




The Management  
and  
PG & Research Department of Commerce  
Loyola College (Autonomous)  
Chennai - 600034

*Cordially invite you for the Inauguration of the*

**International Conference on  
BUSINESS ANALYTICS  
FOR SUSTAINABLE DIGITAL TRANSFORMATION  
(ICOBASDT - 2022)**

On Thursday, April 21, 2022 at 8.45 AM  **YouTube**  
in Lawrence Sundaram Auditorium  
Loyola College, Chennai - 600034.

*Chief Guest*

**Dr Palanivel Thiaga Rajan**

Hon'ble Minister for Finance and Human Resources Management  
Government of Tamil Nadu.

# INAUGURATION

## PROGRAMME

Registration  
Inauguration  
Invocation to Mother Tamil  
Prayer Song  
Lighting of the Kuthuvilaku

7.45 am onwards  
8.45 am  
Dept. Choir  
Guests

Welcome Address

**Dr A Marcus**  
Head, Department of Commerce

Felicitation

**Rev Dr Francis P Xavier SJ**  
Rector, Loyola College  
**Rev Dr D Selvanayakam SJ**  
Secretary, Loyola College  
**Rev Dr A Thomas SJ**  
Principal, Loyola College

Introducing the Chief Guest

**Dr J Justin Rayappa**  
Organizing Secretary

Chief Guest Address

**Dr Palanivel Thiaga Rajan**  
Hon'ble Minister for Finance and Human Resources Management,  
Government of Tamil Nadu

Conference Dynamics

**Dr A Jesu Kulandairaj**  
Convener

Vote of Thanks

**Dr M Salathiyam**  
Organizing Secretary

**National Anthem**

**Day 1: April 21, 2022 (Thursday)**

**Technical Session - 1**

**Time: 10.00 am – 11.30 am**

**Topic: "Big Data Analytics and Current Digital Transformation Technologies"**

**Speaker**

**Mr Balasubramani Shanmugam**

Technology Specialist – Data Science and Digital Transformation Technologies  
DXC Technology, Chennai.

**Tea Break: 11.30 am – 11.50 am**

**Technical Session - 2**

**Time: 11.50 am – 1.15 pm**

**Topic: Financial Wellness**

**Speaker**

**Mr Vincent Arokianathan**

Chief Wealth Officer  
My Finance Wellness, Bengaluru.

**Lunch: 1.15 pm – 2.15 pm**

**Paper Presentation**

**Time: 2.15 pm – 4.30 pm**

**Venue: Data Centre Hall**

**Moderator**

**Dr Maria Doss**

Assistant Professor of Commerce, Presidency College, Chennai.

**Venue: YD Hall**

**Moderator**

**Dr C Mahimai Arul Ignatius**

Assistant Professor of Commerce, St. Xavier's College, Palayamkottai.

**Venue: LS Hall**

**Moderator**

**Dr R Sundari**

Assistant Professor of Commerce, DG Vaishnav College, Chennai.

**Venue: MRF Hall**

**Moderator**

**Dr Anli Suresh**

Assistant Professor of Commerce, Madras Christian College, Chennai.

**Tea: 4.30 pm, End of day one**

**Day 2: April 22, 2022 (Friday)**

**Panel Discussion - 1**

Time: 8.30 am – 10.00 am

**Panel Chair**

**Dr R Magesh**

**Professor and Head**

Department of Management Studies

Anna University

Chennai

**Topic & Panelist**

**CRM Metrics**

**Prof M J Xavier**

Professor of Marketing and Business Analytics

Chairperson – Centre for Technology & Innovation (CTI)

LIBA, Chennai.

**AI & ML in Marketing**

**Mr Raja Krishnamoorthy**

Delivery Director

IBM

Bengaluru

**Tea Break: 10.00 am – 10.30 am**

**Panel Discussion - 2**

Time: 10.30 am – 12 Noon

**Panel Chair**

**Prof Asha Joseph**

Faculty of Business Administration

St Joseph's College of Commerce

Bengaluru

**Topic & Panelist**

**Entrepreneurial Competencies and Failures**

**Mr V Narayanan**

Consultant

Sun Sum Consultants

Former Vice President-Crompton Greaves

Mumbai

**Innovation and Thought Leadership**

**Mr Krishnakumar Mahalingam**

Director - Engineering

Micro Focus International

(Formerly Hewlett Packard Enterprise)

Bengaluru

**Lunch: 12.15 pm – 1.15 pm**

**Panel Discussion - 3**

Time: 1.15 pm – 2.45 pm

**Panel Chair**

**Dr Agnes Rozario**

Associate Professor & Former Vice Principal

Stella Maris College

Chennai

**Topic & Panelist**

**Strategic HR Management and Planning**

**Mr T A Mathew Gunaseelan**

Vice President – HR

Indo National Limited

Chennai

**AI in HR & Virtual Employee Experience**

**Dr (h.c.) Kumar Visvanathan**

Head – People Shared Services

Mindtree

Bengaluru



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Cordially invite you for the Valediction of the

International Conference on

**BUSINESS ANALYTICS FOR SUSTAINABLE DIGITAL TRANSFORMATION  
(ICOBASDT-2022)**

On Friday, April 22, 2022 at 03.30 PM  
In Lawrence Sundaram Auditorium  
Loyola College, Chennai - 600034.

Chief Guest

**Mr Anand Srinivasan**  
Economist, Author, Investor, and Consultant  
Chennai

## VALEDICTION

Time: 3.30 pm Venue: LS Hall

Prayer Song

Welcome Address	<b>Dr N Maria Joseph</b> Organizing Secretary	<b>PROGRAMME</b>
Introducing the Chief Guest	<b>Dr S Remigius Mary</b> Organizing Committee	
Chief Guest Address	<b>Mr Anand Srinivasan</b> Economist, Author, Investor, and Consultant Chennai	
Feedback from Participants	Three Participants	
Concluding Remarks	<b>Dr A Marcus</b> Head, Department Commerce	
Vote of Thanks	<b>Dr A Jesu Kulandairaj</b> Convener	

High Tea & Good Bye