

02:00 PM - 04:15 PM

Session - II

Dr. MRS. Arokiamary Geetha Doss,
Vice Principal, Patrician College of Arts and Science, Chennai.

Panelist

Mr. S. Arun Shankar Subramanian,
Senior Manager - Modern Trade & E-Commerce South Colgate.

Ms. Vithya Visvendra, *Youtuber, Blogger & Educator, Malaysia.*

Mr. Sreekesh, *Demand & Growth Lead, Dunzo, Ex Co-founder Genie.*

Mr. Sreyans Bardia, *Founder & CEO, BOT VFX.*

Mr. Kumar Kaman, *Founder & CEO, Purple Tab Solutions.*

04:15 PM - 04:30 PM

Tea Break

Valedictory

04:30 PM - 06:00 PM

Recap of the Conference
Prof. A. Austin Xavier Amirtharaj,
Assistant Professor, Loyola College.

Chief Guest
Mr. Sridhar,
ITC, Branch Manager, Chennai

Guest of Honour
Dr. Selvarathnam Gunapalan,
Dean, Faculty of Management & Commerce, South Eastern University of Srilanka.

Vote of Thanks
Dr. S. Ceciliya Jothi Muthu
Assistant Professor, Loyola College



DEPARTMENT OF
BUSINESS ADMINISTRATION
LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI - 600034



Cordially Invites You for the
International Conference
on

**"New-Fangled Marketing:
Trends and Strategies of Start-Ups
and Entrenched Firms" (ICNFM - 2019)**

On 21st February, 2019

**Inaugural
Presidential Address**

Mr. Muzaffar Shah Hanafi, *Consulate General Trade, Malaysia.*

Chief Guest

Mr. Sriram TV, *Former GM Finance, Ford Motors.*

Guest of Honour

Mr. Chandu Nair, *Entrepreneur - Advisor
Co-Founder of scope e-knowledge center.*

International Key Note Speaker

Dr. A Prakash, *Head - Quality Assurance Department
Waljat College of Applied Sciences, Sultanate of Oman.*

Valedictory

Chief Guest

Mr. Sridhar, *ITC, Branch Manager, Chennai.*

Guest of Honour

Dr. Selvarathnam Gunapalan, *Dean,
Faculty of Management & Commerce
South Eastern University of Sri Lanka.*

Venue - Lawrence Sundaram Hall, Time - 9:00 AM

Inaugural Function

08:00 AM - 09:00 AM	Registration
09:00 AM - 09:05 AM	Prayer song and Lighting the Lamp
09:05 AM - 09:10 AM	Welcome Address Prof. G. Joy Samuel Dhanraj, Conference Chairman and Co-ordinator, BBA.
09:10 AM - 09:15 AM	Felicitating the Dignitaries
09:15 AM - 09:30 AM	Greetings From Rev. Fr. A. M. Jayapathy Francis, S.J. Rector, Loyola College, Chennai. Rev. Dr. F. Andrew, S.J Principal, Loyola College, Chennai. Dr. Fatima Vasanthi Deputy Principal, Loyola College, Chennai.
09:30 AM - 09:40 AM	Dynamics of the Conference Dr. T. Blessty Pearlina, Conference Convener.
09:40 AM - 09:45 AM	Introducing the Chief Guest
09:45 AM - 09:55 AM	Presidential Address Mr. Muzzafar Shah Hanafi, Consulate General Trade, Malaysia
09:55 AM - 10:00 AM	Introducing the Chief Guest
10:00 AM - 10:10 AM	Inaugural Address Mr. Sriram Former GM Finance, Ford Motors.
10:10 AM - 10:15 AM	Introducing the Guest of Honour
10:15 AM - 10:20 AM	Guest of Honour Mr. Chandu Nair Entrepreneur, Advisor Co-Founder of scope e-knowledge center.

10:20 AM - 10:25 AM

10:25 AM - 10:35 AM

10:35 AM - 10:40 AM

10:40 AM - 11:00 AM

11:00 AM - 01:15 PM

Panelist

01:15 PM - 02:00 PM

02:00 PM - 04:15 PM

Introducing the International Key note Speaker

International Key Note Speaker

Dr. A. Prakash

Head - Quality Assurance Department, Waljat
college of Applied Sciences, Sultanate of Oman

Vote of Thanks **Dr. G. Sivachander**

Assistant Professor, Loyola College.

Tea Break

Session - I

Dr. Agnes Rozario, Vice - Principal,
Stella Maris College, Chennai.

Mr. Anand Pathak, Marketing Director,
Net Meds.

Mrs. Arushi Gupta, Senior Manager,
Social Beat.

Mr. Krishna Kumar,
Former Associate Director, Flipkart
Internet, Gomo Tech, Founder & CEO.

Mr. Varun Jain, Managing Director & CEO
Miles Education/Career Graph.

Mr. Sourabh Jain, Thinker in Chief, EchoVME

Lunch

Track I - Paper Presentation

Dr. Ismail, Professor in Management,
Department of Management,
South Eastern University of Sri Lanka.

Venue - MRF Hall

Track II - Paper Presentation

Dr. A. Marcus, Associate Professor,
Department of Commerce, Loyola College

Venue - YD Hall



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INTERNATIONAL CONFERENCE
"NEW-FANGLED MARKETING: TRENDS AND STRATEGIES OF
START-UPS AND ENTRENCHED FIRMS"

📍 LAWRENCE SUNDARAM HALL
🕒 21ST FEBRUARY, 2019 - 9:00 AM



Mr. Muzzafar Shah Hanafi
Consulate General Trade,
Malaysia

Mr. Sriram
Former GM Finance
Ford Motors



Mr. Chandu Nair,
Entrepreneur, Advisor Co-founder
of Scope e-knowledge
Center



Dr. A. Prakash,
Head - Quality Assurance, Waljat
College of Applied Sciences,
Sultanate of Oman



Mr. Sridhar,
ITC Branch Manager,
Chennai



Dr. Selvarathnam Gunapalan,
Dean, Faculty of Management &
Commerce, South Eastern
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Dr. Agnes Rozario,
Stella Maris College,
Chennai



Mr. Anand Pathak,
Marketing Director,
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Mr. Krishna Kumar,
Former Associate Director,
Flipkart Internet, Gomo Tech,
Founder & CEO



Mr. Sourabh Jain
Thinker in Chief,
EchoVME



Mr. Varun Jain
Managing Director & CEO Miles
Education/Career Graph



Dr. Ismail,
Professor, Department of
Management, South Eastern
University of Sri Lanka



Dr. MRS Arokiamary Geetha Doss,
Vice Principal, Patrician College
of Arts and Science, Chennai



Mr. S. Arun Shankar Subramanian,
Senior Manager - Modern Trade &
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Mrs. Vithya Visvendra
Youtuber, Blogger, & Educator,
Malaysia



Mr. Sreelesh,
Demand & Growth Lead,
Dunzo, Ex-Founder Genie



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