



FATIMA COLLEGE (AUTONOMOUS)

Affiliated to Madurai Kamaraj University
Re-Accredited with "A++" by NAAC (Cycle-IV)
Mary Land, Madurai - 625 018.

Virtual International Conference on GLOBAL BUSINESS TRANSFORMATION IN DIGITAL ERA

December 14, 2022

Jointly organised by

The Research Centre of Commerce,
Departments of Business Administration,
Commerce (CA) & Commerce (SF)



PROGRAMME

December 14, 2022

9.00 am - 4.00 pm

Inauguration

09.00 a.m – 10.00 a.m

Welcome Address

Dr. A. I. Auxilia Felicitas

Head & Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous), Madurai.

Inaugural Address

Dr. Sr. G. Celine Sahaya Mary

Principal
Fatima College (Autonomous), Madurai.

Keynote Address

Mr. Roshan Padamadan

Global Finance Professional
Working across USA, Europe, Middle East & Asia,
Singapore..

Vote of Thanks

Dr. T. Jeyanthi Vijayarani

Associate Professor
The Research Centre of Commerce
Fatima College (Autonomous), Madurai.

Technical Session I

10.00 a.m. – 10.45 a.m

**Rejigging Global Supply Chains
After COVID 19 , Ukraine War**

Resource Person

Mr. Roshan Padamadan

Global Finance Professional
Working across USA, Europe, Middle East & Asia
Singapore.

Tea Break

10.45 am- 11.15 am

Technical Session II

11.15 a.m - 12.15 p.m

Crisis Management

Resource Person

Mrs. Asha Menon

Partner & Director
Fluid Identity Advertising LLC, Dubai.

Technical Session III

12.15 pm – 1.00 pm

Digital Transformation in Financial Services

Resource Person

Dr. Rengarajan Veerasamy

Assistant Professor in Faculty of Business Studies
Arab Open University, Oman.

Lunch Break

1.00 pm – 1.30 pm

Technical Session IV

1.45 pm – 2.15 pm

**District Industries Centre :
Services and Support facilities for
Business Transformation**

Resource Person

Ms. M. Jeya

Deputy Director (Survey & Statistics)
District Industries Centre
Department of Industries and Commerce
Alagarkoil Main Road
Madurai.

Technical Session V

2.30 pm – 3.15 pm

**Reshaping Marketing Research Through Artificial
Intelligence and Machine Learning**

Resource Person

Dr. V. Ramakrishnan

J.Mark Robinson College of Business
Georgia State University
Atlanta, Georgia, USA.

Valediction

3.30pm - 4.00 p.m.

Welcome Address:

Dr. M. Arasammal

Head, Department of Commerce (SF) &
Commerce with Computer Applications
Fatima College (Autonomous), Madurai.

Valedictory Address

Dr. Sr. M. Francisca Flora

Secretary
Fatima College (Autonomous), Madurai.

Vote of Thanks

Dr. M. Meenachi

Head i/c, Department of BBA
Fatima College (Autonomous), Madurai.

Registration link :<https://forms.gle/eZEmTBiZM9YufTNJ6>