

Felicitation

: **Dr. S. Iyyampillai**

Senior Professor (Retd.)
Department of Economics, BDU

Dr. S. Vanitha and Dr. M. Babu

Faculty Members, BDU

Dr. S. Rajalakshmi and Dr. C. Kathiravan

Guest Faculty Members, BDU

Professor M. SELVAM

Conference Convener cum Director

Chair, School of Business Studies

Professor & Head, Department of Commerce and Financial Studies

Bharathidasan University

&

Founder-Publisher and Chief Editor

SMART Journal of Business Management Studies

Professor JAAFAR PYEMAN

Conference Co-Director

Institute of Business Excellence (IBE)

Universiti Teknologi MARA (UiTM), Malaysia

Dr. J. GAYATHRI

Conference Organising Secretary and Associate Professor

Department of Commerce and Financial Studies

Bharathidasan University

YouTube Channel Keyword: DEBIT AIR 2021

Note : For other State and Other Country Participants: Plenary session and Paper Presentation session links will be uploaded in the Bharathidasan University website two days before the Conference.

International Conference

on

**EMERGING BUSINESS TRENDS IN THE
PRESENT PANDEMIC ERA**

22nd and 23rd April 2022



UNIVERSITI
TEKNOLOGI
MARA



Sponsored by

**TAMIL NADU STATE COUNCIL FOR
HIGHER EDUCATION (TANSCHÉ)**

Organized by

DEPARTMENT OF COMMERCE AND FINANCIAL STUDIES

School of Business Studies

BHARATHIDASAN UNIVERSITY

Tiruchirappalli, Tamil Nadu, INDIA

www.bdu.ac.in

and

Institute of Business Excellence

UNIVERSITI TEKNOLOGI MARA, MALAYSIA

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All are cordially invited to the

International Conference on

EMERGING BUSINESS TRENDS IN THE PRESENT PANDEMIC ERA

Venue : University Informatics Centre
Bharathidasan University Main Campus

22.04.2022 - Friday

9.30 a.m. : Registration

10.00 a.m to 11.30 a.m.

Inaugural Address : **Dr. M. SELVAM**
Vice-Chancellor, Bharathidasan University

Key Note Address : *Sustainable Supply Chain*
Dr. Veera Pandiyan Kaliani Sundram
Professor of Operations & Supply Chain Logistics
Universiti Teknologi MARA, Malaysia

11.45 a.m.-1.00 p.m. : *Plenary Session-I*

Special Lecture on
*How Can Emotional Intelligence
Moderate the Impact of COVID-19
Pandemic on Mental and Emotional
Stress of Employees?*

Dr. Abdul Kadir Bin Othman
Deputy Director (Research and Innovation)
Associate Professor
Institute of Business Excellence
Universiti Teknologi MARA, Malaysia

2.00 p.m.-3.30 p.m. : *Plenary Session-II*

Special Lecture on
*Start-up Eco System in India:
Financing Perspective*

Dr. P. Natarajan
Professor, Department of Commerce
Pondicherry University

3.45 p.m.-5.00 p.m. : Paper Presentation - Parallel Sessions

5.15 p.m. : Cultural Function

23.04.2022 - Saturday

9.30 a.m. : Registration

10.00 a.m.-11.30 a.m. : *Plenary Session-III*

Special Lecture on
*Do or Die: Business Survival in the Pandemic
Era from the Centre of Excellence Landscape*

Dr. Wan Edura Binti Wan Rashid
Associate Professor
Institute of Business Excellence
Universiti Teknologi MARA, Malaysia

11.45 a.m.-1.00 p.m. : *Plenary Session-IV*

Special Lecture on
*Emerging Business Opportunities based
on Traditional Medical Knowledge and
Practice – Back to the Future*

Dr. Jebamalai Vinanchiarachi
Former Principal Adviser to the Director
General of UNIDO, Vienna
Principal Adviser, Knowledge Management
Associates, Vienna, AUSTRIA

2.00 p.m. – 3.30 p.m. : Paper Presentation – Parallel Sessions

3.45 p.m. – 5.00 p.m. : **Valedictory Function**

Valedictory Address : **Prof. Dr. G. Veerakumaran**
Professor and Head
Department of Cooperative Management
College of Cooperation, Banking & Management
Kerala Agricultural University, Thrissur

Special Address : **Dr. Geetha Subramaniam**
Professor
Graduate School of Business
SEGI University, Malaysia