



ST. JOSEPH'S COLLEGE (AUTONOMOUS)

Special Heritage Status Awarded by UGC
Accredited at A++ (4th Cycle) by NAAC
College with Potential for Excellence by UGC
DBT-STAR & DST-FIST Sponsored College
TIRUCHIRAPPALLI - 620002

DEPARTMENT OF BUSINESS ADMINISTRATION

ORGANISES

ONE-DAY INTERNATIONAL CONFERENCE ON

"INNOVATIVE PRACTICES IN BUSINESS AND MANAGEMENT DURING THE CONTEMPORARY ERA"

DATE: 18.03.2021 (THURSDAY)

INAUGURATION | 9:30 AM - 11:00 AM

Felicitations:

Rev. Dr. Leonard Fernando SJ, Rector
Rev. Dr. S. Peter SJ, Secretary
Rev. Dr. M. Arockiasamy Xavier SJ, Principal
Dr. V. Alex Ramani, Deputy Principal

Keynote Address:

Dr. Christopher Abraham

CEO & Head

Sr. Vice President (Institutional Development)
SP Jain School of Global Management, Dubai

*Topic: Re-imagining Business through
innovation in the Post-Covid Era*

TEA BREAK | 11:00 AM - 11:15 AM

TECHNICAL SESSION-I | 11:15 AM - 12:45 AM
(PAPER PRESENTATION)

Dr. Christine Maria Drewitt

Director - Benit Consultancy Services Inc.
Edmonton, Canada

Topic: "Global to Local" - Innovation in Online Business

Mode:
Virtual
(Zoom)



LUNCH BREAK | 12:45 PM - 2:00 PM

TECHNICAL SESSION-II | 2:00 PM - 3:30 PM

Dr. A. Ravichandran

Associate Professor - Dept. of Commerce
Satyawati College (University of Delhi), New Delhi
*Topic: Research in Human Resource Management: An
Empirical Relationship Model*

VALEDICTION | 3:30 PM - 5:00 PM

Rev. Dr. Santiago SJ

Vice Principal (Shift - II)
St. Joseph's College, Tiruchirappalli

Dr. G. John

Dean - School of Management Studies
St. Joseph's College, Tiruchirappalli



Dr. A. Anandakumar

Associate Professor - Dept. of Management & Commerce
DMI - St. Eugene University, Lusaka, Zambia
Topic: Innovative Marketing Strategies for Business

Dr. C. Suriyaprakash

Professor - Jansons School of Business, Coimbatore
Transactional Analyst & Master Practitioner
in Neuro Linguistic Programming (NLP)
Topic: Navigating the Work-life Paradigm in the VUCA World

ALL ARE INVITED

