

PROGRAMME NAME: INTERNATIONAL CONFERENCE ON EMERGING BUSINESS TRENDS IN THE PRESENT PANDEMIC ERA.

Date: 22nd and 23rd April 2022



International Conference on “Emerging Business Trends in the Present Pandemic Era” organized by Department of Commerce and Financial Studies in association with Institute of Business Excellence, Universiti Teknologi MARA, Malaysia sponsored by **Tamil Nadu State Council for Higher Education** was organised during 22nd and 23rd April 2022. **Dr. M. Selvam**, Conference Convener cum Director welcomed the gathering. **Dr. M. Selvam**, Vice-Chancellor, Bharathidasan University inaugurated the Conference and delivered the Inaugural Address. At inaugural function, **Dr. Veera Pandian Kaliani Sundaram**, Professor of Operations & Supply Chain Logistics, Universiti Teknologi MARA, Malaysia delivered Key Note Address on the topic “**Sustainable Supply Chain**”. **Dr. Abdul Kadir Bin Othman**, Deputy Director, Institute of Business Excellence, Universiti Teknologi MARA, Malaysia, **Dr. P. Natarajan**, Professor, Department of Commerce, Pondicherry University, **Dr. Wan Edura Binti Wan Rashid**, Associate Professor, Institute of Business Excellence, Universiti Teknologi MARA, Malaysia, **Dr. Jebamalai Vinanchiarachi**, Former Principal Advisor to the Director General of UNIDO, Principal Adviser, Knowledge Management Associates, Vienna, Austria served as the resource persons. At the valedictory function, **Dr. G. Veerakumaran**, Professor and Head, Department of Cooperative Management, College of Cooperation, Banking and Management, Kerala Agricultural University, Thrissur delivered the Valedictory address. **Dr. Geetha Subramaniam**, Professor, Graduate School of Business, SEGI University, Malaysia delivered the Special Address. Around 60 research papers by Indian and foreign delegates on vital areas were discussed.