



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