

INTERNATIONAL CONFERENCE

ON

“Business Analytics for Sustainable Digital Transformation”

21st & 22nd April, 2022



Organized 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, 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 degrees will be conferred on 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. UGC has elevated Loyola College to the status of “College of Excellence” for the period from April 1, 2014 till March 31, 2019. NAAC's re-accreditation score in 2021 (Fourth Cycle) is 3.54 out of 4.00 CGPA. Today, there are 19 P.G courses and 19 U.G courses (Arts, Sciences and Commerce) and 12 special Institutes offering various programmes to 12,107 students. 11 departments are offering M.Phil. programmes and 12 departments offer Ph.D. programmes. At present, 117 teaching staff members out of 286 hold doctoral degree. There are 182 non-teaching staff in service.



ABOUT THE PG & RESEARCH DEPARTMENT OF COMMERCE

The Department of Commerce was established in the year 1945. It commenced M.Com Degree course in 1958 and in the year 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 as 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 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 76th year of functioning. About 500 students are pursuing their studies in various Academic Streams of B.Com, M.Com, M.Phil and Ph.D with fifteen well experienced faculty members every year. It must be proudly noted here that we have distinguished Commerce Alumni in various walks of life worldwide, and they are great inspiration and pride to our Department and College. They constantly collaborate and closely involve in the success path of our academic endeavours. The students who aspire for a career in Accounting and Finance, Management, Entrepreneurship and Logistics, who wish for an excellent education and holistic development in a perfect environment, are ensured of a successful academic formation offered by our Department in Loyola College.

THE THEME OF THE CONFERENCE

As a consequence of globalization, liberalization and privatization in the global economy since 20th century, the contour of business domain emboldened by business analytics is widening horizontally and sharpening vertically in the planet, Besides foraying into multi-dimensional socio economic cultural based livelihood activities the business tentacles are capable of establishing connectivity even with other planets also in the space.. Thanks to the digitalized business analytics for creating the inevitable technology based linkages between the supply and demand sides of the business world there by facilitating the policy makers and business world towards fostering economic growth and human development in the world. Now the results of this discourse on digitalization need to be merged with sustainability research to bring about digital transformation for delivering both immediate and long term welfare benefits to humanity. The world of tomorrow will be driven by knowledge, machine-intelligence and digital pathways. To prepare ourselves for this transformation and to leverage its amazing opportunities, we are driven to recast the commerce curriculum with new courses and to provide deeper analytical-orientation, ideation and innovation. The incubation of thoughts has become the order of the day and need to be given due thrust in our commerce curriculum. Much more progress is required on this account.

OBJECTIVES OF THE CONFERENCE

1. To understand and critically assess the concepts and methods of business analytical strategies formulated and implemented for sustainable digital transformation.
2. To gain an in-depth understanding of all financial modelling components applied in complex business scenario.
3. To evaluate the marketing metrics as a business tool to achieve competitive advantage.
4. To explore the viability and suitability of evolving AI in HR and evaluate the HR Analytical strategies adopted for workforce planning and managing.
5. To identify the constituent elements of the entrepreneurship and sustainability innovation analysis.

CONFERENCE TRACKS

Track 1 – Finance	Track 2 – Marketing
<ul style="list-style-type: none">■ Financial modeling■ Risk and compliance analytics■ Real time simulation■ Big data analytics■ Revenue management■ Stock Market analysis■ Accounting Information System■ Block Chain Technology■ Sustainable Finance Models	<ul style="list-style-type: none">■ Marketing and sales metrics■ Customer analytics■ Retailing and supply chain analytics■ Brand visibility analysis■ Data for competitive advantages■ Artificial Intelligence and Machine Learning in Marketing■ Digital marketing■ Green marketing■ Emerging analytics in marketing
Track 3 – Human Resources	Track 4 – Entrepreneurship & Innovation
<ul style="list-style-type: none">■ HR Analytics■ Virtual employee experience■ Employee engagement & wellbeing■ Artificial Intelligence and HR■ Strategic HR Management and Planning■ Performance Management and Appraisal■ Job Analysis■ Diversity, equity and inclusion strategies■ Training and Development■ Benefits administration	<ul style="list-style-type: none">■ Technological entrepreneurship■ Innovation and Value networks■ Startups and unicorn startups■ Social and green entrepreneurship■ Entrepreneurial finance and venture capital■ International entrepreneurship■ Spin of processes and knowledge transfer■ Innovation and thought-leadership■ Entrepreneurial Competencies and Failures■ Sustainable Startup Ecosystem

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 abstract of 150- 200words with the title of the paper, name(s), addresses, telephone numbers and email address. Abstracts must include the purpose of research, methodology, major results, implications, and key words. Abstracts will be blind reviewed and only those abstracts approved by the reviewers will be selected for presentation in the conference.

GUIDELINES FOR FINAL PAPER SUBMISSION

Papers can be both conceptual and empirical in nature but would be tested on relevance to the main theme and subthemes 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 margins of 0.4" and 0.3" respectively. Ideally the length of the paper should not exceed 10 pages, including tables, references, etc.

Cover Page: Paper should have a cover page providing the title of the paper, the name(s), address (es), phone, email of all the author(s), and acknowledgement, if any.

Abstract: Following the cover page an abstract must be provided, containing summary of the paper not exceeding 200 words. The main text of the paper should start from the next page.

References: Complete references should be given at the end of the paper and before annexures and should follow American Psychological Association's format.

All submissions 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 SCOPUS Indexed Journals and rest of the papers will be published in the UGC-CARE list-1 journals. All rights of publication of papers presented in the conference shall rest with the conference organizers and four best papers will be selected and awarded at the valedictory function.

Registration Fee

Senior Managers / Practitioners : ₹ 1000.00

Academicians / Faculty Members : ₹ 700.00

Research Scholars / Students : ₹ 500.00

(Registration fee include: Conference kit, Certificates, Lunch and Refreshments)

Additional Publication Charges and Journal Review Process is applicable.

Registration, Accommodation & Payment

- Please click on to the Google form to sign up for registration:

<https://forms.gle/kzgxQwuX5UKzV2cs6>

- Participants are asked to arrange for their travel arrangement
- Accommodation can be arranged on request with nominal cost.
- Registration fee is to be paid by using the following link:

<https://erp.loyolacollege.edu/loyolaonline/conference/loginManager/youLogin.jsp>

Important Dates

Last Date for Abstract Submission	1 st April, 2022
Email Notification of Selected Abstracts	3 rd April, 2022
Last Date for Selected Papers Submission	10 th April, 2022
Conference Dates	21 st & 22 nd April, 2022

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CONTACT DETAILS

DR. A. JESU KULANDAIRAJ

Assistant Professor & Conference Convener

Department of Commerce

Loyola College, Chennai, 600 034

Mobile: 9444111540

jesukraj@loyolacollege.edu