

DEPARTMENT OF MBA

Title : International Conference on ‘Global Talent Management in The Digital Era’

Date : 13.09.2017

Resource Person : 1. Mr. Srinivasan. P Assistant Professor in IPHC, Mekelle University, Ethiopia.
2. Dr. Freda, Associate Professor, University of Gondar, Ethiopia.
3. Mr. Anbunathan Arulsamy, Director Staffing, Vivsoft Technologies Ashburn, Virginia, USA
4. Mr. Syed Shanu (Microsoft technologies, South Korea)

No. of Participants : 107

Focus on : **Entrepreneurship & Skill Development**

Outcome : The students learnt about

- ten different aspects of talent management
- effective ways of handling conflict in talent management
- techniques of managing talent, especially in IT industry, in the digital era

Report:



Rev. Sr. Dr. G. Celine Sahaya Mary, Principal, Fatima College, presided over the function and released conference proceedings

Rev. Sr. Dr. M. Francisca Flora, Secretary, Fatima College, felicitated the gathering.





Keynote address was delivered by the chief guest Mr. Srinivasan.P Assistant Professor in IPHC, Mekelle University, Ethiopia.

The special address was delivered by Dr. Freda Associate Professor University of Gondar, Ethiopia.



Dr. P. Shyamala HOD -Dept. of M.B.A delivered vote of thanks.



Mr. Anbunathan Arulsamy shared his views on Digital Era. He also stated the ways and means of managing Talent, especially in IT industry.



Prize winners are

I Prize- Madhu Preetha and Frahrin, Lady Doak College.

II Prize - Lokesh Barath & Jeya Prakash, Arul Anandhar College.

III Prize - Deepa Rubiya, (Bharathi Niketan, Engineering College)

I Prize - Hari Priya J K , III B.A Economics, Fatima College (Autonomous)

II Prize -Vidhya C – II BA, Fatima College (Autonomous).

III Prize - Shree Soundarya M & Keerthiga K R – III B.Com (CA), Fatima College (Autonomous).

Valediction

The International Conference came to an end with valedictory function. Welcome address was given by Mrs. R. Meenakshi, HOD, PG IT. The resource person Mr. Syed Shanu (Microsoft technologies, South Korea) delivered the valedictory address. Finally, prizes were distributed to the prize winners.





All the accepted Papers will be published in proceedings with ISBN.

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**Faculty Members of
MBA, MCA and
M.Sc. IT**

For Your Communication Contact

Ph : 0452 - 2668016, 2669015

INTERNATIONAL CONFERENCE

ON

Global Talent Management in the Digital Era

September 13, 2017



Fatima College (Autonomous)

(College with Potential for Excellence)
(Re-Accredited with "A" Grade by NAAC)
(National Level 27th Rank - NIRF 2017)
Mary Land, Madurai - 625 018.
Telephone : 0452 - 2668366

Fatima Institute of Management
Departments of MBA, MCA and
M.Sc. IT

ABOUT THE COLLEGE

Fatima College (Autonomous), with the lofty ideas of the founder Mother Rose and the tireless efforts of the Missionary Sisters of St. Joseph of Lyons has held steady to its quality pursuit in higher education from its inception since 1953. The National Assessment and Accreditation Council (NAAC) accredited the College with the highest rating of 5 stars and re-accredited with "A" grade. In the year 2004, the Status "College with Potential for Excellence" was conferred by the UGC. In 2006 and 2013, NAAC Re-accredited and honoured the college with 'A' grade. The college was ranked 27th in the All India NIRF ranking in 2017.

ABOUT THE DEPARTMENTS

The AICTE approved professional course MBA (Master of Business Administration) was started in the year 1996. This programme is designed to inculcate knowledge, to hone up skills and to empower women to face corporate challenges.

The AICTE approved Professional Course MCA (Master of Computer Applications) was started in the year 1994 as an attempt to synchronize the newest developments in information technology with the current industry requirements. The course covers the Technical as well as the Managerial aspect of Computer Applications with 6 months industrial training. Guest Lectures, Industrial visits, Technical meets, Conferences are organized every year.

The PG Department of Information Technology was established in the year 2000. Based on the emerging requirements of the global market, which is totally backed up by IT, the following course is offered by the department M.Sc. (Information Technology & Management).

This course is specially designed to suit ever-changing trends in IT industry and to provide the right ground to facilitate placement.

CONFERENCE THEME

Multinational firms to be spirited in the global market place, utilize strategic opportunities concerning talent management. Fabrication and sustenance of strong talent pipeline facilitate multinationals to build new capabilities and revitalize their organisations at global stratum.

Online platforms of digitalization greatly transformed the way multinationals recruit, develop and engage their employees. With technological explosion in the new millennium, global companies can garner with substantial investment in new technologies. The conference aims at sharing experience based knowledge and research among Industry Experts, researchers, academicians and students on the theme. The conference shall also explore innovative strategies and practices with regard the same.

The Objectives of this International Conference are

- ❖ To enlighten the strategic importance of talent management practices for Multinational firms to sustain global competition and enable introspection while adopting the best talent management practices.
- ❖ To bring out the latest channels in talent management, from HR Information systems to employee referral portals, from LinkedIn to real-time social networks and integrating data silos
- ❖ To augment the bond amid business professionals and executive novice

Programme Schedule

9.00 a.m. - 9.30 a.m.	: Registration
9.30 a.m. - 10.30 a.m.	: Inauguration
Presidential Address	: Rev. Dr. Sr. G. Celine Sahaya Mary Principal Fatima College (Autonomous), Madurai
Felicitation	: Rev. Dr. Sr. M. Francisca Flora Secretary Fatima College (Autonomous) Madurai
Key Note Address	: Mr. Srinivasan P Assistant Professor in IPHC Mekelle University, Ethiopia
10.30 a.m. - 10.45 a.m.	: Tea Break
10.45 a.m. - 1.30 p.m.	: Technical Session Significance of Building relationships in Talent Management : Mr. Srinivasan. P Assistant Professor in IPHC Mekelle University, Ethiopia International Assignment and Managing Expatriation : Dr. Freda Associate Professor University of Gondar, Ethiopia Talent Management: A Depiction : Mr. Anbunathan Arulsamy Director Staffing Vivsoft Technologies, Ashburn Virginia, USA
1.30 p.m. - 2.30 p.m.	: Lunch Break
2.30 p.m. - 3.30 p.m.	: Paper Presentation
3.30 p.m. - 3.45 p.m.	: Tea Break
3.45 p.m. - 4.15 p.m.	: Valediction
Valedictory Address	: Mr. Syed Shanu Microsoft Technologies South Korea

PARTICIPANTS' NAME LIST

Fatima College (Autonomous)

Department of M.B.A

International Conference on "GLOBAL TALENT MANAGEMENT IN THE DIGITAL ERA"

Registration Form

Institution Name: Bharath Niketan Engineering College,

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
1.	K. Deepa Rubiya	II / MBA	978609 7684	presented	ROLE OF ADVERTISEMENT IN PROMOTING A PRODUCT	250
2.	S. Anusuya devi P. Janani	II / MBA	904702053 904702040	"	TECHNOLOGICAL ADVANCEMENT IN BANKING SECTOR	250 250
3.	M. PRIYADHARSHINI P. PRIYANKA	II / MBA		"	SMART MARKETING	250 250
4.	T. SOWNTHARIYA	II / MBA	8072594810	"	FUTURE OF ROBOTICS AND ARTIFICIAL INTELLIGENCE	250
5.	S. POWMANI	II / MBA		"	BUSINESS ETHICS	250
	A. Nithya M. Nivaimathi	II / MBA		"	ETHICAL TALENT MANAGEMENT	250 250

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Institution Name :

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
7.	B. TAMIL SELVAN	II / MBA		Presented	KNOWLEDGE MANAGEMENT IN ORGANISATION	250
8.	J. ALEX STEPHEN RAJ M. YADHAGIRI	II / MBA		"	DATA SECURITY	250 250
9.	P. PANDI DURAI M. VIJAYARAJ	II / MBA	77086 67557	"	STRESS MANAGEMENT	250 250
10.	V. AJITHKUMAR P. RAJAPANDI	II / MBA	9087919800	"	CUSTOMER RELATIONSHIP MANAGEMENT	250 250
11.	S. BHARATHIRAJA E. SURESH	II / MBA		"	DIGITAL MARKETING	250 250
12.	R. UTHAYA KUMAR M. GUNAL	II / MBA	9092673667	"	ONLINE ERA ON CONSUMER BUYING	250 250

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Institution Name :

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
13.	V. AMARNATH	II / MBA		Presented	MARKETING RESEARCH	250
14.	J. ATHIMANESAN P. TRIANCA PANDI	II / MBA		Presented	MOTIVATION AND INTERVIEW	250 250 250

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Institution Name: Lady Doak College .

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
1.	K. Swathi D.S. Anantha Jothi	II nd Year B.Com CS	944416 3408 822077 9707	Present	To win the right stuff from Millennial employees	250 each
2.	RR. Madhu Prasanna I. Farhin	II nd Year B.COM (CS)	984386 -1494 959797 0301	Present	To Win Innovative Marketing Strategy	250 Each
3	S. Anu J. Swetha	II nd Year B.Com (CCS)	94880- 00436 73392- 26811	Present	Innovation Breakthrough Marketing	250 each.
4.	M. Mahapureetha K. H. Vijayalakshmi	II nd Year B.Com (CA)	9482661823 9626014757	Present	Innovative Marketing Strategy	250 each

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Registration Form

Institution Name: OAA-MAVMN School of management

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
	K.P. NAVIN YAKSHANT	MBA II nd yr.	99449 67128	Presented	Technological Advancement in Banking	250/-
	P. WAJI NISHA	MBA II nd yr	88700 57050	Presented	Technological Advancement in Banking	250/-

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Registration Form

Institution Name: **SUBBALAKHSMI LAKSHMIPATHY COLLEGE OF SCIENCE.**

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
1	M. SARAN PRATHAP	III B.Lom	9894 8232 92	PRESENTATION	CORE BANKING AND FUTURE TECHNOLOGICAL ADVANCES IN BANKING.	250
2.	S.R. URNILA	III B.Lom	989482 3292	PARTICIPATION	ETHIC OF TALENT MANAGEMENT.	250

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Registration Form

Institution Name: SARASWATHI NARAYANAN COLLEGE Madurai.

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
01	B. VINOTH NAGARAJAN ASST. PROF. IN BBA.		96777320396 8807209927		INNOVATION OF 5 NEW TECHNOLOGIES SHAPING THE FUTURE OF MARKETING	250

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Registration Form

Institution Name: Kalsalingam University, Kaignankovil.

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
1.	S. Shanlin	III rd year B.COM	95004-77655	present	Global Talent Management in the digital ERA.	250/-
2.	M. Srinivasani	"	98948 99840	"	"	250/-
3.	V. Ranya	"	97903 37342	"	"	250/-
4.	C. Thangeshwari	"	86751 46798	"	"	250/-
5.	P. Ponmani	"	96267 57984	"	"	250/-

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Registration Form

Institution Name: Fatima college

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
1.	B. Keithi Rishika	I-BBA	9043064751	Presented	Advanced technology in banking	250
2.	Julia Parker	IBBA	99439 99984	Presented	Innovative marketing Strategy	250
3.	M. Rekha	II-BBA	90252580 -30.	Presented	Innovation of Marketing	250
4.	R. Rekha	II-BBA	986569 3757	Presented	Innovation in marketing Strategy	250
5.	C. VIDHYA	II-BBA	97900 5508A	Presented	Cross-culture Marketing	250
6.	K. Preethi	II-BBA	948689 7915	Presented	Social Impact of Enterprises	250

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
7.	J. Jayasuba Nila	II BBA	73137 64833	Presented	Relationship Building	250
8.	Rm. Nuthu Saradha	II BBA	99653 43966	Presented	Brand Transition	250
9	P. YAZHINI	III B.Com CA	94873 16823	Presented	Computer Aided Design [CAD]	250

NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
Jessica Christeena klood	<u>II</u> BBA	9500 9959 07	Presented	Technology Advancements on Banking.	250

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Registration Form

Institution Name: Fatima College (Economics)

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
1.	C. Pavarna	III .B.A Economics	99440-34551	part presented	Robotics	250
2.	G. suraji	III-B.A Economics	88077-47518	"	Innovating Marketing strategies.	250.
3.	J.K. Haripriya	"	-	"	Biometrics	"
4.	R. Preethi	"	-	"	Technological Advancement in Banking	"

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Institution Name: Anna university Regional campus, Madurai

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
1.	Anchu.D.R.	MBA- (II) Finance & HR	994514 7500	Participation.	Global Talent Management.	250/-
2.	SATHYAPRIYA.T	MBA (IYr) FINANCE & HR	9976912488	PARTICIPATION	GLOBAL TALENT MANAGEMENT	250/-
3	Deepa.K	MBA (II yr)	8428271242	PARTICIPATION	Innovation of Strategy management	250/-
4	S.RubaShree	MBA (II yr)	7105845146	participation	Innovation of strategy management	250/-
5.	V.Jeevithe	MBA (II yr)	9976050460	participation	Innovation of Ethics in talent management	250/-
6)	S.Ginana Sundharya.	MBA (II yr)	9597868300	participation	ETHICS in talent management	250/-

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
7.	Z. Dhawan	II / MBA	852698 3580	participation	Core banking & future trends advancement in Banking sector.	250
8.	A. Swati	"	994490 3420	participation	"	250/-

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Institution Name: E.M.G. YADAVA WOMEN'S COLLEGE

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
✓	M. AARATHY ASSISTANT PROFESSOR DEPARTMENT OF B.B.A	- (now only paid)	97155 21884	Presentation	Technological advancement in Banking sector	750.

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Institution Name :

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
1)	K. SAGAYA VANI Ph.D. Scholar Fatima College.	2017 Commerce	812276 0010	Presented	Empowerment of women through Small Industries product promotion organisation [SIPPO]	Already paid

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Institution Name: /

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
✓	R.P. Niveethika Research Scholar Anna university (PSNA)	2017	87786 4852	participation	Marketing strategy and Techniques followed by coca-cola PVT. LTD	750- paid
✓	Dr.S. Fatima Rosaline mary Fatima college	Associate Professor	94430 23935	Presented	Empowerment of women Through Small Industries product promotion organization (SIPPOT)	Already paid

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Registration Form

Institution Name: Arcel Anandhar College.

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
1.	K. LORESH BARAM	1st Year BBA	73392 91250	PRESENTED	CROSS CULTURE MARKETING	250/-
2.	S. BHARATH	2nd Year BBA	73970 36627	PRESENTED	TALENT SOURCES OF HRD	250/-
3.	A. YUVAN ADREN	2nd Year BBA	97861 30225	PRESENTED	TALENT SOURCES OF HRD	250/-
4.	G. SARAN	2nd Year BBA	84280 15221	PRESENTED	SOCIAL ENTREPRENEURS	250/-
5.	H. LINGARAJ	2nd Year BBA	73738 60097	PRESENTED	"	250/-
6.	V. Mari Alias Jeyaprakash	2nd Year BBA	97867 71940	Presenting	Cross Culture Marketing	250/-

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
4	Abittha Moolthy	Ist year BBA	94425 31350	Presented	Innovation in marketing strategies	250
6	B. Aarthika	Ist year BBA	814850 9293	Presented	Innovation in marketing	250
7	R. Arun Pandiyan	III rd year	9944 8664 68	Presented	technological advancement in Banking	250
10	A. bukumaz.	III rd year	7558103206	Presented	technological advancement in Banking	250.

S. No	NAME	Year / Major	CONTACT NO	Participation / Presented	Title of the paper	Amount
4	Abittha Moolthy	Ist year BBA	94425 31350	Presented	Innovation in marketing strategies	250
6	B. Aarthika	Ist year BBA	814850 9293	Presented	Innovation in marketing	250
7	R. Arun Pandiyan	III rd year	9944 8664 68	Presented	technological advancement in Banking	250
10	A. bukumaz.	III rd year	7558103206	Presented	technological advancement in Banking	250.

S.NO	NAME	YEAR
1	Aishwarya Lakshmi N	I MBA
2	Amreen Fathima B	I MBA
3	Ananthapriya P	I MBA
4	Archana G	I MBA
5	Bala Iswarya I	I MBA
6	Chithra Banu R	I MBA
7	Devi Archana K	I MBA
8	Dharani S	I MBA
9	Rebenta Princess S	I MBA
10	Renuka Deveen R	I MBA
11	Revathi N	I MBA
12	Revathy C	I MBA
13	Santhya M	I MBA
14	Shalini K	I MBA
15	Abirami P	II MBA
16	Alamelu Mangai S	II MBA
17	Angaiyarkanni U	II MBA
18	Anto Peter Melitta G	II MBA
19	Antony Anusha I	II MBA
20	Banupriya M	II MBA
21	Benazirkhan Y	II MBA
22	Bhuvaneswari BB	II MBA
23	Devapriya P	II MBA
24	Devi Sakuntala B	II MBA
25	Dharshini P	II MBA
26	Dhivya Priya J	II MBA
27	Divya M	II MBA
28	Gayathri M	II MBA
29	Geetha N	II MBA

30	Glory S	II MBA
31	Haritha D	II MBA
32	Harsa Varshini J	II MBA
33	Ijaz Ariffa Z	II MBA
34	Iswariya V M	II MBA
35	Jafrin Fathima J	II MBA
36	Jeya Priya C	II MBA
37	Kalpitaarani T S	II MBA
38	Kanmani Niveditha M	II MBA
39	Keerthana V	II MBA
40	Kirupa J	II MBA
41	Kohila T	II MBA