



DEPARTMENT OF COMMERCE (SHIFT-II)
LOYOLA COLLEGE (AUTONOMOUS)
Chennai - 600 034



International Conference on

**“BIZ 2025” - IDEAS, CHALLENGES & OPPORTUNITIES
TOWARDS THE TRILLION DOLLAR ECONOMY**

4th May 2022

LOYOLA COLLEGE

Loyola College founded by the Society of Jesus (Jesuits) in 1925, with the primary objective of providing University Education for deserving Students, especially those belonging to the Economically Weaker Section and across other classes too. The College aims at training young men and women of quality to be leaders in all walks of life. UGC has elevated Loyola College to the status of “College of Excellence” for the period from April 1, 2014 till March 31, 2019. In 2021 the college was re-accredited with A++ Grade from NAAC. Loyola College is ranked 3rd among Arts and science Colleges in India by NIRF in the year 2021.



DEPARTMENT OF COMMERCE

The Department of Commerce (Shift-II) started in the year 1998 and is ranked 5th by **India Today** as the best Commerce Colleges in India and ranked 4th by **The Week** in the year 2021. The department provides high quality education through learner-centric methods such as industry relevant curriculum, case studies, field visits, remedial / enabling classes, internship and so on. Besides the regular academic programs, the department also organizes value added and extra-curricular activities via the commerce forum (student's forum led by students) guided by faculty members. Around 1,100 students are currently pursuing their program in the department. Student of the department were placed in the big four and other MNCs consistently.

CONFERENCE OBJECTIVES

The conference is envisioned to deliberate the context by taking into consideration the current challenges, ideas and opportunities available to different stakeholders and business houses that can contribute in attaining the Regional, National and Global economic goal. Hence, this international conference is aimed with to dwell upon the following objectives –

- To deliberate issues, ideas, challenges and opportunities towards trillion-dollar economy in the verticals of marketing, finance, HRM and entrepreneurship with regard to business.
- Disseminating ideas about modern technology that aids the business among academicians and industry experts.
- Learning current business practices in Marketing, Finance, Human Resource and Entrepreneurship.
- Coping up measures required by modern business houses or industries to face the challenges faced in disruptive environment.
- Providing a healthy platform for creating expression of interest & thoughts to promote research in social sciences among all the active participants in the business.
- Providing an opportunity for the participants to explore their knowledge in innovative business practices under the functional disciplines of marketing, finance, entrepreneurship and human resource.

BROAD THEMES

FINANCE	MARKETING
Fintech Analysis Cyber Security in Online Banking Block Chain Technology Cloud Computing Asset Management Strategic Financial Measures Financial Regulatory Measures Portfolio Diversification Risk Analysis Cryptocurrency International Accounting Practices Other Related Topics	Convergence of Marketing in Digital Era Consumer Behavior and Retailing Services Marketing Sales and Distribution Brand and Product Strategies Global Marketing AI, Data Analytics and Research in Marketing. Integrated Marketing Communication in Digital Era Sustainable and Green Marketing Digital Marketing E-Customer Relationship Management Other Related Topics

HUMAN RESOURCES	ENTREPRENEURSHIP
Talent Acquisition and Retention Learning and Development Succession Planning & Competency Management HRD Practices in Changing Business Landscapes HRD and VUCA Compatibility Hierarchical Restructuring HR Analytics Innovative Technology in Business HR Outsourcing and Consulting Virtual Employee Co-nnects Up Skilling and Reskilling Performance Management HR Assessment Career Transmission Management Other Related Topics	Business Ideation Emerging Entrepreneurship Styles New Business Ideas and its Startup Angel Investors and Venture Capital Policy Entrepreneurship Entrepreneurial Performance towards Industry 4.0 International Entrepreneurship Spin off Process and Knowledge Transfer Entrepreneurial Culture Business Survival Studies Entrepreneurship and Ethnic Minorities Social Entrepreneurship Green Entrepreneurship Other Related Topics

BENEFICIARIES / PARTICIPANTS

The conference will provide opportunities to showcase the pros and cons of Industry 4.0 to the potential authors, professionals, entrepreneurs, academicians, industrialists, research scholars and students in the discipline of social sciences.

GUIDELINES FOR ABSTRACT SUBMISSION

Abstracts must include the purpose of research work, methodology, major results, implications and key words. Abstracts will be blind reviewed and only those abstracts approved by the reviewers will be selected for the presentation in the conference. Selection of paper for presentation will be based on abstracts of 150 – 200 words with the title of paper, Name, address, contact number and email address of the author(s).

GUIDELINES FOR FINAL PAPER SUBMISSION

Papers can relate to theoretical concepts, new ideas, thoughts and methods, empirical issues, case studies etc. It would be tested with relevance to the main theme and sub theme of the conference. The full paper submission should be original and should not have been submitted earlier for any other journal or conference. The guidelines for preparing the abstract and full paper are as follows:

- Title: Times New Roman -14
- Font size :12
- Line Spacing: 1.5
- Full Paper: Not to exceed 8 pages.

All submissions to be made through e-mail at commerceshift2conference@loyolacollege.edu

REGISTRATION, PAYMENT AND ACCOMMODATION

Research Scholars	- ₹ 500	Academicians	- ₹ 600
Student Participants	- ₹ 200	Industry Delegate	- ₹ 1000
Foreign Delegate	- \$ 20		

Note: Each author is required to register individually. Registration fee include: conference kit, certificates, Lunch and refreshments. Additional publication charges and Journal Review process will be applicable.

Accommodation can be arranged on request with normal cost

Registration and Payment link:

1. For Registration: <https://forms.gle/jTz967j7hMmqReQu5>
2. For Payment: <https://erp.loyolacollege.edu/loyolaonline/conference/loginManager/youLogin.jsp>

PUBLICATION DETAILS

All the papers will be blind reviewed by the peer review committee with respect to their quality, originality, relevance and other aspects too. The accepted papers will be published in UGC CARE list journal as per the requirement, with an additional fee. The selected paper for publication should be revised, if needed, by the author as per the requirement of publisher. All the rights of publication of papers presented in the conference shall rest with the conference organizers.

IMPORTANT DATES

Last date for Abstract Submission	04 / 04 / 2022
Notification of Selected Abstracts	11 / 04 / 2022
Last Date for selected Papers Submission	21 / 04 / 2022
Notification of acceptance full-length paper	28 / 04 / 2022
Conference Date	04 / 05 / 2022

CHIEF PATRON

Rev Fr Jebamalai Irudayaraj, S J Provincial, Jesuit Chennai province

PATRONS

Rev Dr Francis. P. Xavier, S J Rector

Rev Dr D. Selvanayakam S J Secretary & Correspondent

Rev Dr A. Thomas S J Principal

BOARD OF ADVISORS

Rev Dr C. Joe Arun, S J

Director LIBA, Chennai

Dr Melchias Gabriel,

Deputy Principal, Loyola College, Chennai

Dr J. Madhavan,

Dean of Research, Loyola College, Chennai

Dato' Vaseehar Hassan,

Executive Vice Chairman, KSI Strategic Institute for Asia Pacific, Malaysia

Dr Sree Kumar Chakravarthy,

Director of RIE, MAHSA University Malaysia

Dr P. C. Lakshmi Narayanan,

Dean of Academics, LIBA Chennai

Dr M. Dharani,

Assistant Professor, IIM, Kashipur

Mr Masiullah Md K,

Convenor, Loyola Alumni International Chapters,

Loyola Alumni Association, Loyola College, Chennai

Dr A. Marcus,

Head, Department of Commerce, Loyola College, Chennai

Dr A. Xavier Mahimairaj,

Assistant Professor, Department of Commerce, Loyola College, Chennai

Dr J. Arul Suresh,

Assistant Professor, Department of Commerce, Loyola College, Chennai

Dr A. Jesu Kulandairaj,

Assistant Professor, Department of Commerce, Loyola College, Chennai

CHAIRMAN

Dr S. Prasanna Kumar,

Coordinator, Dept. of Commerce (Shift – II), Loyola College, Chennai

CONVENERS

Dr Sivakumar M

Dr Saravanan P V

Dr John Benedict D

ORGANIZING SECRETARIES

Prof. Sivaprakash J S

Prof. Joyci Christi D J

ORGANIZING COMMITTEE

Prof. S. Charles Jail Singh

Dr P. Smitha

Prof. R. Amala Priya

Dr K. C. Mini Mathew

Prof. Hermina Corera

Dr K.T. Manivannan

Prof. Y. Alexander

Dr L. Sherley Mary

Prof. A. Delphine Valarina

Prof. F. Antony Pradeep

Prof. Nishanth Arul Dominic

Dr C. Stalin Shelly

Prof. S. Emaldarani

Prof. R. M. Shankar Subbiah

Prof. Vaishaali P S

Contact Details

Dr Saravanan P V - 9443966234

Prof. Sivaprakash J S - 9025161336

Department of Commerce (Shift-II),

Loyola College Chennai – 600034.

commerceshift2conference@loyolacollege.edu