



Lady Doak College, Madurai

(An Autonomous Institution Affiliated to Madurai Kamaraj University)

Re-accredited with 'A+' Grade by NAAC (4th Cycle)

**Department of Commerce
organizes**

**International Conference
on**

Global Trends in Accounting and Finance - A Paradigm Shift

20th & 21st March 2023





ABOUT LADY DOAK COLLEGE

Lady Doak College is the first women's college in Madurai, Tami Nadu, India and is one of the leading autonomous colleges. As an Ecumenical Christian College whose purpose is to impart liberal education to students of all creeds, the college strives to develop their intellectual powers, locate, identify and cultivate their interests and talents and train them to be responsible and useful citizens. Commencing its pioneering service in the cause of women's education in and around the city of Madurai on 14th July 1948, the college is celebrating its 75th year of committed labour of love and learning.

A challenging curriculum blended with relevant academic programmes, co-curricular activities, exposure programmes and a well-developed student support system has placed the college at the forefront in the field of higher education. The college currently offers 26 Undergraduate, 15 Postgraduate, 8 Ph.D., 4 Diploma, 3 PG Diploma, and 10 Certificate courses. Lady Doak College aims to bring about a wholesome transformation of women, with a well-balanced moral, social and spiritual outlook.

ABOUT COMMERCE DEPARTMENT

Commerce Department has been the pioneer in the field of commerce education, having been in the fray for more than 40 years since 1976. With rich experience in the field of commerce education, the Department has expanded its horizon to include apart from B.Com., other streams like B.Com.(Banking & Insurance), B.Com.(Corporate Secretaryship), B.Com.(Computer Applications), B.Com.(Professional Accounting) and B.Com.(Honours) and M.Com. Each of these streams cater to the aspiration of students who want to take up a profession in Banking & Insurance, Company Secretary, Chartered Accountant, Entrepreneur or a career in the field of computers.

The Department has highly qualified faculty members, a vibrant curriculum, MoUs with reputed institutions like ICAI, ACCA, ICSI, IIBF, III and Tally Solutions Pvt Ltd. Skill training programmes, Industrial Visits and mandatory Internships also benefit students to a great extent.

ABOUT THE CONFERENCE

Department of Commerce, Lady Doak College is proud to host the International Conference on "Global Trends in Accounting and Finance - A Paradigm Shift", that aims to bring together academicians, researchers and research scholars to share their experiences and research results on all aspects of Accounting and Finance. It also provides a platform for educators and researchers from interdisciplinary fields to present and discuss global trends, recent innovations, challenges and concerns in the fields of Finance and Accounting.

To survive in today's highly competitive business environment, we need to increase efficiency and agility, especially if the business goals include driving growth to become a global business. This means recognizing the changing business environment that is in the midst of a digital revolution. Artificial Intelligence (AI) and Machine Learning (ML), Robotic Process Automation (RPA), Advanced Data Analytics, and Cloud-Based Infrastructures are some of the technologies that are reshaping finance.

It is evident that there is a paradigm shift in the fields Accounting and Finance with the spread of digital technologies and their impact on business that is bound to transform the practice of accounting and the competencies that professional accountants require. It is therefore extremely important to stay abreast of the changing landscapes of the Finance and Accounting World.

OBJECTIVES

- * To bring together academicians, researchers and research scholars to share their experiences on all aspects of Accounting and Finance.
- * To create an environment for expanding professional networks, enriching professional skills and sharing experiences.
- * To provide a platform for educators and researchers from interdisciplinary fields to present and discuss global trends, recent innovations, challenges and concerns in the fields of Accounting and Finance.

CONFERENCE THEMES & PLENARY SESSIONS

- * Professional Ethics in Accounting and Auditing: A Necessity or Choice
- * Leadership, Ethics, Technology & Managing Changes in Accounting & Finance
- * FINTECH Disruptive Innovation: Charting the Path to Next Normal
- * TECHNOVATION: Need of the hour for Finance & Accounting

SUB-THEMES

- * Disruptive Innovations in Finance & Accounting
- * Blockchain technology
- * Data Analytics & Forecasting Tools
- * Digital Banking & Cashless Economy
- * Crypto currency
- * Technological advancement in banking
- * NPA Management
- * Accounting and Auditing ethics
- * Ethical Leadership
- * Agile finance function for CFOs
- * Upskilling and reskilling the finance team
- * Strategic Financial Leadership for Future Ready enterprises
- * Changing Landscape of CFO Responsibilities
- * Building human capital for finance capital

(Note: The above sub themes are only indicative and not exhaustive. Any other sub-theme relevant to the main theme may also be considered.)

MODE OF PARTICIPATION

The participants can join the conference either physically or virtually. Physical participation is mandatory for participants from Kerala, Karnataka, Andhra Pradesh, Telangana and Tamil Nadu.

CALL FOR PAPERS

- * The paper should be based on original work not yet published.
- * The abstract should not exceed 300 words and the full paper should not exceed 3000 words.
- * The soft copy should be submitted in A4 size, Headings in font size 14, text in font size 12 with a line spacing of 1.5.
- * The general format of the research paper should consist of: Title, Author(s) Name & Affiliation with email ID(s), Abstract with 4-6 keywords, Introduction, Objectives, Methodology, Findings, Discussion of Findings, Recommendations, Conclusion and References.
- * Authors are requested to follow APA 7th edition guidelines for referencing.
- * Maximum three authors are allowed per paper.
- * The papers will be checked for plagiarism, the permissible limit allowed is 10%.
- * Selection of papers for Oral Presentation / Poster Presentation will be based on recommendation by the Review committee.
- * Selected papers will have publication opportunities in Scopus / UGC Care listed journals with an additional fee. Other papers will be published in conference proceedings with ISBN / ISSN free of cost.

- * Delegates are expected to attend all the sessions of the conference to receive the certificates.
- * Best paper award will be given.
- * The full paper should be sent to icaf2223@gmail.com

IMPORTANT DATES

- * Last date for Abstract: 10th February 2023
 - * Acceptance Notification: 17th February 2023
 - * Last date for payment of Registration Fee: 7th March 2023.
 - * Last date for Full Paper Submission: 11th March 2023
 - * Intimation of papers selected for Presentation / Poster: 15th March 2023
- Delegates registering after 17th February 2023 can register as participants only.

Scan QR Code for Registration:



REGISTRATION FEE

Participant	Rs.	US\$
Research Scholar	750	40
Faculty	1,000	50
Industrial Expert	1,250	60

For hard copy of the publication extra fees of Rs.500 has to be paid.

The registration fee includes Conference kit, Certificate, Lunch and Refreshments. Registration must be done separately by author and co-author(s).

PROGRAMME SCHEDULE

20th March, 2023 : Pre-Conference Proceedings

21st March, 2023

Time

9:00 a.m. - 10:30 a.m.

: INAUGURATION



Dr. PTR Palanivel Thiaga Rajan

Hon'ble Minister of Finance & Human Resources Management, Government of Tamil Nadu

10:30 a.m. - 11 a.m.

: Tea Break

11:00 a.m. - 12 noon

: PLENARY SESSION I



TECHNOVATION - Need of the hour for Finance & Accounting

Ms. Jenipher Chitate, MBA, CPA, CMA, DUT

Motivational Speaker, Trainer & Business Consultant

Anchored Advisory Services, Canada

12:15 p.m. - 1:15 p.m.

: PLENARY SESSION II



Professional Ethics in Accounting and Auditing: A Necessity or Choice

CA Vijaya Kumar M.P.

CFO, Sify Technologies

1:15 p.m. - 2:00 p.m.

: Lunch

2:00 p.m. - 3:00 p.m.

: PLENARY SESSION III



Leadership, Ethics, Technology & Managing Changes in Accounting & Finance

Dr. Stanley Oliver, Ph.D, MBA, M.Sc, PGCE, B.Sc, SFHEA

Professor of Management Learning & Management Practice,

Dean and CEO, Doctoral College UK

3:00 p.m. - 4:00 p.m.

: PLENARY SESSION IV



FINTECH Disruptive Innovation: Charting the Path to Next Normal

Mr. R. Vishweshwaren

Chief Digital Officer,

Tamil Nadu Mercantile Bank

4:00 p.m. - 5:00 p.m.

: VALEDICTORY

ORGANIZING COMMITTEE

- Patron : **Dr. Christianna Singh**
Principal & Secretary
- Chairperson : **Dr. Rosy Godwin**
Head of the Department
- Convenor : **Dr. Vanitha Malarvizhi P.**
Bursar & Associate Professor

Organizing Secretaries:

1. **Dr. Srii Latha S.**
Associate Professor
Mobile: 9344101840
2. **Dr. Angel Christy Praveena C.**
Assistant Professor
Mobile: 9789616821

Members:

1. **Dr. Nisha K.**
Associate Professor
2. **Dr. Margaret Divya A.**
Associate Professor
3. **Dr. Mary Vinora Mercy H.**
Associate Professor
4. **Ms. Rachel S.**
Associate Professor

For queries regarding paper presentation contact:

Dr. S. Shankari
Mobile: 8489962665

EXPERT COMMITTEE

1. **Dr. Nithila Vincent**
Former Head, Department of Commerce
Christ University, Bangalore
2. **Dr. Samuel Joseph**
Director, Department of Management Studies
The American College, Madurai
3. **Ms. Vidya Ravikumar**
Co-founder & Chief Operating Officer
Prepmyskills Pvt.Ltd, Bangalore
4. **Dr. Vidhya Srinivasan**
Assistant Professor, Department of Commerce
Stella Maris College, Chennai
5. **CA Dungar Chand Jain**
Past Chairman of SIRC of ICAI (2020-21)
6. **Dr. Marcus Rodrigs**
Senior Lecturer (Accounting & Finance)
New Castle Business School
The University of New Castle, Australia
7. **Ms.Sangeetha Kandavel**
Assistant Editor, The Hindu



Report on International Conference conducted by Department of Commerce

Date: 20th&21st March 2023

The Department of Commerce, Lady Doak College organised an International Conference on 'Global Trends in Accounting and Finance-A Paradigm Shift' on 20th and 21st March 2023. The Conference was conducted in hybrid mode to facilitate presentation of Papers Pan India. The Conference was attended by more than hundred participants.

On 20th after noon, paper presentations on various topics ranging from digital banking to crypto currency were held at three venues. The moderators judged the participants to award the best paper. The concluding session was addressed by FCCA Piyush Baid who deliberated on the various research topics in Accounting and Finance and the sources of data available for researchers.

On 21st morning, the Program started with Prayer by the Chaplain Dr.Jessie Ranjitha Jebaselvi. Dr.Rosy Godwin, Head of the department welcomed the guests and reiterated the significance of the conference. Dr.Vanitha Malarvizhi, Bursar introduced the guests. Dr.Christianna Singh, Principal and Secretary Lady Doak College gave the Presidential address.She lauded the efforts of the department and said it is a milestone in the growth of the college from success to significance She emphasised the need for intelligent decision makers and forward planning. She spoke on allocation of scarce resources and the need to invest wisely.

CA Vijay Gopal, CFO, The Ramaraju Surgical Cotton Mills Ltd., delivered the inaugural address. He expressed his concern for the future when machines and humans would share jobs. He elucidated new concepts such as ESG, Green finance, Net Zero and sustainable reporting. He urged the students to be creative and stay ahead to be competitive.

CA Siddharth Ashok, Managing Partner KSPV&Co., Coimbatore gave the keynote address. He shared real time examples of how visualisation adds value to reporting, he motivated students to develop critical thinking skills and to be analytical in their learning. He stressed the importance of visualisation in reporting and the use of tools such as power BI and Tableau.

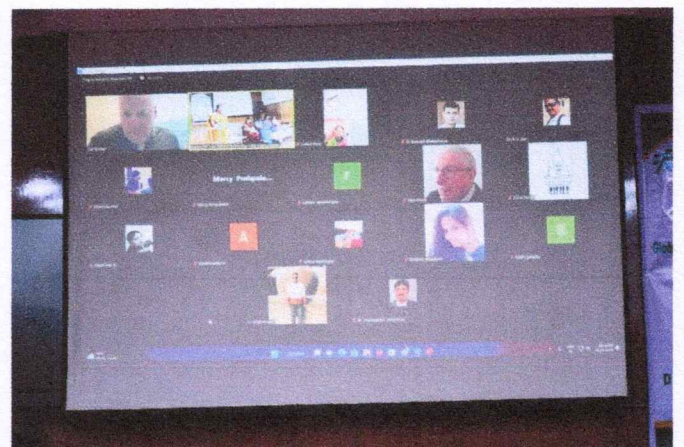
Ms.Jenipher Chitate, Motivational speaker from Anchored Advisory Services ,Canada, gave her insights in the plenary session on 'Technovation - Need of the hour for Finance and Accounting'.She detailed the different risk factors and expounded the need to manage risks amidst volatility, uncertainty, complexity and ambiguity.

CA Vijayakumar MP, CFO, Sify Technologies gave a vibrant talk on 'Professional Ethics in Accounting and Auditing: A Necessity or Choice'. He highlighted the need to be accountable,

truthful and complete. He also cited the cases of Wells fargo bank, PNB and WCB. Dr. Stanley Oliver, Dean & CEO, Doctoral College, UK shared his inputs on Leadership, Ethics, Technology and managing Changes in Accounting and Finance.

Mr. Ramkumar Ramamoorthy, Partner Catalinics, Chennai addressed on 'Fintech Disruptive Innovation'. He explained the way different industries are embracing fintech and gave an overview of the fintech landscape in India. The Conference came to an end with the valedictory address by Mr. Bharath Krishna Sankar, Chairman, Aparajitha Corporate Services Pvt. Ltd., Madurai. He motivated the students to be analytical in their approach and to remain focussed.

The program ended with vote of thanks proposed by Dr. Angel Christy Praveena.



P. Vanitha Malarvizhi
Dr. P. Vanitha Malarvizhi,
M.Com., M.Phil., Ph.D
Head & Associate Professor
Department of Commerce
Lady Doak College
Madurai - 625002

விமலா செய்திருந்தனர்.

வணிகவியல் துறை மாநாடு

மதுரை லேடி டோக் கல்லூரியில் வணிகவியல் துறை சார்பில் 'கணக்கியல் மற்றும் நிதித்துறையில் உலகளாவிய போக்குகள் - ஒரு முன்னுதாரண மாற்றம்' என்ற தலைப்பில் இரண்டு நாள் சர்வதேச மாநாடு நடந்தது. முதல்வர் கிறிஸ்டியானா சிங் தலைமை வகித்தார். பேராசிரியர் ஜெஸ்ஸி ரஞ்சிதா ஜெபசெல்வி துவக்கி வைத்தார். துறைத் தலைவர் ரோஸி காட்வின் வரவேற்றார். நிதிக்காப்பாளர் வனிதா மலர்விழி முன்னிலை வகித்தார். ஆடிட்டர்கள் விஜய் கோபால், சித்தார்த் அசோக், விஜயகுமார், தன்னம்பிக்கை பேச்சாளர் ஜெனிபர் உள்ளிட்டோர் பேசினர். 'தலைமைத்துவம் நெறிமுறைகள் தொழில்நுட்பம் கணக்கியல் மற்றும் நிதி மாற்றங்களை நிர்வகித்தல்', 'கணக்கியலின் முக்கியத்துவம் மற்றும் தலைமைத்துவத்தில் கணக்கியலின் பங்கு' என்ற தலைப்புகளில் பேராசிரியர் ஸ்டான்லி ஆலிவர், ராம்குமார், ராமமூர்த்தி, அபராஜிதா நிறுவன தலைவர் பரத் கிருஜ்ண சங்கர் பேசினர். பேராசிரியர்கள், ஆய்வு மாணவர்கள் உள்பட பலர் பங்கேற்றனர்.

Commerce International Conference held in LDC

Madurai, Mar 22: The Department of Commerce, Lady Doak College, Madurai organised an International Conference on 'Global Trends in Accounting and Finance-A Paradigm Shift' on 20th and 21st March 2023. The Program started with Prayer by the Chaplain Dr.Jessie Ranjitha Jebaselvi.

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Vijayakumar MP, CFO, Sify Technologies gave a vibrant talk on 'Professional Ethics in Accounting and Auditing: A Necessity or Choice'. Dr.

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Mr. Ramkumar Ramamoorthy, Partner Catalines, Chennai addressed 'Fintech Disruptive Innovation'. The Conference came to an end with the valedictory address by Mr. Bharath Krishna Sankar, Chairman, Aparajitha Corporate Services Pvt. Ltd., Madurai. The conference proceedings has received the ISBN number through the JX Miller Library with the support of Dr. Sangara Nachiyar our Librarian. The Conference was attended by more than hundred participants.

500+ wedding planners converge to promote Mahabalipuram as a wedding destination aligning with PM Narendra Modi's Vision

Chennai, Mar 22: Vikram Cotah, CEO, GRT Hotels & Resorts Group, Aditya Motwane-Director, Motwane & Co, Baisakhi Ghosh-Founder, Baisakhi Flower, Rakhi Kantaria-Founder, Rachoutsav Events, N. Dakshinaa Murthi, CEO WV connect & Nandini Vijay, director of WV Connect announced the upcoming WV Connect 2023- Asia's Largest B2B Wedding Summit at GRT Grand Hotels, Chennai.

In his post budget webinar, PM Shri Narendra Modi expressed that "These days even the middle-class and upper-middle class are opting for destination weddings. Special packages can be announced for such destinations. This will encourage people to hold their wedding ceremony in different states, people from Gujarat will be excited to hold their rituals in Tamilnadu style"

The upcoming WV Connect 2023- Asia's Largest B2B Wedding Summit promises to promote destinations in India for wed-

dings, with Mahabalipuram in the spotlight this season.

Around 50+ hotels and resorts along its coast including the luxurious Radisson Blu Temple Bay, Mahabalipuram serves as a dream destination for traditional charm with a contemporary flair.

This wedding fraternity convention on April 3,4,5 will host top names from the Indian wedding fraternity like Abhinav Bhagat, Parthip Thyagarajan, Rajnish Rathi, Rituraj Khanna, Vijay Arora, Sima Taparia (Netflix fame) and more!

Not just that, the summit is also attracting top International wedding planners from around the world to showcase India as a wedding destination and what it can offer. To name a few, Meltem Bayazit Tepeler (Turkey), Gabriele Rizzi (Italy), Sakul Intakul (Thailand), Gideon Hermosa (Philippines), Hemant Dadlani (Sri Lanka).

In the 3 days of the summit, members of the extended wedding fraternity will



meet the game-changers, hobnob with the best in the business and experience an occasion like no other. It is a splendid opportunity to explore destination wedding properties in Mahabalipuram, engage with over 600+ wedding industry veterans, and numerous brands on display, where participants can attend over 18 hours of masterclasses and be inspired by fashion trends from top designers.

The Panel discussion will revolve around topics like Navigating the Post Covid Wedding Shift, the landscape of destination weddings, latest trends in photography, food & more!

The grand finale awards

night will be hosted in collaboration with EY (Ernst & Young) as the official tabulators, and will honor the brightest minds of the wedding industry.

For a Noble Cause: "Our Social Initiative 101 Weddings spearheads our beloved PM's vision to grow the tourism sector. This will serve India and its culturally diverse states on a world platter as a preferred destination for weddings. 101 couples, including the economically backward & differently abled, will be married free of cost, amounting to around 1 crore rupees.

This auspicious ceremony will set the cornerstone for making destination weddings accessible and not just a dream for millions of Indians. It will no longer be just for celebrities and the upper class but also cater to the other side of the

spectrum. There's always a price connotation attached to destination weddings and the majority only think of Udaipur or Lake Como. Just like Mahabalipuram, there are several other undiscovered gems that can offer a variety, be it for the luxurious or the budget segment" says N Dakshnamurthi, CEO of Wedding Vows.

Nandini Vijay, Director of Wedding Vows, said it was Dakshina Murthy's dream to get 101 couples married for free.

In the end, The Highlight of the event was 4 couples were introduced out of 101 couples who are going to get married at Mahabalipuram.

WV Connect 2023 is happening at Radisson Blu Temple Bay Mahabalipuram on April 3,4,5. You can attend the summit by visiting www.wvconnect.in or write to hello@wvconnect.in

HP Pavilion Aero 13: The Ultra-Light Laptop with powerful AMD 7000 Processor

Chennai, March 22, 2023 -HP today announced the launch of its latest Pavilion Aero 13 notebooks in India, powered by AMD Ryzen™ 7 Processor with Radeon™ Graphics for ultra-strong performance. The device is built for modern consumers - GenZs and Millennials, enabling them to work and learn productively anytime, anywhere.

In today's world, consumers seek devices that are versatile and can handle multiple tasks, seamlessly switching between work and learning. These devices need to be light weight to suit the hybrid workstyle, and stylish to cater

to the preferences of the younger generation. The

all-new HP Pavilion Aero 13 is equipped with fast and reliable connectivity with Wi-Fi 6 and a battery life of up to 10.5 hours making it ideal for working, browsing, and streaming from any location.

The 400 nits of brightness and 16:10 aspect ratio enables an immersive viewing experience for the users. Being HP's lightest Pavilion laptop, the Pavilion Aero 13 weighs just 970 grams, enabling portability for GenZs and Millennials.

Vickram Bedi, Senior Director- Personal Systems, HP India, said, "PCs are increasingly becoming an important aspect of people's lives in the hybrid environment. We are proud to introduce the new HP Pavilion



Aero 13, which is designed to meet the increasing demand for versatile and powerful computing solutions in today's world. It offers exceptional performance and mobility, allowing users to stay

productive and entertained while on-the-go. With the HP Pavilion Aero 13, users are getting a premium and beautifully crafted laptop that empowers them to work and play seamlessly."

49% of the respondents have fuel prices and around 90% of t

Chennai, Mar 22: MG Motor India released its report on the findings of Urban Mobility Happiness Survey today.

The survey, conducted by Nielsen gathered valuable insights into the mobility patterns of people residing in major Indian cities, and the challenges they face while commuting. The findings of the survey are a reflection of the state of urban mobility in India, and could prove to be useful for all stakeholders, including policymakers, to

facilitate better urban mobility in infrastructure for all.

The survey was conducted in the 8 Indian cities of Ahmedabad, Bengaluru, Pune, Mumbai, Delhi NCR, Chennai, Hyderabad, and Kolkata, most of which are known for the numerous challenges faced by their residents during their daily commute. Respondents to the survey included males and females aged 18 to 37 years, having at least one car in their household. Key revelations from the survey

HDFC ERGO endeavours to bridge the skill gap in India with the launch of 'Vidyaavriksh' learning academy

Chennai, Mar 22:HDFC ERGO General Insurance Company, a leading general insurance company in India launches 'Vidyaavriksh'

youth are expected to enter India's workforce by 2030*. While this is a great opportunity, the fact remains that lack of skill set among youth


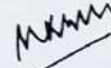
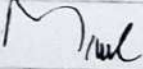
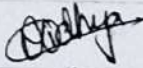



Experts Highlight Against the Rising

Chennai, March 22, 2023: India is currently witnessing a significant rise in influenza infection across the country.

poses a public health concern, it is important to take measures to address India's flu burden. With the aim to raise

LADY DOAK COLLEGE, MADURAI.
INTERNATIONAL CONFERENCE ON GLOBAL TRENDS IN ACCOUNTING AND
FINANCE A PARADIGM SHIFT
Department of Commerce
Attendance sheet
Outside Participants (Faculty)
Date:20.03.2023

S.No	Name of the Participants	Institution	Signature
1	Mr.ALBERT LALRINSANGA HAUHNAR	MIZORAM UNIVERSITY	Online
2	Ms.MUTHUSELVI. S	EDUCATION MINISTRY OF MALDIVES	
3	Dr.GURRAM RAMAKRISHNA	MIZORAM UNIVERSITY	Online
4	Dr.V.SORNAGANESH	V.O.CHIDAMBARAM COLLEGE, THOOTHUKUDI	Absent
5	Dr.BASUDEB BHATTACHARYA	DDM COLLEGE, KHOWAI	online
6	Dr.BHUSHAN CHANDRA DAS	DDM COLLEGE, KHOWAI	Online
7	Ms.FARIDHA M A	V O CHIDAMBARAM COLLEGE, THOOTHUKUDI	Online
8	Dr.S. MUTHULEKSHMI	KUMARAGURU COLLEGE OF LIBERAL ARTS AND SCIENCE	Online
9	Dr.DIANA ANN ISSAC	MAR ATHANASIOUS COLLEGE AUTONOMOUS, KOTHAMANGALAM	
10	Prof.BINU GEORGE VARGHESE	MAHATMA GANDHI UNIVERSITY KOTTAYAM	
11	Ms.BHAKTHI JAIN	INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA	
12	Dr.M.R. VIDHYA	ANNA ADARSH COLLEGE FOR WOMEN	
13	Ms.SHVETA S DESAI	M.E.S COLLEGE OF ARTS AND COMMERCE	online
14	Mr.K R KRISHNANUNNI	SHREE VVM'S DAMODAR COLLEGE OF COMMERCE AND ECONOMICS	online
15	Dr.SONIA SELWIN	ANDREW'S UNIVERSITY	online
16	Dr.ANTHEA WASHINGTON	MS CHELLAMUTHU TRUST	online
17	Ms.B.HARITHA	GANESH PRASAD CHARTERED ACCOUNTANTS	Haritha
18	Ms.SUGANTHI PRIYA S	THIAGARAJAR COLLEGE MADURAI	Suganthi Priya S
19	Mr.REVANTH. M	THIAGARAJAR COLLEGE MADURAI	H. Revanth
20	Mr.MUTHUMARI M.	THIAGARAJAR COLLEGE MADURAI	M. Muthumari
21	Dr.J.PREMA	NMSSVN COLLEGE, MADURAI	
22	Dr.M. KRISHNAMOORTHY	V.O. CHIDAMBARAM COLLEGE, THOOTHUKUDI	Absent
23	Dr.V ALWARNAYAKI	SRI S. RAMASAMY NAIDU MEMORIAL COLLEGE, SATTUR	

24	Dr.G.R.RAJALAKSHMI	PSG COLLEGE OF ARTS & SCIENCE, COIMBATORE	G.R. Rajalakshmi 20/3/23
25	Dr.D. PRIYA	PSG COLLEGE OF ARTS & SCIENCE, COIMBATORE	Dr.
26	Dr.GA.PRABHA	MADURAI INSTITUTE OF SOCIAL SCIENCES	M. G. Pr
27	Dr.M. RAJAKRISHNAN	PSG COLLEGE OF ARTS & SCIENCE, COIMBATORE	
28	Ms.G DHIVYA	THIAGARAJAR COLLEGE	
29	Dr.I NAGARAJAN	THIAGARAJAR COLLEGE	
30	Ms.N.SUVEDHA	MADURAI KAMARAJ UNIVERSITY	
31	Dr.R.R.VISHNUPRIYA	SOURASHTRA COLLEGE	
32	Dr.SAKTHI SARADHA M	SRI S. RAMASAMY NAIDU MEMORIAL COLLEGE. SATTUR	
33	Ms.A. ANGEL	MADURAI KAMARAJ UNIVERSITY	A. Angel
34	Dr.R. KANTHIAH ALIAS DEEPAK	GVN COLLEGE	
35	Ms.P. RESHMA	SARAH TUCKER COLLEGE	
36	Ms.D.REENA	E.M.G YADAVA WOMENS COLLEGE	D. Reena
	DR.K.HEMA MALINI	Assistant Professor PG & Research Dept. of Commerce The Madura College, Madurai	Ph.L.
	Dr. C. Samuel Joseph	Director, The American College	C.S.J.
	DR. I. NAGARAJAN	Head, Dept. of Commerce Thiagarajar college	I. Nagarajan
	DR. S. C. B. SAMUEL ANBU SEWAN	Coordinator - P. Am (PA) The American College	S.C.B.
	Dr. A. I. AUXILIA FERREIRA	Head & Asso. Prof. Commerce - Tirunelveli	A. I. Ferreira

“I PRESS ON TOWARD THE GOAL TO WIN THE PRIZE FOR WHICH GOD HAS CALLED ME HEAVENWARD IN CHRIST JESUS.” – Philippians 3:14.



LADY DOAK COLLEGE, MADURAI

DEPARTMENT OF COMMERCE

AGENDA

DATE: 20/03/2023

TIME: 02.00 p.m. – 05.00 p.m.

Venue: BCMMT

- ❁ Prayer : Dr. Mary Vinora Mercy H.,
Associate Professor & Co-ordinator,
B.Com (Banking and Insurance),
Department of Commerce, Lady Doak College.
- ❁ Welcome Address : Dr . Rosy Godwin,
Associate Professor & Head,
Department of Commerce,
Lady Doak College.
- ❁ Opening Address : Dr. Carl Bridge,
Head of Centre
(Accountancy & Post Graduate Studies),
Institute of Management,
University of Bolton, Bolton, UK.
- ❁ Introduction of Resource Person & Vote of Thanks : Dr. Margaret Divya A.,
Associate Professor & Co-ordinator,
B.Com (Corporate Secretaryship),
Department of Commerce,
Lady Doak College.

“I PRESS ON TOWARD THE GOAL TO WIN THE PRIZE FOR WHICH GOD HAS CALLED ME HEAVENWARD IN CHRIST JESUS.” – Philippians 3:14.

02.30 p.m. - 04.30 p.m : **Paper Presentation**

- Venue 1 (BCMMT) : Dr. Saral Rajamani C.,
Assistant Professor,
Department of Commerce,
Lady Doak College.
- Venue 2 (MMT 2) : Dr. Srii Latha S.,
Associate Professor &
Co-ordinator – B.Com (Honours),
Department of Commerce,
Lady Doak College.
- Venue 3 (Clapp Hall) : Dr. Rathika Kathirvelraj,
Assistant Professor,
Department of Commerce,
Lady Doak College.

04.30 p.m. - 05.00 p.m.

- Welcome Address : Dr. Rosy Godwin,
Associate Professor & Head,
Department of Commerce,
Lady Doak College.
- Concluding Address : FCCA. Piyush Baid,
International Taxation Consultant &
Reasoned Capital Allocator,
Delhi, India.
- Introduction of Resource Person & Vote of Thanks : Mrs. Rachel S.,
Associate Professor & Co-ordinator,
B.Com - Professional Accounting,
Department of Commerce,
Lady Doak College.

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"I PRESS ON TOWARD THE GOAL TO WIN THE PRIZE FOR WHICH GOD HAS CALLED ME HEAVENWARD IN CHRIST JESUS." – Philippians 3:14.



**LADY DOAK COLLEGE, MADURAI
DEPARTMENT OF COMMERCE**



INAUGURAL SESSION

AGENDA

DATE: 21/03/2023

TIME: 09.00 – 10.30 a.m.

Venue: BCMMT

- ❁ Prayer Song
- ❁ Prayer : Dr. Jessie Ranjitha Jebaselvi C.,
Chaplain & Associate Professor,
Department of English,
Lady Doak College.
- ❁ Welcome Address : Dr. Rosy Godwin,
Associate Professor & Head,
Department of Commerce,
Lady Doak College.
- ❁ Introducing the Guests : Dr. Vanitha Malarvizhi P.,
Bursar & Associate Professor,
Department of Commerce,
Lady Doak College.
- ❁ Honoring the Guests
- ❁ Lighting of the Lamp
- ❁ Presidential Address : Dr. Christianna Singh,
Principal & Secretary, Lady Doak College.
- ❁ Inaugural Address : CA. Vijay Gopal N.,
Chief Financial Officer,
The Ramaraju Surgical Cotton Mills Ltd.,
Rajapalayam, India.
- ❁ Keynote Address : CA. Siddharth Ashok,
Financial Consultant,
Founder & Managing Partner,
KSPV & Co., Coimbatore, India.
- ❁ Release of Conference Proceedings
- ❁ Vote of Thanks : Dr. Srii Latha S., Associate Professor &
Co-ordinator - B.Com (Honours), Department
of Commerce, Lady Doak College.

"I PRESS ON TOWARD THE GOAL TO WIN THE PRIZE FOR WHICH GOD HAS CALLED ME HEAVENWARD IN CHRIST JESUS." – Philipians 3:14.

PLENARY SESSION - 1

TIME: 11.00 a.m. - 12.00 Noon

(TECHNOVATION - NEED OF THE HOUR FOR FINANCE & ACCOUNTING)

- Welcome Address : Dr. Rosy Godwin,
Associate Professor & Head,
Department of Commerce,
Lady Doak College.
- Resource Person : Ms. Jenipher Chitate,
Motivational Speaker,
Trainer & Business Consultant,
Anchored Advisory Services, Canada.
- Introduction of Resource Person & Vote of Thanks : Dr. Rathika Kathirvelraj,
Assistant Professor, Department of Commerce,
Lady Doak College.

PLENARY SESSION - 2

TIME: 12.15 p.m. - 01.15 p.m.

(PROFESSIONAL ETHICS IN ACCOUNTING AND AUDITING: A NECESSITY OR CHOICE)

- Welcome Address : Dr. Rosy Godwin,
Associate Professor & Head,
Department of Commerce,
Lady Doak College.
- Resource Person : CA. Vijaya Kumar M P.,
CFO, Sify Technologies &
Independent Director, LIC of India.
- Introduction of Resource Person & Vote of Thanks : Dr. Nisha K.,
Associate Professor & Co-ordinator,
B.Com (Computer Application),
Department of Commerce,
Lady Doak College.

“I PRESS ON TOWARD THE GOAL TO WIN THE PRIZE FOR WHICH GOD HAS CALLED ME HEAVENWARD IN CHRIST JESUS.” – Philippians 3:14.

PLENARY SESSION - 3

TIME: 2.00 p.m. - 3.00 p.m.

(LEADERSHIP, ETHICS, TECHNOLOGY MANAGING CHANGES IN ACCOUNTING & FINANCE)

- Welcome Address : Dr. Rosy Godwin,
Associate Professor & Head,
Department of Commerce,
Lady Doak College.
- Resource Person : Dr. Stanley Oliver,
Professor of Management Learning
& Management Practice,
Dean and CEO, Doctoral College, UK.
- Introduction of Resource Person & Vote of Thanks : Dr. Saral Rajamani C.,
Assistant Professor, Department of Commerce,
Lady Doak College.

PLENARY SESSION - 4

TIME: 3.15 p.m. - 4.15 p.m.

(FINTECH DISRUPTIVE INNOVATION: CHARTING THE PATH TO NEXT NORMAL)

- Welcome Address : Dr. Rosy Godwin,
Associate Professor & Head,
Department of Commerce,
Lady Doak College.
- Resource Person : Mr. Ramkumar Ramamoorthy,
Former CMD Cognizant India &
Partner, Catalincs, Chennai, India.
- Introduction of Resource Person & Vote of Thanks : Dr. Mary Vinora Mercy H.,
Associate Professor & Co-ordinator,
B.Com (Banking and Insurance),
Department of Commerce, Lady Doak College.

"I PRESS ON TOWARD THE GOAL TO WIN THE PRIZE FOR WHICH GOD HAS CALLED ME HEAVENWARD IN CHRIST JESUS." – Philippians 3:14.

VALEDICTORY SESSION

TIME: 4.15 p.m. – 5.00 p.m.

- Welcome Address : Dr. Rosy Godwin,
Associate Professor & Head,
Department of Commerce,
Lady Doak College.
- Introducing the Chief Guest : Lr. Sivasankaran Roy,
Assistant Professor,
Department of Commerce,
Lady Doak College.
- Report Presentation
- Valedictory Address : Dr. Bharath Krishna Sankar,
Chairman & Managing Trustee,
Aparajitha Corporate Services Pvt. Ltd.,
Madurai.
- Reflections
- Announcement & Distribution of Best Paper Award
- Vote of Thanks : Dr. Angel Christy Praveena C.,
Assistant Professor,
Department of Commerce,
Lady Doak College.
- National Anthem

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"I PRESS ON TOWARD THE GOAL TO WIN THE PRIZE FOR WHICH GOD HAS CALLED ME HEAVENWARD IN CHRIST JESUS." – Philippians 3:14.

LADY DOAK COLLEGE, MADURAI

DEPARTMENT OF COMMERCE

INTERNATIONAL CONFERENCE

on

GLOBAL TRENDS IN ACCOUNTING AND FINANCE - A PARADIGN SHIFT

Paper Presentation

Date:20.03.2023

Time : 02.30 p.m. - 04.30 p.m.

Venue 1 (BCMMT)

- Introduction of Resource Person : Dr. Saral Rajamani C.,
Assistant Professor,
Department of Commerce,
Lady Doak College.
- Moderators : 1. Dr. S.C.B. Samuel Anbuselvan,
National Awardee, Associate Professor,
Department of Commerce,
The American College, Madurai-625002

2. Dr. A. I. Auxilia Felicitas,
Associate Professor & Head,
The Research Centre of Commerce,
Fatima College, Madurai.
- Paper Presentation Committee : 1. Ms.Yogalakshmi A., Associate Professor,
Department of Commerce, Lady Doak College.

2. Ms.Parimala M., Associate Professor,
Department of Commerce, Lady Doak College.
- Tech Team : Ms.Deepa R., Associate Professor,
Department of Commerce, Lady Doak College.

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LADY DOAK COLLEGE, MADURAI

DEPARTMENT OF COMMERCE

INTERNATIONAL CONFERENCE

on

GLOBAL TRENDS IN ACCOUNTING AND FINANCE - A PARADIGN SHIFT

Paper Presentation

Date:20.03.2023

Time : 02.30 p.m. - 04.30 p.m.

Venue 2 (MMT 2)

- Introduction of Resource Person : Dr. Srii Latha S., Associate Professor & Co-ordinator, B.Com (Honours), Department of Commerce, Lady Doak College.
- Moderators : 1. Dr.C.Samuel Joseph, Director & Research Head, Department of Management Studies (MBA), The American College, Madurai-625002
2. Dr.Jeyakodeeswari R., Associate Professor and Head & Co-ordinator for PG Dip. In Human Resource Development, Department of Business Administration, Lady Doak College, Madurai.
- Paper Presentation Committee : Dr.Amutha S., Assistant Professor, Department of Commerce, Lady Doak College
- Tech Team : Ms.Satyavani, Assistant Professor, Department of Commerce, Lady Doak College

"I PRESS ON TOWARD THE GOAL TO WIN THE PRIZE FOR WHICH GOD HAS CALLED ME HEAVENWARD IN CHRIST JESUS." – Philipians 3:14.

LADY DOAK COLLEGE, MADURAI

DEPARTMENT OF COMMERCE

INTERNATIONAL CONFERENCE

on

GLOBAL TRENDS IN ACCOUNTING AND FINANCE - A PARADIGN SHIFT

Paper Presentation

Date:20.03.2023

Time : 02.30 p.m. - 04.30 p.m.

Venue 3 (CLAPP HALL)

- Introduction of Resource Person : Dr. Rathika Kathirvelraj,
Assistant Professor,
Department of Commerce,
Lady Doak College.
- Moderators : 1. Dr. I. Nagarajan,
Associate Professor & Head,
Department of Commerce,
Thiagarajar College, Madurai.

2. Dr. K. Hema Malini,
Assistant Professor, Department of Commerce,
The Madura College, Madurai.
- Paper Presentation Committee : Dr.Shankari S., Assistant Professor,
Department of Commerce, Lady Doak College.
- Tech Team : Ms.Dhatshana G., Assistant Professor,
Department of Commerce, Lady Doak College.