

International Conference

Department of Commerce, CHRIST (Deemed to be University) in collaboration with IMA

Sustaining a competitive edge in the changing global scenario

The International Conference in collaboration with IMA revolved around the theme sustaining a competitive edge in the changing global scenario, challenges, practices and innovations, the organizing body left no stone unturned in meticulously planning for the conference one year in advance. Under the able leadership of the Associate dean Dr. Tommy K Kallarakal and The HOD DR. Nithila Vincent the organizing team was poised to work with more vigor towards the success of the conference. It all started with the formation of a team dedicated to work for the conference, Dr. KarthgaiPrakasam was chosen to spear head the team as the convener of the conference accompanied by other members Dr. KavithaJayakumar, Prof. Girsh.S, Prof. AnushaIyer, Prof. Anson KJ and myself Dr. Shaeril Almeida.

The conference received 164 abstracts in total, each abstract received were put through a meticulous 2 stage review process. The review team comprised of 14 members. 47 papers were selected for presentation in the International conference and 31 papers were selected for presentation in Shamshodhan, a forum for post graduate researchers.

The much awaited panel discussion of this year's conference witnessed eminent resource persons Dr. Kip R. Krumwiede, Director of Research, IMA, USA , Mr. Aakarsh Naidu, head of eco system engagements, Dr. NandiniShekar, Founder and Chief mentor , executive coach, Prof. Krishna raj, centre for economics study and policy, Mr. Srinivasankrishnamoorthy, executive director – Audit quality monitoring and Global audit and Dr. William B Taylor, Prof of accounts, Marriott school of Business present their discussions on the theme of the conference with special focus to Artificial intelligence and entrepreneurship. The panel discussion was ably moderated by Mr. Varun Jain, National instructor, Miles education.

Day 1 of the international conference witnessed paper presentations in two tracks. 15 papers from the stream of general management and marketing were presented in the 1st track the presentations were judged by Dr. SVS. Murthy and Mr. Tanveer Singh. 7 papers from the stream of Banking and Insurance were presented in the 2nd track, the presentations were judged by Mr. Jaswanthsingh and Mr. Vinod.

Day 2 of the international conference witnessed paper presentations in two tracks again. 17 papers from the stream of Accounting and finance were presented in the 3rd track the presentations were judged by Dr. Bill Taylor & V.Rajesh Kumar. 8 papers from the stream of Corporate Social Responsibility were presented in the 4th track, the presentations were judged by Dr. Kip R. Krumwiede and Dr. VasanthaValli.