

RELEASE OF THE SECOND ISSUE - COMMERCE E NEWSLETTER “PULSE”



The second issue of the E Newsletter “PULSE” was released on 18th June 2022 in the Board of Studies Meeting by Dr. R. Shanti (University Nominee), Professor, Department of Commerce, University of Madras.

On 21st April, 2022, the first issue was released on the first day of the Two-day International Conference held by our department. Dr. Palanivel ThiagaRajan, Hon’ble Minister for Finance and Human Resources Management, Government of Tamil Nadu released the first issue during that occasion.

Based on the appreciation received for the first issue, the second issue was prepared by the Loyola Commerce Association. All the articles were written by the students of UG and PG of the Commerce Department.

The department acknowledges the efforts of Dr.N. Maria Joseph, President of Loyola Commerce Association, and the able Editorial Team consisting of Ananthu Subrramanian, Joseph Clarin Flemin, Kesava Perumal and Viviliaa Francis and the students of both BCom and MCom.

The theme of the issue is “AI Economy” and all the articles revolve around this theme.

To name a few topics:

- Unicorn: The new development index
- How CBDC can redefine the Indian monetary system
- NFT: The new era?
- Metaverse: The new reality
- ROPO – A significant marketing opportunity
- How Blockchain will revolutionise micro-finance
- AI-Impact on Indian Economy
- DEFI – Centralised Finance
- Will social commerce grow to next level?
- Rich people and taxes

As the team takes pride in bringing out the second issue of the E Newsletter, we are happy to note that the team has published an e-newsletter in two successive semesters and we hope to continue this tradition in the future also, adding more value to our department.