



# **ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)**

Chennai - 600 008

College with Potential for Excellence  
Re-accredited with "A+" in NAAC cycle IV

cordially invites you to the  
**INTERNATIONAL CONFERENCE  
ON MULTIDISCIPLINARY  
RESEARCH & INNOVATION IN  
ACADEMIA AND INDUSTRY  
SERIES III**

**Organised by**

**Departments of Economics, English  
(Aided & SS), History & TTM, B.Com Bank  
Management, Business Economics,  
B.Com Corporate Secretaryship (Aided & SS)**

**&**

**Naan Mudhalvan Skill Initiative  
Tamil Nadu Skill Development Corporation  
Government of Tamil Nadu**

**6<sup>th</sup> & 7<sup>th</sup> January, 2025**



# INTERNATIONAL CONFERENCE ON MULTIDISCIPLINARY RESEARCH & INNOVATION IN ACADEMIA AND INDUSTRY SERIES III

## **About the College**

Ethiraj College for Women was founded by the illustrious Barrister-at-Law, Thiru V.L. Ethiraj in 1948 to empower young women through holistic education. The College has made impressive strides in the realm of higher education for women over the last 77 years. It is recognized with the award of "College with Potential for Excellence" and was re-accredited with Grade A<sup>+</sup> by NAAC Cycle IV in 2023. The college has a dedicated team of over 332 faculty members and around 7600 students.

## **About the Conference**

In commemoration of the 75<sup>th</sup> year celebration of our esteemed institution, the Departments of Economics, English, History, Tourism and Travel Management, B.Com. Bank Management and Business Economics in collaboration with ESN Publications and Valimai Thamizhachi, organized the first series of the International Conference on Multidisciplinary Research and Innovation on 19<sup>th</sup> & 20<sup>th</sup> January, 2023. The first two days of the five day conference took place at Ethiraj College for Women and the next part of the conference was held at U.A.E from 23<sup>rd</sup> to 25<sup>th</sup> January, 2023. The second series of the International Conference on Multidisciplinary Research & Innovation in Academia and Industry was organized in India between 9<sup>th</sup> & 10<sup>th</sup> January, 2024 at Ethiraj College for Women.

The successful trajectory initiated by the International Conference in 2023 has motivated us to continue our collaboration with Industry and Academia every year to reinvigorate our commitment to holistic education. Hence, the third Series of the conference is scheduled to be held in January 2025. The two day conference will prove to be an important platform for Professionals in Academia, Research, Industry, Innovation, Entrepreneurship and Policy Making to hold meaningful dialogues and to enable the students to get a glimpse of the real world problems linked to the fields of Business Studies, Humanities and Social Sciences. This in turn would enhance our students' understanding of the fields that they choose to excel in and also empower them in their respective careers.

## **Objective of the Conference**

The overarching objective of the conference is to address crucial challenges, elucidate key policy principles and foster a culture of innovative research practices. With a visionary perspective, the conference aspires not only to inspire but also cultivate the intellectual growth of young minds. Acting as a catalyst for collaboration, the event facilitates the exploration of diverse perspectives, paving the way for purposeful partnerships and enables to unveil potential synergies that can drive multidisciplinary advancements in academia and industry.

## **Naan Mudhalvan Skill Initiative**

The Naan Mudhalvan Skill Initiative, led by the Tamil Nadu Skill Development Corporation, Government of Tamil Nadu is a transformative program aimed at equipping the youth of Tamil Nadu with industry-aligned skills. This initiative bridges the gap between academic education and industry requirements by offering free, nationally certified training across over 20 sectors, including Healthcare, Information Technology, Media, Green Jobs, Logistics, and more.

## **Conference Themes**

### **Research & Innovation in**

- Agriculture and Industry
- Health , Education & AI
- Development Economics
- Sustainable Development Goals
- Global Trade Dynamics
- History & Politics
- Global Tourism
- Cultural Studies
- Memory Studies, Diaspora and Transnationalism
- Environmental Humanities
- Digital Humanities
- Big data Analytics & Business
- Human Resources Analytics
- Human AI Collaboration in Business
- E-Commerce & Digital Marketing

Date : 06.01.2025

# INAUGURATION

Venue : Main Auditorium

Time: 9.30am – 11.00am



**Welcome Address**  
**Dr. D.B. Usharani**

Former Principal i/c & Secretary i/c  
Associate Professor & Head  
Department of Economics  
Ethiraj College for Women



**Presidential Address**  
**Thiru. V.M. Muralidharan**

Chairman  
Ethiraj College Trust



**Felicitation Address**  
**Dr. S. Uma Gowrie**

Principal & Secretary  
Ethiraj College for Women



**Keynote Address**  
**Ms. Mami Teraoka**

Researcher and Adviser  
Culture & Information  
Consulate – General of Japan



**Inaugural Address**

**Dr. Thamizhachi Thangapandian**  
Member of Parliament for South Chennai  
Tamil Nadu



**Vote of Thanks**

**Dr. T. Usha Priya**

Former Vice- Principal (SS)  
Associate Professor and Head  
Department of B.Com Bank Management  
Ethiraj College for Women

Day I: 06.01.2025

## Keynote Speakers

### Main Auditorium



**Mr. Faheem Ahmed**  
Founder & CEO  
BYT Digital, Chennai

12.15 pm - 1.15 pm



**Dr. M.Sathya Kumar**  
Advocate, Supreme Court  
Tycoon Legal  
New Delhi

2.00 pm -3.00 pm



**Dr. K. Paul Jayakar**  
Director IT and RMS  
(Risk Management Services)  
M/s. CNK & Associates LLP  
Chartered Accountants  
Chennai

3.00 pm - 4.00 pm

### Steve Jobs Hall



**Ms. Mihitha Nuttaki**  
Product Manager  
Stanford University, USA

12.15 pm -1.15 pm



**Dr. J. John Sekar**  
Former Head & Associate  
Professor, Research Department of  
English, Former Dean, Academic  
Policies & Administration  
The American College, Madurai

2.00 pm - 3.00 pm



**Dr. Seetha Lakshmi**  
Associate Professor  
Asst. Head, Asian Languages  
& Cultures Department  
(Tamil), National Institute of  
Education, Nanyang  
Technological University  
Singapore

3.00 pm - 4.00 pm

### Mini Auditorium



**Dr. Rania Lampou**  
STEM Instructor & ICT  
Teacher Trainer, Greek  
Ministry of Education  
Directorate of Educational  
Technology and Innovation  
Greece

12.15 pm -1.15 pm



**Cllr. Vetri Pappa**  
Founder & CEO  
PICS Global - Study Abroad  
Consultant, Chelmsford City  
Councillor, Member of  
Planning & Regulatory  
Committee, England

2.00 pm - 3.00 pm



**Dr. D. Uthira**  
Principal  
Hindustan College of  
Arts & Science, Chennai

3.00 pm - 4.00 pm

Day I: 06.01.2025

## Keynote Speakers

Sri. Bhadrashyam. H. Kothari Auditorium



**Dr. Radha Appan**

Associate Professor, ISQS  
Rawls College of Business  
Texas Tech University, USA

12.15 pm - 1.15 pm



**Ms. Junofy Anto Rozarina**

CEO, Beyond Nudge  
Consulting, University of  
Zurich, Switzerland

2.00 pm - 3.00 pm



**Dr. Vigneswar Kumar**

Business Head, Veranda  
Race & IAS Learning  
Solutions, Chennai

3.00 pm - 4.00 pm

## Admin Block



**Mrs. Mary Magdalene**

Lead Teacher  
Anchored School, Prosper  
Texas, USA

12.15 pm - 1.15 pm



**Dr. Stuckey**

**D Arul Pragasam**

Clinical Psychologist  
Social Welfare & Best  
Interest Assessor, London

3.00 pm - 4.00 pm



**Dr. Darshana Samaraweera**

Deputy Director-General of the  
Faculty of Languages  
Humanities and Social  
Sciences National Institute of  
Education, Sri Lanka

3.00 pm - 4.00 pm

## Business Studies Block - Campus II



**Dr. C. Sheela Sasikumar**

Managing Partner, SS Clini  
Research & Dr. R. K. Diabetic  
Footcare & Podiatric Institute  
Chennai

12.15 pm - 1.15 pm



**Dr. Arzuman Ara**

Associate Professor  
Department of English  
Language Education, English &  
Foreign Languages University  
Shillong Campus, Meghalaya

2.00 pm - 3.00 pm



**Prof. Nandan Shastri**

Expert Committee Member  
Ahmedabad World  
Heritage City Trust  
Gujarat

3.00 pm - 4.00 pm

**Day II: 07.01.2025**

## **Keynote Speakers**

### **Main Auditorium**



**Dr. Kalpana Karunakaran**

Associate Professor  
Department of Humanities &  
Social Sciences, IIT- Madras  
**Chennai**

9.30 am - 10.30 am



**Dr. Avishek Parui**

Associate Professor  
(English and Memory Studies)  
Co-ordinator, Centre for  
Memory Studies, IIT Madras  
**Chennai**

11.00 am - 12.00 pm



**Dr. Vijayshankar Asokan**

Managing Director / Materials  
Scientist, Mullai Academia  
International Pvt Ltd  
**Chennai**

1.30 pm - 2.30 pm

### **Steve Jobs Hall**



**Mrs. Sailakshmi Govindan**

Senior Business Analyst Ains.  
Value Momentum, Erie  
Pennsylvania, **USA**

10.00 am -11.00 am



**Ms. Meena Chabbria**

Founder, SHERO MINDSET  
Former Vice President  
PVR Cinemas (Overseas  
Operations), **Chennai**

11.30 am -12.30 pm



**Dr. Chandrahas Chavan**

Senior Professor & Former  
Director, Jamnalal Bajaj Institute  
of Management Studies  
(JBMIS), University of Mumbai  
**Mumbai**

1.30 pm - 2.30 pm

### **Mini Auditorium**



**Ms. S. MuthuKeerthana**

Project Lead, Kumaraguru  
Centre for Industrial  
Research and Innovation  
Kumaraguru College of  
Technology, **Coimbatore**

10.00 am -11.00 am



**Prof. Kim Yongjun**

Institute of Cultural Heritage  
Convergence  
Korea University  
**Korea**

11.30 am – 12.30 pm



**Dr. Vidya Sarveswaran**

Associate Professor  
School of Liberal Arts  
IIT, Jodhpur  
**Rajasthan**

1.30 pm - 2.30 pm

Day II: 07.01.2025

## Keynote Speakers

Sri. Bhadrashyam. H. Kothari Auditorium



**Mr. Rajesh Rajamani**

Film Maker &  
Film Essayist  
**Chennai**

9.30 am -10.30 am



**Ms. SoPeng Kiang**

Founder & Managing  
Director of News Search  
(M) Sdn Bhd, **Malaysia**

11.15 am – 12.15 pm



**Ms. Sruthi Krishnan  
Radhakrishnan**

Logistics Specialist  
GXO Logistics Ltd  
Yorkshire, **United Kingdom**

1.30 pm - 2.30 pm

## Admin Block



**Prof. (Dr.) Sarah Hussain**

Department of Tourism &  
Hospitality Management  
Jamia Millia Islamia  
(A Central University)  
**New Delhi**

10.00 am - 11.00 am



**Dr. Sushma V. Murthy**

Associate Professor,  
Department of English and  
Cultural Studies, Christ  
Deemed to be University  
**Bengaluru**

11.30 am - 12.30 pm



**Dr. Shobhana Mani**

Academic Consultant  
GIG International School  
**Singapore**

1.30 pm- 2.30 pm

## Business Studies Block – Campus II



**Ms. Ragi Ravi**

Senior.Vice President  
Global Pricing & Analytics  
Radwell International  
Naperville, Illinois, **USA**

10.00 am – 11.00 am



**Mr. Vivek Aiyer**

CEO- Founder, Immersive  
Realities- Appearance  
Melbourne, **Australia**

11.30 am - 12.30 pm



**Ms. Janani Iyer**

Co- Founder  
Digi Pro  
**Chennai**

11.30 am - 12.30 pm



**Date : 07.01.2025**

# **VALEDICTORY**

**Venue : Main Auditorium**

**Time: 3.30 pm - 4.30 pm**



**Welcome Address**

**Dr. J. Mangayarkarasi**

Associate Professor and Head  
PG & Research Department of English  
Ethiraj College for Women



**Dr. Katharina Gorgen**

Director  
Goethe - Institute  
**Chennai**



**Mr. Sriharan Balan**

Managing Director  
Madura Travel Service Pvt. Ltd.  
Chancellor  
Madura Institute of Tourism Studies  
**Chennai**



**Vote of Thanks**

**Dr. T. Kausalya Kumari**

Associate Professor and Head  
PG & Research Department of History &  
Department of Tourism & Travel Management  
Ethiraj College for Women

**Cultural Programme**

2.45 pm – 3.15pm

## **Chief Patron**

**Thiru. V.M. Muralidharan**

Chairman  
Ethiraj College Trust

## **Patron**

**Dr. S. Uma Gowrie**

Principal & Secretary  
Ethiraj College for Women

## **Convenors**

**Dr. D.B. Usharani**

Former Principal i/c & Secretary i/c  
Associate Professor & Head  
PG & Research Department of Economics

**Dr. T. Usha Priya**

Former Vice Principal (SS)  
Associate Professor and Head  
Department of B.Com Bank Management

## **Co- Convenors**

**Dr. J. Mangayarkarasi**

Associate Professor & Head  
PG & Research  
Department of English

**Dr. T. Kausalya Kumari**

Associate Professor & Head  
PG & Research  
Department of History,  
Tourism and Travel Management

**Mrs. Beulah Jebakumari**

**Suganthi**  
Assistant Professor & Head  
Department of Corporate  
Secretaryship

**Dr. M. Hima Bindu**

Assistant Professor & Head  
Department of Business Economics

**Mrs. K.Yeshoda**

Associate Professor and Head  
Department of English (SS)

**Dr. R. Geethalakshmi**

Associate Professor & Head  
Department of Corporate  
Secretaryship (SS)

## Co-ordinators

Dr. Neelavathy.G

Associate Professor, Department of Economics

Dr.Radhika G

Associate Professor, Department of Economics

Dr.Saradha A

Assistant Professor, Department of Economics

Dr.Sunita C

Assistant Professor, Department of Economics

Dr.Sangeetha R

Assistant Professor, Department of Economics

Dr.Sofiya Azad

Assistant Professor, Department of English

Dr.Saranya J

Assistant Professor, Department of English

Dr.Thenmalar Bharathi B

Assistant Professor, Department of English

Mrs.Thenmozhi M

Assistant Professor, Department of English

Dr.Menaka K

Assistant Professor, Department of History & TTM

Dr Maheswari P

Assistant Professor, Department of History & TTM

Dr.Vasanthi A

Assistant Professor, Department of History & TTM

Mrs. Sundari S

Assistant Professor, Department of History& TTM

Dr.Vijayalakshmi P.S

Assistant Professor, Department of Business Economics

Dr.Sowmya S

Assistant Professor, Department of Business Economics

Ms. Priyanka B

Assistant Professor, Department of B.Com Bank Management

Ms. Chitra B

Associate Professor, Department of English

Ms. Bharathi V

Associate Professor, Department of English

Ms. Deepa K.A

Associate Professor, Department of English

Dr. Vijayalakshmi R

Associate Professor, Department of Corporate Secretaryship

Mrs. Yakshitha T

Assistant Professor, Department of Corporate Secretaryship

Ms.Meenakshi S

Faculty, Department of Corporate Secretaryship

Ms Nikkitha Johanna J

Faculty, Department of Corporate Secretaryship

Mrs. Nazia.S

Faculty, Department of Corporate Secretaryship

Ms.Nithyasree S

Faculty, Department of B.Com Bank Management

