our Department at Loyola College. Further, about 40 research scholars pursue Full-time and Part-time Ph.D in Commerce under the supervision of 11 Research Guides. They constantly collaborate and are closely involved in our academic endeavours' success path. It must be proudly noted here that we have distinguished Commerce Alumni from various walks of life worldwide, and they are a great inspiration and pride to our Department and College.

CONFERENCE THEME

This international conference aims to provide a global platform for knowledge between academia and industry and mitigate the gap between theoretical and practical dimensions of business manoeuvres. Business is often reckoned as a battlefield of uncertainties. The recent pandemic forced the business world to predict the potential global intimidations and relook at the evolved corporate strategies. It is high time that the businesses explore the possibilities of re-evolution by going on time travel to identify the strategies adopted to address similar issues. We have approached the mark of two years of the global coronavirus crisis. It is heartening to see that many organisations have stepped up to the challenge, reframing their businesses' strategies to protect their employees and continue serving their customers and communities. Surprisingly, some companies have proven to be more resilient than their counterparts just by learning from others. For a resilient company, however, problems can instead offer opportunities for differential growth and advantage. As we move into the next phase, it is the appropriate time for businesses to seek out and seize the opportunities emerging in the recovery phase. Thus, the theme for the International Conference on "Business Resilience - Revolution to Re-Evolution (BRRR)-2023" is expected to address why businesses worldwide have to react in agile and decisive ways and the importance of strategic resilience for business sustainability.



OBJECTIVES OF THE CONFERENCE

- To understand and critically assess the modules of business strategies evolved for building business resilience
- To evaluate how resilient companies have outperformed peers during the pandemic by leveraging advantages
- To gain a profound understanding of all financial modelling components applied in the business scenario
- To explore the marketing metrics as a tool to achieve business resilience
- To identify the viability and suitability of evolving AI in HR and evaluate the HR Analytical strategies adopted by the businesses
- To identify the constituent elements of the entrepreneurship and sustainability factors that reckon the concept of business re-evolution.

CONFERENCE TRACKS

Track 1 – Finance

- Financial Modeling
- Risk and Compliance Analytics
- Real-time Simulation
- Big Data Analytics
- Revenue Management
- Stock Market Analysis
- Accounting Information System
- Block Chain Technology
- Emerging Trends in Accounting & Finance

Track 2 – Marketing

- Marketing and Sales Strategies
- Consumer Behaviour
- Retailing and Supply Chain Analytics
- Brand Visibility Analysis
- Data for Competitive Advantages
- AI & ML in Marketing
- Digital Marketing
- Green Marketing
- Emerging Trends in Marketing

Track 3 – Human Resources

- HR Analytics & HRIS
- Virtual Employee Experience
- AI in HR
- Strategic HRM and Planning
- Performance Management and Appraisal
- Job Analysis
- Diversity, Equity and Inclusion Strategies
- Training and Development
- Emerging Trends in HR

Track 4 – Entrepreneurship & Innovation

- Technological Entrepreneurship
- Innovation and Value Networks
- Startups and Unicorn Startups
- Social and Green Entrepreneurship
- Entrepreneurial Finance & Venture Capital
- International Entrepreneurship
- Innovation and Thought Leadership
- Entrepreneurial Competencies and Failures
- Emerging Trends in Entrepreneurship

CALL FOR RESEARCH PAPERS

For whom

- Academicians
- Alumni/Alumnae
- Practitioners
- Consultants
- Industrialists
- Research Scholars

GUIDELINES FOR ABSTRACT SUBMISSION

Selection of papers for presentation will be based on an abstract of 150-200 words with the title of the article, name(s), addresses, telephone numbers and e-mail address. Abstracts must include research purpose, methodology, significant results, implications, and keywords. Abstracts will be blind-reviewed, and only those approved by the reviewers will be selected for presentation at the conference.

GUIDELINES FOR FINAL PAPER SUBMISSION

The research paper should be based on original research work not yet published. Papers can be conceptual and empirical but would be tested on relevance to the main theme and sub-themes and must contribute to theory building.

Manuscripts of the Papers:

The text of the paper must be typed in 12-size font, Times New Roman, in single-space (on one side of A4 paper in case of hard copy) with left and right margin of 0.4” and 0.3”, respectively. Ideally, the length of the paper should not exceed ten pages, including tables, references, etc.

Cover Page:

The paper should have a cover page providing the title of the article, the name(s), address (es), phone, e-mail of all the author(s), and acknowledgement if any.

Abstract:

Following the cover page, an abstract containing a summary of the paper not exceeding 250 words with single-line spacing must be provided.

References:

Complete references should be given at the end of the paper and before annexures and follow American Psychological Association’s (APA) format.

All submissions are to be made through e-mail : commerceconference@loyolacollege.edu

For further details, kindly visit our website www.loyolacollege.edu

Publication Details

Selected papers will be published in a UGC-CARE listed Journal. All rights of publication of papers presented in the conference shall rest with the conference organisers, and the four best papers will be selected and awarded at the valedictory function.

Registration Fee

Corporate Delegates / Practitioners:	₹ 1000
Academicians / Faculty Members:	₹ 700
Research Scholars / Students:	₹ 500

- Separate registrations are mandatory for both the author and co-author(s).
- Participants/ Delegates will not receive T.A/ D.A.
- The registration fee includes the conference kit, lunch, and munchies.

Publication Fees will be announced after the UGC releases the 14th and 15th quarter updates of the CARE List on 1st January 2023.

Online link for:

Registration:

<https://docs.google.com/forms/d/e/1FAIpQLSeIE7X5ecwIzyVN3Bwv6bx5PNpMZA6MaEHMrzwJVuMdZLpejg/viewform>

Payment:

<https://erp.loyolacollege.edu/loyolaonline/conference/loginmanager/youlogin.jsp>

Accommodation

- Participants are asked to arrange for their travel.
- Accommodation can be arranged on request at a nominal cost.

Important Dates

Last Date for Abstract Submission	30th January 2023
Last Date for Full Paper Submission	20th February 2023
Payment of Registration Fee	25th February 2023

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