

A TWO DAY

Virtual International Conference on
Leading the Business of Future:
Talent, Technology and Transforming
in a Changing World

(ICLBF - 2022)

SEPTEMBER

22 & 23

2022



Organised by

PG & Research Department of Commerce

jointly with

Department of Business Administration

Cauvery College for Women

(Autonomous)

Nationally Accredited (III Cycle) with "A" Grade by NAAC

ISO 9001 : 2015 Certified

Annamalai Nagar, Tiruchirappalli - 620 018. TamilNadu, India.



www.cauverycollege.ac.in

About the Conference

ICLBF 2022 focuses on both theory and applications in the broad areas of applied sciences and humanities. ICLBF is a multi disciplinary conference organized with the objective of bringing together academicians, scientists, researchers from industry, research scholars, and students working in all areas of applied sciences and humanities. The conference will provide the authors and listeners with opportunities for national and international collaboration and networking among universities and institutions from India and abroad for promoting research and developing technologies. The aim of this conference is to promote translation of basic research into applied investigation and convert applied investigation into practice. This conference will also create awareness about the importance of basic Scientific research in different fields matching with the current trends. The conference will provide the flavour of keynote lectures by eminent speakers from different areas & panel discussion by industry people. The scope of the conference includes all areas of Applied Sciences & Humanities.

TOPICS

- Digital Marketing
- Supply Chain Management
- Future Workforce
- Talent Transformation
- Business Transformation
- Entrepreneurship Development
- Banking & Insurance
- Business 4.0
- Innovations and Entrepreneurship
- Skill India Initiative
- Sustainable Innovation and Ecopreneurship
- Millennium Development Goals
- Any other Topic Related to Conference Theme

Note:

- The call for papers is not restricted to the above-mentioned list.
- Presentation will be through ONLINE only.
- Presentation link will be provided before 2 days.
- Name of the Journal and Publication fee will be intimated later.

Registration Fee:

Research Scholars	: Rs.500/-
Academicians	: Rs.600/-
Delegates from Industries	: Rs.1000/-
Full Paper Submission	: 10 Sep'2022
Last Date for Registration	: 15 Sep'2022
Announcement of Selected Papers	: within 5 Days

Send your full papers only in .doc/.docx format to:
iclb2022@gmail.com

Send soft copy through mail as an attachment.

Specification

Paper Size - A4 | Font Size - 12

Font - Times New Roman | Line Space - 1.5

Registration Link

<https://forms.gle/i5nQQcHZG5qpJyMA9>

About the College

Cauvery College for Women, Tiruchirappalli was established in 1984 by Reddy Educational Trust which is a temple of learning and regularly provides an opportunity to grow in all the fields of life and is affiliated to Bharathidasan University, Tiruchirappalli. The college aims for perfection in Education as they have inaugurated the portals to many first-generation pupils and students from rural, with diverse branches of knowledge. The college provides Undergraduate, Postgraduate and Doctoral courses in the field of Science, Commerce and Arts. The NAAC has awarded our college with "A" Grade consecutively in all the three cycles 85.90 out of 100 in Cycle I, CGPA 3.37 out of 4 in Cycle II, CGPA 3.41 out of 4 in Cycle III. we are in 150-200 rank band in the NIRF- IR 2019 & IR 2020. Recognized by NAAC as a Mentor Institution to identify the non-accredited colleges in our vicinity and motivate them for NAAC Accreditation. Identified by UGC as a potential "Mentor Institution" to help the NAAC aspiring institutions under "Paramarsh Scheme". Our Institution has been ranked under the Band: "Performer" in Non-Technical General Category in Atal Ranking of Institutions on Innovation Achievements (ARIIA) for promotion of Innovation, IPR and Entrepreneurship Activities. NPTEL has recognized our institution as a Valuable Local Chapter under top 100 colleges and has rated with "AA" ranking based on performance in NPTEL Online Certification courses for January - December 2021.

Department of Commerce

Department of Commerce is the pioneer department established since the incorporation of the college on 17th October 1984. Our department is a Full-Fledged Research department constituting 12 Doctorates and 11 Pursuing Ph.D. Apart from the curriculum PG and Research Department of Commerce organizes various Seminars, Conferences & Workshops in order to motivate the commerce students to get employment opportunities. The department is the proud recipient of 171 university ranks consisting of 14 Gold Medalists till April 2021. Regarding the results of Department of Commerce, B.Com has secured 99.07%, B.Com CA has secured 100% and M.Com 100% for the academic year April 2022.

Department of Business Administration

Business Administration is a degree that is very highly valued especially among those students who are looking for a leadership position. Cauvery College for Women is the forerunner in commencing BBA programme Affiliated to the Bharathidasan University on 30.7.1987. Our department is elevated as Research department in the year 2018 constituting 5 Doctorates. The Department is manned by academically well-qualified and experienced faculty members with 5 Doctorates and 2 Pursuing Ph.D. To make our students versatile and employable, the department has organized several workshops, seminars, competitions, the faculty of the department consistently encourages the students to participate in sports, NSS, NCC and other extracurricular activities. The department has proved its potential by achieving 100% results with 148 University ranks from the date of inception inclusive of 11 University First Ranks.

SESSIONS

Day 1: 22nd September 2022

Inaugural Session: 10.30 a.m.

Chief Guest:

Dr. D. Raja Jebasingh
Vice Principal & Research Supervisor
St. Joseph's College of Commerce (Autonomous)
163, Brigade Road, BENGALURU-560025, Karnataka.
E-mail: rajajebasingh@sjcc.edu.in



Session I

Keynote Speaker I

Prof. Dr. Abdul Raheem Bin Mohamad Yusof,
Dean, Faculty of Business and Management,
Quest International University,
Malaysia.

Topic: Demystifying the Marketing Plan

Technical Session : 1



Session II

Keynote Speaker II

Dr. David Rajesh,
Faculty in Business Studies Department,
University of Technology and Applied Sciences,
Sultanate of Oman.

Topic: Evolving Business Strategies of the Present and the Future

Technical Session : 2



Day 2: 23rd September 2022

Session III

Keynote Speaker III

Dr. Anitha Ramachander,
Academic Director – IHM Australia,
Australia.

Topic : Leadership 5.0 : Skills Every Future-Ready Leader Needs

Technical Session: 3



Valediction

OUR EMINENT SPEAKERS

CHIEF PATRONS

Shri. G. Muthukrishnan. , B.Com., FCA
President

Shri. K. Thiruneelakandan. , B.A
Secretary

Shri. S. Chandra Sekaran. , B.Com
Treasurer

PATRON

Prof. Dr. V. Sujatha
Principal

ADVISORY COMMITTEE

Mrs. N. Aruna	Associate Professor & U.G. Head in-Charge
Dr. S. Shameem	Vice Principal & Associate Professor
Dr. S. Sudha	Associate Professor & P.G. Head in-Charge
Dr. P. Kavitha	Associate Professor
Dr. S. Thamarai Selvi	Associate Professor
Dr. M. Neela	Associate Professor

OUR PRESTIGIOUS CORE COMMITTEE

CONVENER

Dr. N. Savithri. ,
Dean of Arts & Head,
Department of Commerce

Dr. J. Tamilselvi. ,
Head,
Department Of Business Administration

ORGANISING COMMITTEE

Dr. D. Ramya	Assistant Professor
Dr. C. Subha	Assistant Professor
Dr. S. Jayalakshmi	Assistant Professor
Dr. D. Sarala	Assistant Professor
Dr. A. Sivaranjani	Assistant Professor
Dr. M. Gayathri	Assistant Professor
Mrs. P. Thangamani	Assistant Professor
Mrs. A. Suganya	Assistant Professor



Account Details: (Current Account)

Name	: PRINCIPAL Cauvery College for Women (Autonomous)
Bank Name	: UCO Bank, Salai Road, Trichy
Account No	: 159301000000087
IFSC code	: UCBA0001593

For Details...

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