

BRIEF REPORT

THE VIRTUAL INTERNATIONAL CONFERENCE- 2021

TOPIC: " NEW WORLD ORDER & IT'S IMPLICATION ON BUSINESS DYNAMICS"

TIME: 10:30 am to 4:30 pm

DATE: 1st & 2nd July 2021

TARGET AUDIENCE: Professors, Ph.D. guides, Research scholars, students etc.

ABOUT THE CONFERENCE:

The break out of COVID-19 from a CORONA family comprising of Stark, H1N1 etc. has paved some new modus operandi for operations of the manufacturing and service sector. Uncertainty is the biggest word seethed in the hearts of Indians about the future of this Indian economy, in particular to the new employment opportunities that would likely rise in the future.

CONFERENCE SCOPE

ICON 2021 topics include, but are not limited to, the following research and development areas/fields (more than 15 topics) classified into 8 sessions:

FINANCE: • "FDI and FI into the Capital Markets" •

HR: • "Mapping Skill sets to new Business dimension"

MARKETING: • "Digital marketing as a tool for effective advertisement" •

ACCOUNTING: • "Green accounting through triple bottom line approach"

ECONOMICS: • "Financial stimulus measures in the new world order"

IT: • Role of Technology in CRM • Recent Trends in Business Data Analytics

LEGAL: • "Legal - Emergence of new legal challenges in the New World order" •

LANGUAGE: • "Multi Linguistic influence on Cross border business"

Technical Sessions have been prepared in accordance with conference scope to discuss the Challenges, Opportunities and Problems related to the topic.

WELCOMING AND OPENING CEREMONY

The first day of conference started with Welcoming and Opening Ceremony. The HOD of UG & PG Dept of Commerce, **MS Aisha Banu** had welcomed **Chief Guest- Dr Meithiana Indrasari, ST.**, MM Vice Rector of Dr Soetomo University Surabaya, East Java, Indonesia ,

Key- note speakers- **Dr B Raghavendra Rao** Visiting Faculty, IIM, Indore. Professor and Area Chair Finance (RTCP) CMS Business School JAIN (Deemed-to-be University), Bengaluru..

TECHNICAL CHAIR- HRM & IT - **Dr. Mujtaba M. Momin** American University of Middle-East, Kuwait (In Affiliation with Purdue University Indiana USA)

TECHNICAL CHAIR - FINANCE & LAW- **CA Ravi KS**

And also welcome all the participants and faculties. After welcome speech, Key- note speakers- **Dr B Raghavendra Rao** had explained the importance and relevance of the topic. First day the paper presentation by the participants started in different tracks by 12:30 pm. There were 110 participants who had presented the papers. The abstract of all the papers are published in the souvenir. And 52 papers are selected to publish in the Scopus Journal.

Dr Mujtaba Momin chaired the HR/CSR track. Mr.Ravi K S(CA) had chaired the session for Finance ,Accounting and Law track. Dr.Dipti Miyan had chaired the IT track.

Next Day on 2nd July ,there were 2 tracks for marketing- morning and afternoon .The Marketing track was chaired by **Dr. Mujtaba M. Momin**. Language track was chaired by V.Gopalkrishanan ,Red Professor,Kalady University, Kerala.

Valedictory Programme:

Valedictory Programme commenced with the speech of Dr.Pradeep Kumar Shinde ,our beloved Principal. Followed by experience shared by Dr.Mujataba Momin. Mr.Ravi had discussed about the topic and the points shared by the participants.All the conveners had shared their experience about the conference.

Dr.Pradeep Kumar Shinde had announced the best paper award for each track.

Best Paper Award:

Theme Name

LAW :Mr. AKSHAY BHARGAVA

Languages & Humanities: Dr.Gagan Kumari

Languages & Humanities: Dr.Gayatree

HUMAN RESOURCES (HR): Dr. Kavita Rai Sinha

Accounting : Dr A. Senthil Kumar, Ms. Esha B Sanjay, Mr. Kundan Kumar & Mr. Kushal Jain

ECONOMICS : Ms. Kusuma CM

Finance : Mr. Narasimha Murthy H

MARKETING :Ms.Neha Sharma

CORPORATE SOCIAL RESPONSIBILITY : Sana Begum M & Usha Priyadarshini S

INFORMATION & TECHNOLOGY : Mr. Savanth S T

Vote of thanks was rendered by Prof.Aisha Banu ,HOD –UG & PG Dept.

