

# **SRM INSTITUTE OF SCIENCE AND TECHNOLOGY**

## **COLLEGE OF SCIENCE AND HUMANITIES**

### **SUMMARY REPORT OF**

## **8<sup>th</sup> INTERNATIONAL VIRTUAL CONFERENCE ON BUSINESS HORIZON**

**Organized by the**

**DEPARTMENT OF COMMERCE**

**In association with Learning Partners**



**Date: 1<sup>st</sup> & 2<sup>nd</sup> December, 2021  
Through Zoom Cloud Meetings**

Registration Link: <https://forms.gle/NZugJB1yScvDYWb8A>

## ABOUT THE CONFERENCE 2K21 INTIATION

The 8<sup>th</sup> International Virtual Conference on Business Horizon was organized by the Department of Commerce, in collaboration with the learning partners ISDC, ACCA, Hrudyya and CIMA. The Conference was initiated in August 2021 and a 10 executive committee was formed by the Department of Commerce. The committee identified the subject expertise globally, took their approvals and willingness to support the conference.

The primary Moto of this International Virtual Conference was to bring together academicians, researchers and students to exchange and share their experiences and research outputs on the various fields of Commerce and its branches like Traditional Marketing Vs Digital Marketing, Future of Technology and its Relevance for Commerce, Industrial and Economic Transformations, Effect of Pandemic on Corporate Work Space, Investment Opportunities in the Pandemic and Green and Sustainable Marketing and most recent innovations, trends and concerns as well as practical challenges in the field of Commerce and its branches. Overall 170 abstracts were received out of which 160 were accepted and out of 160 articles, 148 were accepted for presentation and conference proceedings. Selected research articles have been reviewed by the expert review panel and published in the SRM Institute of Science and Technology, College of Science and Humanities, Department of Commerce Journal of Business Horizon, Web of Science (WOS) and Scopus.

The conference maintained a high-quality peer-review process for all the manuscripts submitted, starting with a primary evaluation that included a plagiarism check for the original contents. Rejections at this stage had either serious flaws, very poor grammar or were outside the aim and scope of this Conference. Those that met the minimum criteria were passed on to experts in the domain for review. Single-blind review process was employed, where the reviewer remained anonymous to the authors throughout the process. Reviewers were requested to decide on accepting/rejecting the submitted paper, along with suggestions to improve the quality of the paper. After getting the review report, authors were informed of acceptance/rejection.

## INAUGURAL SESSION

**Date: 01.12.2021**

Inaugural Link - Topic: INAUGURATION - INTERNATIONAL CONFERENCE ON BUSINESS RESEARCH

Time: Dec 1, 2021 10:00 AM India

Join Zoom Meeting:

<https://us02web.zoom.us/j/86267241060?pwd=cVl6dTZWcERlSkZHRVYxOGhXblNaQT09>

Mrs. Lavanya, Assistant Professor shows the way to students of Department of Commerce to lead the Master of Ceremonies (MC). The MC team began by introducing the event to the gathering and followed it up by inviting the choir to sing and invocation song to pray for the successful proceeding of the event. Then, the media team displayed our department's video to give a brief introduction about the department of commerce and all its activities.

Dr R Angayarkanni, Associate Professor, welcomed the Chief Guest for the session, academicians, industrialists, research scholars, students and her colleagues for the Virtual International Conference. She also briefed about the department, how the department grown and more importantly on research innovations. Dr M Jeevarathinam, Assistant Professor, briefed about the theme and sub themes of the conference. Following this, the conference proceedings and the Business Horizon Journal was released virtually in the Zoom meeting clouds.

Dr. A Duraisamy, Dean of College of Science and Humanities, SRM Institute of Science and technology, was invited to give the presidential address. Sir highlighted the importance of commerce and its branches and why conference on this theme and sub themes are essential.

Mrs. V Lavanya, Assistant Professor invited the first guest for the day, M Vardhini Ramanathan, Chartered Accountant and Certified Professional Accountant, to deliver the inaugural address.

Dr. R Sridharan, Associate Professor introduced our guest of honour for the day, Mr. Vikram Shankar, who then addressed the gathering on future aspects of technology in relation to technology.

Dr. S Antony Raj, Assistant Professor, introduced the Keynote speaker for the day, Dr. Catalino N Menoza, Professor of Graduate studies in Baliuag University, Philippines who then addressed the gathering.

Mrs. M Meerabai then introduced the felicitator, Mr. Krishnamoorthy, who then gave the felicitation address to the gathering.

Dr. S Tamilarasi, Associate Professor, delivered the vote of thanks, she highlighted the importance of the conference, academic learning's and publication during the pandemic situation, Thanked all the delegates for being part of the Conference, especially thanked all the Industrialists, academicians, and students for their researched articles. She also thanked the committee members and students of department of commerce for their efforts.

## **DAY – I**

### **Technical Session – I**

**Time:** 1:00 PM – 3:00 PM

**No. of participants:** 30

#### **Summary Report:**

The parallel sessions are conducted through the Google meet. The MC team started the parallel session and welcomed all the participants in the technical session.

The faculty in-charges of the session introduced the judges for the session, Prof. Anjana Mothi and Mr. D. Siva Shanmugam.

The presenters were called out with their names and topic, where they gave brief presentations about their research findings. The judges also asked some very interesting questions to the participants which shed light on some flaws and also gave new opportunities to perfect the research studies.

**Google Meet Link:** Track I - Technical Session- I - <https://meet.google.com/etd-ngmc-hro>

## **DAY – I**

### **Technical Session – II**

**Time:** 1:00 PM – 3:00 PM

**No. of participants:** 30

#### **Summary Report:**

The MC team started the track and introduced the topic and welcomed all the participants in the technical session.

The faculty in-charges then introduced the judges for the session, who were, Dr. Suleiman Ali and Mr. K Ravishankar.

After this, the participants were called out with their names and topic where they gave brief presentations about their research findings. The judges also asked some very interesting questions to the participants which shed light on some flaws and also gave new opportunities to perfect the research studies.

**Google Meet Link:** Track II - Technical Session - II - [meet.google.com/zfy-bbfw-yvg](https://meet.google.com/zfy-bbfw-yvg)

## **DAY – II**

### **Technical Session – III**

**Time:** 10:00 AM – 1:00 PM

**No. of participants:** 31

#### **Summary Report:**

The MC team started the track and introduced the topic and welcomed all the participants in the technical session.

The faculty in-charges then introduced the judges for the session, who were, Dr. Ahmad Almansour and Dr. B Vijaykumar.

After this, the participants were called out with their names and topic where they gave brief presentations about their research findings. The judges also asked some very interesting questions to the participants which shed light on some flaws and also gave new opportunities to perfect the research studies.

**Google Meet Link:** Track III - Technical Session - III - <https://meet.google.com/rth-gvrt-piv>

## **DAY – II**

### **Technical Session – IV**

**Time:** 10:00 AM – 1:00 PM

**No. of participants:** 29

#### **Summary Report:**

The MC team started the track and introduced the topic and welcomed all the participants in the technical session.

The faculty in-charges then introduced the judges for the session, who were, Prof. T.S.Saravanan Muthaiyah and Dr. Rommel V Tabula.

After this, the participants were called out with their names and topic where they gave brief presentations about their research findings. The judges also asked some very interesting questions to the participants which shed light on some flaws and also gave new opportunities to perfect their research studies.

**Google Meet Link:** Track IV - Technical Session-IV - <https://meet.google.com/dxe-ohsq-vsh>



## VALEDICTORY SESSION

Valedictory Link - opic: VALEDICTORY - INTERNATIONAL CONFERENCE ON BUSINESS RESEARCH

Time: Dec 2, 2021 02:00 PM India

Join Zoom Meeting

<https://us02web.zoom.us/j/87816641627?pwd=VnQ1RDN4MkN4K1oyNmZBdUdDYjUzZz09>

The MC team started the Valedictory Function after which Dr. Albert Antony Raj took over to deliver the welcome address, Dr. Sangeetha, Assistant Professor, was called upon to review the entire conference and she gave a briefing on everything that occurred during the event.

Dr. B Akila, Assistant Professor, introduced the first guest of the function Ishvarya Siddarth, Software developer, Delivery Hero, Germany, who gave the valedictory address.

Dr T Sasikumar, Assistant Professor, introduced the guest of honour, Hafeez Ahmed N M, Victorian Institute of Technology, Australia, who then addressed the gathering.

Mrs. Bhuvaneshwari, Assistant Professor, introduced the felicitator to the gathering who then addressed the gathering.

Dr. P Shankar, Assistant Professor, delivered the vote of thanks to conclude the 8<sup>th</sup> International Conference on Business Research.

Further Feedback link shared with all the participants to review the Virtual International Conference.

Feedback Link: <https://forms.gle/fMeAtJ55FoK562LPA>