



# FATIMA COLLEGE

(Autonomous)

*Affiliated to Madurai Kamaraj University*  
*Re-Accredited with 'A++' (CGPA 3.61) by NAAC (Cycle - IV)*  
Mary Land, Madurai - 625018, Tamil Nadu

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## DEPARTMENT OF MBA

<b>Title</b>	<b>: International Webinar on “Business Metamorphosis – The New Normal”</b>
<b>Date</b>	<b>: May 10, 2022</b>
<b>Resource Person/s</b>	<b>: 1. Dr. Sonia Selwin, Founder and CEO, PEACE, Maryland USA, and Post-doctoral Scholar, Andrews University, USA</b> <b>2. Mr. Karthik Gangaprakash, Group Internal Audits (Chief Internal Auditor), Bin Hindi Group, Bahrain, and Co-Founder, Tvishi Handmade Skincare</b> <b>3. Dr. M. A. Lahori, Director, Anekant Institute of Management Studies (AIMS), Baramati, Pune</b>
<b>No. of Participants</b>	<b>: 207</b>
<b>Focus on</b>	<b>: Research Methodology/Entrepreneurship/Skill Development</b>
<b>Outcome</b>	<b>: The Webinar imparted the knowledge on business transformation in the Post-pandemic era and its global impact, and inculcated the participants with the multi-dimensional view of business transformation.</b>



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## INVITATION:

**25<sup>th</sup> ANNIVERSARY**

**Patrons**

**Dr. Sr. G. Celine Sahaya Mary**  
Principal, Fatima College (Autonomous)

**Dr. Sr. M. Francisca Flora**  
Secretary, Fatima College (Autonomous)

**Chief Co-ordinator**  
**Dr. S. Raju**  
Director  
Fatima Institute of Management  
Department of Management Studies

**Convener**  
**Dr. P. Shyamala**  
Head & Associate Professor  
Fatima Institute of Management  
Department of Management Studies

**Organising Committee**  
Faculty Members  
Fatima Institute of Management  
Department of Management Studies

**For further details contact:**  
Dr. P. Shyamala - 9940866669  
Dr. N. Asha - 8122884019

**Fatima Institute of Management**

Department of Management Studies

**INTERNATIONAL WEBINAR**  
on  
**"Business Metamorphosis –  
The New Normal"**

May 10, 2022

**Fatima College (Autonomous)**  
Re-Accredited with 'A++' by NAAC (Cycle - IV)  
Mary Land, Madurai - 625 018

**ABOUT THE COLLEGE**

Fatima College, affiliated to Madurai Kamaraj University, was the dream of Sr. Rose Benedicte, the founder of the College, realized 68 years ago. With more than half a century of experience in the field of education, Fatima College has established a reputation for excellence in all aspects of higher education from its inception since 1953. It has endeared itself to the People of Madurai by imparting value based holistic education to young women with the objective of giving preference to the rural and economically backward women and first generation learners. The National Assessment and Accreditation Council (NAAC) accredited the college with the highest rating of 5 stars and re-accredited with A++ Grade (CGPA 3.61) in its fourth cycle.

**ABOUT DEPARTMENT OF MANAGEMENT STUDIES**

The AICTE approved professional course MBA (Master of Business Administration) is started in the year 1996. The mission of this department is to empower Women with Quality and value based management education and the main objective of this course is to inculcate knowledge, to hone up skills and to empower women to face corporate challenges. As a part of our Silver Jubilee celebration, we are organising this event in our campus.

**ABOUT INTERNATIONAL WEBINAR**

In connection with the reality of our information age, the awareness of the inflection point that is ahead of us with changing customer demands, evolving consumer attitudes, and impactful technologies along with the learnings from the pandemic. The efforts taken by businesses, schools, healthcare professionals, and citizens to make that shift happen were sometimes close to heroic. For organizations we need to create further on a path of transformation, where the risks and challenges are highest, organizations are building the capabilities to be more resilient and learn from the issues they encountered. This is a high time for us to know about the transformation of business and its impact in the economy. This International Webinar is addressed the same issue with real time experts interactions.

**OBJECTIVES**

The main objective of this International Webinar is to create space for interaction with experts in the field of contemporary business transformation. This webinar also aims to accelerate the basic knowledge about revival strategies of businesses in this post pandemic era.

**OUTCOMES**

The participants of this webinar (Academicians, Research Scholars, Industrial experts and Students) can be honed up with the knowledge of business transformation and its global impact. The major outcome of this webinar is to inculcate the multi-dimensional view of business transformation to the participants.

**25<sup>th</sup> ANNIVERSARY**

**Guests of Honour**

**Dr. SONIA SELWIN**  
Founder & CEO,  
PEACE, Maryland, USA  
Post - Doctoral Scholar,  
Andrews University, USA  
Topic: Leadership in the Era of  
Digital Transformation

**Mr. KARTHIK GANGAPRAKASH**  
Group Internal Audit Head  
(chief Internal Auditor)  
Bin Hindi Group - Bahrain  
Topic: ICT in Post-pandemic Era

**Dr. M.A. LAHORI**  
Director  
Anekan Institute of Management Studies (AIMS)  
Baramati - Pune  
Topic: Role of Management in New Biz Environment

**Registration fee per Participant - Rs.100**  
**Registration Link:** <https://forms.gle/reXWDKfWrbahUi3B6>

**Payment Details:** Bank Account No. 489158197  
Bank Name: Indian Bank  
IFSC Code: IDIB000K150  
Branch: Koodal Nagar, Madurai.

All the Participants will be given e-certificate after filling the feedback form through link at the end of the final session.



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## PHOTO GALLERY:



**Dr. Sonia Selwin, Founder and CEO, PEACE, Maryland USA, and Post-doctoral Scholar, Andrews University, USA** addressed the participants on “**Leadership in the era of digital transformation**”



**Mr. Karthik Gangaprakash, Group Internal Audits (Chief Internal Auditor), Bin Hindi Group, Bahrain, and Co-Founder, Tvishi Handmade Skincare,** addressed the gathering on “**Information & Communication Technology (ICT) in the Post Pandemic Era**”



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**Dr. M. A. Lahori, Director, Anekant Institute of Management Studies (AIMS), Baramati, Pune, addressed the participants on “Role of Management in New Business Environment”**

## **REPORT :**

The **Silver Jubilee Department**, Department of Management Studies, Fatima Institute of Management, Fatima College (Autonomous) organized the International Webinar on **“Business Metamorphosis - The New Normal”** on May 10, 2022, in the virtual platform, Google Meet (Video call link: <https://meet.google.com/hcn-tqfi-kty>). The aim of the webinar is to accelerate basic knowledge about revival strategies of businesses in this pandemic era. 167 students from I and II MBA and 40 participants from various institutions attended the webinar.

Dr. Sr. G. Celine Sahaya Mary, Principal, Fatima College (Autonomous) presided over the event. Dr. S. Raju, Director, Department of Management Studies, Fatima College (Autonomous) felicitated the event. Dr. P. Shyamala, Head of the Department and Faculty team organized the sessions. Academicians, Research scholars, Industrial experts and students from 14 institutions participated.





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## SESSION 1:

Ms. Kavipriya, II MBA, welcomed the gathering and introduced the chief guest for the first session. **Dr. Sonia Selwin, Founder and CEO, PEACE, Maryland USA, and Post-doctoral Scholar, Andrews University, USA** addressed the participants on **“Leadership in the era of digital transformation”**. She highlighted that Digital transformation is all about adapting rapidly to emerging technology. Regarding the digital transformation in an organization the leader has to be capable enough to evolve in order to create competitive advantage over others. As a digital leader it is important to manage the human capital data using two components in the current digital era. The first component is AI which helps in making predictions based on data along with availability of application and software, and taking right decisions. The next component is ‘real time feedback’. With the blend of traditional and digital technologies, human interactions with improvement measures are made easy. In terms of leadership, digitalising all aspects of the organization involve effective communication, forming alliance etc. To become effective leaders, it is important to adapt to the technology quickly. The speaker also emphasized that though the digital world is faster, it is imperative to make small improvements every day. Ms. Steffi Rachel Jebba, I MBA, delivered the vote of thanks.

## SESSION 2:

After a short break, the second session was held. Ms. M. Priyadharshini, II MBA, introduced the chief guest. **Mr. Karthik Gangaprakash, Group Internal Audits (Chief Internal Auditor), Bin Hindi Group, Bahrain, and Co-Founder, Tvishi Handmade Skincare**, addressed the gathering on **“Information & Communication Technology (ICT) in the Post Pandemic Era”**. He insisted that Business is all about assumptions and forecasts made for longer years. But all forecasts were nullified by this pandemic. The usage of Information and Communication Technology and its development in past years were also an assumption but the pandemic paved a way to ICT advancement. He explained about five assumptions viz. Human touch (psychological), work centralization, regulation and restrictions, market place and benchmarking mind block. ICT brought major changes and solutions to various business and life problems. It has brought many



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solutions like working without offices, no geographic barriers, and shift from focus on customers to focus on employees buying products and services online. Augmented reality assist, Big data, regulatory management tools, desktop audit of work, surveillance system and related software led to change in market place and business methodologies in order to cope up with new normal. Ms. P. Krithika, I MBA, thanked the chief guest.

## SESSION 3:

The third session was conducted during post-lunch. Ms. Sobana, I MBA, introduced the chief guest of the session. **Dr. M. A. Lahori, Director, Anekant Institute of Management Studies (AIMS), Baramati, Pune**, addressed the participants on “**Role of Management in New Business Environment**”. He laid emphasis on the evolvement of new business horizon and its sources viz. Joint ventures, Virtual models, Digital platform, Intellectual Property Right (IPR), Take-overs, Mergers and Acquisitions. He stressed the changed role of Management functions in the new business environment. He explained the ABCDE of New business environment as to be Agile, Behaviour, Creative, Domain knowledge, and Explore. Mrs. Arun Karthiga Devi, II MBA, delivered the vote of thanks.



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## PARTICIPANTS LIST:

### Student Participants from MBA Department

S.NO	Roll No	STUDENTS NAME
1	2021MBA01	AAKILA BANU S
2	2021MBA02	ABINAYA J
3	2021MBA03	AFRAH I
4	2021MBA04	AKSHARA M
5	2021MBA05	ANISHKA V
6	2021MBA06	AROCKIA JEYA RANJANI I
7	2021MBA07	CHELCIYA K
8	2021MBA08	DHARINI M
9	2021MBA09	DHARSHANA S
10	2021MBA10	DIVYA S
11	2021MBA11	GAYATHRI S
12	2021MBA12	HAMSAVARTHINI R
13	2021MBA13	HARINI S
14	2021MBA14	JANANI A
15	2021MBA15	JANANI R
16	2021MBA16	JASMINE BARAKATH I
17	2021MBA17	JEGADEESWARI S
18	2021MBA18	JEYA MANI MEGALAI S
19	2021MBA19	JOHANNA D
20	2021MBA20	JOTHIKA R
21	2021MBA21	KARTHIKAMEENAKSHI M
22	2021MBA22	KEERTHANA PRIYA A
23	2021MBA23	KEERTHANA R
24	2021MBA24	KEERTHANA V
25	2021MBA25	KIRUTHIKA P



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S.NO	Roll No	STUDENTS NAME
26	2021MBA26	KOWSALYA A
27	2021MBA27	KRISHNA KUWAR H
28	2021MBA28	LAVANYA R
29	2021MBA29	LEELAVATHI K
30	2021MBA30	MADHU RETHA A
31	2021MBA31	MADHUMITHA M
32	2021MBA32	MALAVIKA R
33	2021MBA33	MANIBALA.M
34	2021MBA34	MANJULA M
35	2021MBA35	MANO RANJITHAM A
36	2021MBA36	MEENAKSHI R
37	2021MBA37	MEENALOSHINI M
38	2021MBA38	MEENATCHI N
39	2021MBA39	MOHANAVALI M
40	2021MBA40	MUTHU YEGAMMAI C
41	2021MBA41	NAGANANDHINI M
42	2021MBA42	NANDHINI N K
43	2021MBA43	NANDHINIMAI K R
44	2021MBA44	NATHIYA M
45	2021MBA45	NILA G
46	2021MBA46	NITHYA SHREE S
47	2021MBA47	NITHYAKALYANI V
48	2021MBA48	PARKAVI P
49	2021MBA49	PAVITHRASHREE R
50	2021MBA50	PENNARASI K
51	2021MBA51	PRABHA S
52	2021MBA52	PREETHI J





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S.NO	Roll No	STUDENTS NAME
53	2021MBA53	PREETHIMA N K
54	2021MBA54	PRISHIKA J
55	2021MBA55	PRIYADHARSHINI A
56	2021MBA56	PRIYADHARSHINI C
57	2021MBA57	PRIYADHARSHINI G
58	2021MBA58	PRIYADHARSHINI K
59	2021MBA59	PRIYADHARSHINI N
60	2021MBA60	RAJA LAKSHMI G
61	2021MBA61	RAJA PRIYA S
62	2021MBA62	RAJASHRUTHI S K
63	2021MBA63	RAMALAKSHMI S
64	2021MBA64	RAMYA R M
65	2021MBA65	RAMYA S
66	2021MBA66	RUBINI K
67	2021MBA67	SAADHANA K
68	2021MBA68	SANTHOSHINI N
69	2021MBA69	SHANDHIYA J
70	2021MBA70	SHARMILA A N
71	2021MBA71	SHELLSHIYA S
72	2021MBA72	SHRI RASHMI C
73	2021MBA73	SNEHA P
74	2021MBA74	SOBANA R
75	2021MBA75	SRI ABIRAMI S
76	2021MBA76	STEFFY RACHELJEBAS
77	2021MBA77	STELLA ANTONIYAL C
78	2021MBA78	SUBHIKSHA R M
79	2021MBA79	SUJITHA K



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S.NO	Roll No	STUDENTS NAME
80	2021MBA80	SUNDHARA LAKSHMI M
81	2021MBA81	SWATHY C
82	2021MBA82	SWETHAA P
83	2021MBA83	TAFFIYA S A
84	2021MBA84	VAISHNAVI S
85	2021MBA85	VELANGANNI SARANYA S
86	2021MBA86	VIDHI SHAHJI J
87	2021MBA87	VIJAYALAKSHMI R
88	2021MBA88	VIJAYALEKSHMI S
89	2020MBA01	AADHI P JAYARUPINI
90	2020MBA02	AARTHY M
91	2020MBA03	AHIRSHA S G
92	2020MBA04	ANBUNANCY I
93	2020MBA05	ARCHANA S K
94	2020MBA06	ARUN KARTHIGA DEVI A S
95	2020MBA07	BAVITHIRA J
96	2020MBA08	BHAVANI C
97	2020MBA09	DEVI BALA J
98	2020MBA10	FATHUMUTHU BENAZIR B
99	2020MBA11	GEBROLY R. G
100	2020MBA12	GOWRIKAVIYA S
101	2020MBA13	HARSHINI TONITTA.V
102	2020MBA14	HASIR JUNAITHA K M
103	2020MBA15	ILAKKIYA M
104	2020MBA16	INDHU A.A



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S.NO	Roll No	STUDENTS NAME
105	2020MBA17	INDU PREETHA S
106	2020MBA18	ISHWARYA S
107	2020MBA19	ISWARIYALAKSHMI V
108	2020MBA20	JEEVITHA Y
109	2020MBA21	JERUSHAH OSCAR
110	2020MBA22	JESI LUDY J
111	2020MBA23	JEYA KIRUUTHIKA S
112	2020MBA24	JEYA KOWSALYA G
113	2020MBA25	KANIMOZHI R
114	2020MBA26	KARTHIGA DEVI V
115	2020MBA27	KAVIPRIYA M
116	2020MBA28	KIRUTHIGA V
117	2020MBA29	KRITHIKA K
118	2020MBA30	LISSY LOURDU ILAKIYYA E
119	2020MBA31	MAGITHA U
120	2020MBA32	MALAVIKA SAVITHRI M
121	2020MBA33	MANEESHA LAKSHMI J
122	2020MBA34	MANISHA M
123	2020MBA35	MAREESWARI @ AISHWARYA S
124	2020MBA36	MARTHAL SNEHA P
125	2020MBA37	MERCILIN R
126	2020MBA38	MOHANA PRIYA S
127	2020MBA39	MONISHA R
128	2020MBA40	NANDHINI M
129	2020MBA41	NEHAYADAV P



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S.NO	Roll No	STUDENTS NAME
130	2020MBA42	PAVITHRA J
131	2020MBA43	PAVITHRA N
132	2020MBA44	PAVITHRA S
133	2020MBA45	POORNIMA R
134	2020MBA46	PREETHI P
135	2020MBA47	PRIYADHARSHINI M
136	2020MBA48	PRIYADHARSHINI V
137	2020MBA49	RAJADHARSHINI R
138	2020MBA50	RAJASHREE K
139	2020MBA51	RANI P
140	2020MBA52	ROHINI K
141	2020MBA53	SAARANA POORANI@PRIYADHARSHINI S
142	2020MBA54	SANKARI K
143	2020MBA55	SANTHIYA S
144	2020MBA56	SARANYA B
145	2020MBA57	SELVA ESWARI R
146	2020MBA58	SELVAMBIKA M
147	2020MBA59	SHALINI P
148	2020MBA60	SHANMUGAPRIYA V
149	2020MBA61	SHERNITHA V
150	2020MBA62	SHIRLINE KIRUBHA P
151	2020MBA63	SHOBANA G
152	2020MBA64	SHRUTHI PRIYADHARSHINI V H
153	2020MBA65	SINTHIYA A
154	2020MBA66	SIVASANKARI S



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S.NO	Roll No	STUDENTS NAME
155	2020MBA67	SUMAIYA RIFANA A
156	2020MBA68	SWATHI NAGA KASTHURI G
157	2020MBA69	SWATHIPRIYA V
158	2020MBA70	SWETHA K
159	2020MBA71	SWETHA S
160	2020MBA72	VAISHNAVI A
161	2020MBA73	VARSHA P
162	2020MBA74	VEERALAKSHMI K
163	2020MBA75	VIGNESHWARI M
164	2020MBA76	VIJAYA SHANTHI J B
165	2020MBA77	VINCELET RESHMA M
166	2020MBA78	VINITA VICTRIN R
167	2020MBA79	VISALI M

## Participants from Other Institutions:

S.NO	NAME	DESIGNATION	DEPARTMENT	INSTITUTION
168	Dr.K.SANGEETHA	Assistant Professor	Commerce SF	Fatima College
169	LATHA MANICKAM	Assistant Professor	B.Com CA	Fatima College
170	Dr.T.K.LATHA MAHESWARI	Assistant Professor	Commerce (SF)	Fatima College (Autonomous)
171	Dr. K. MANGAYARKARASI	Assistant Professor	BBA	Arul Anandar College
172	Dr.P.JERLIN RUPA	Assistant Professor And Head	BBA	Arul Anandar College, Karumathur
173	M. PRIYA	Assistant Professor	B.Com CA	Fatima College (Autonomous)





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S.NO	NAME	DESIGNATION	DEPARTMENT	INSTITUTION
174	FANNY M	Assistant Professor	Commerce SF	Fatima College (Autonomous)
175	Dr.M.ARASAMMAL	Associate Professor	B.Com CA	Fatima College (Autonomous)
176	T. CHARANYA NAGAMMAL	Assistant Professor	Information Technology	Fatima College (Autonomous)
177	Dr. V. JANE VARAMANI SULEKHA	Assistant Professor	Information Technology	Fatima College (Autonomous)
178	MAGESHWARI V	Assistant Professor	Information Technology	Fatima College (Autonomous)
179	N. KALAICHELVI	Assistant Professor	IT	Fatima College (Autonomous)
180	VIGNESH M	Assistant Professor	MBA	The American College
181	I. RAZUL BEEVI	Assistant Professor	Information Technology	Fatima College (Autonomous)
182	SAVITHA	Assistant Professor	Commerce SF	Fatima College (Autonomous)
183	SAKUNTHALA P	Assistant Professor	B.Com CA	Fatima College (Autonomous)
184	Dr.A.ANITHA	Assistant Professor	BBA	Mangayarkarasi College Of Arts And Science For Women
185	Mrs.P.JEGADEESHWARI	Assistant Professor	BBA	Mangayarkarasi College Of Arts And Science For Women
186	Dr.S.RAJALAKSHMI	Assistant Professor	BBA	Mangayarkarasi College Of Arts And Science For Women
187	Dr. N. SARANYA	Assistant Professor	BBA	Mangayarkarasi College Of Arts And Science For Women
188	REENA ELIZABETH	Assistant Professor	Management Studies	Exploits University Malawi



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S.NO	NAME	DESIGNATION	DEPARTMENT	INSTITUTION
189	A.PAUL PRAVEEN RAYER	Lecturer II	Mathematics	DMI St.John The Baptist University Malawi
190	Mr. WILSON EDGAR BANDA	Dean	Commerce	Exploits University
191	HARI SHANKAR	B.Com Final Year Student	B. Com	Mannar Thirumalai Naicker College, Vilachery Main Rd, Pasumalai, Madurai
192	MANIKANDAN	Student	B. Com	Mannar Thirumalai Naicker College
193	VIGNESHWARAN	Student	B. Com	Mannar Thirumalai Naicker College
194	Dr. SANDHYA VISHWAS KHATAVKAR	Assistant Professor	Management	Anekant Institute Of Management Studies, Baramati
195	Dr. A. ALEESWARI	Professor	Management Studies	Psna College Of Engineering And Technology
196	KAUSIK ARAMAN	Student	MBA	American College
197	Dr. S. SHEIKFAREETH	Assistant Professor	BBA	Arul Anandar College Autonomous
198	P V MUTHU PERUMAL	Assistant Professor	BBA	Arul Anandar College
199	S. DINESH KUMAR	Student	MBA	RLIMS
200	Dr. M.MAHADEVAN	Assistant Professor	BBA	Arul Anandar College
201	M. LAKSHMI PRIYA	M. Com	Commerce	Madurai Kamaraj University
202	SUKASINI	Assistant Professor	B.Com CA	Fatima College



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S.NO	NAME	DESIGNATION	DEPARTMENT	INSTITUTION
203	AGNESS NATASHA MSONDA	Lecturer	BBA	DMI University
204	Dr.N. SHANKAR	Professor	MBA	Nehru College Of Engineering And Research Centre
205	S RAJA RAJESWARI	Assistant Professor	B.Com CA	Fatima College (Autonomous)
206	SUNANTHINI C	Lecture	ICT	Dmi-St.John The Baptist University
207	T.LEENA PREMA KUMARI	Assistant Professor	Information Technology	Fatima College (Autonomous)

(Dr. P. Shyamala)

Signature of HOD

DEPARTMENT OF MANAGEMENT STUDIES  
FATIMA COLLEGE (AUTONOMOUS)  
MADURAI-625 018