



ETHIRAJ COLLEGE FOR WOMEN (AUTONOMOUS)

Chennai- 600 008

College with Potential for Excellence
Re – accredited with 'A+' Grade by NAAC



Cordially invite you to the
**INTERNATIONAL CONFERENCE
ON MULTIDISCIPLINARY
RESEARCH & INNOVATION IN
ACADEMIA AND INDUSTRY**

**Organised by
Departments of Economics, English,
History & TTM, B.Com Bank Management,
Business Economics & Geography
in association with**



Valimai Thamizhachi

&

Audacious Dreams Foundations



**9th & 10th January, 2024 (INDIA)
1st -7th March, 2024 (MALAYSIA)**



INTERNATIONAL CONFERENCE ON MULTIDISCIPLINARY RESEARCH & INNOVATION

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 75 years. It is recognized with the award of "College with Potential for Excellence" and was reaccredited with Grade A+ by NAAC in 2023. The college has a dedicated team of over 332 faculty members and around 7600 students.

About the Conference

The 2nd International Conference on Multidisciplinary Research and Innovation in Academia and Industry 2024 continues the trajectory of success established in the first conference held in 2023. This conference serves as a dynamic platform for professionals across academia, research, industry, innovation, entrepreneurship and policymaking to converge and engage in meaningful discourse. Over the course of two days, participants aim to delve into emerging research trends with practical applications spanning Social Sciences, Humanities, and Business Studies.

The overarching objective is to address pivotal challenges, elucidate key policy principles and foster a culture of innovative research practices. With a visionary perspective, the conference aspires to not only 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 meaningful partnerships and unveiling potential synergies that can drive multidisciplinary advancements in academia and industry.

Date : 09.01.2024

INAUGURATION

Venue : Main Auditorium
Time: 9.30am – 11.00am



Welcome Address
Dr.D.B. Usharani

Former Principal i/c
Associate Professor & Head
Postgraduate and Research
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

Mr. Alexander Dodonov

Vice Consul of Consulate General of Russia
Director of Russian Centre of
Science and Culture
Chennai



Inaugural Address

Dr.A.K.Viswanthan, IPS

DGP & CMD
Tamil Nadu Police
Housing Corporation Limited



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 : 09.01.2024

Keynote Speakers Main Auditorium



Mr. Varshith Chakrapani
Program Manager Coach
Teach for India
Chennai
12.15 pm - 1.15 pm



Mrs. Renuka Murali S
Chartered Accountant
Partner, J Murali & Co
Chennai
2.00 pm - 3.00 pm



Mr. Srikanth JL
Asst. Manager
Programme & Partnership,
Audacious Dreams Foundation
YOUNGO-Working Group
Member for the United Nations
COP29
3.00 pm - 4.00 pm

Steve Jobs Hall



Dr. Raghav Srinivas
Associate Professor
Economics
Azim Premji University
Bengaluru, Karnataka
12.15 pm - 1.15 pm



Prof. Rohitha Dasanayaka K.M
Head, Department of History
Faculty of Arts
University of Peradeniya
Srilanka
2.00 pm - 3.00 pm



Ms. Udayamathi Gopal
Senior Structural Engineer
Parsons Overseas
Dubai, UAE
3.00 pm - 4.00 pm

Mini Auditorium



Dr. Shoba K.N
Associate Professor
Department of Education
National Institute of Technical
Teachers Training and Research
Taramani, Chennai
12.15 pm - 1.15 pm



Dr. Nameirakpam Taibangnganbi
Assistant Professor, Economics
Vels University (VISTAS)
Chennai
2.00 pm - 3.00 pm



Ms. Raji Aiyer
Co Founder
Appearance COO
Melbourne, Australia
3.00 pm - 4.00 pm

Business Studies Block



Dr. Thinakaran Perumal
Associate Professor
Department of Computer Science
Faculty of Computer Science and
Information Technology
University Putra Malaysia
12.15 pm - 1.15 pm



Mr. Mohamed Hoodh Ibrahim
Lead Editor
Journal of Youth, Peace & Security
Maldives
2.00 pm - 3.00 pm



Dr. Milana Abbasova Yunis
Head, Department of English
Language and Literature
Khazar University
Baku, Azerbaijan
3.00 pm - 4.00 pm

Day II : 10.01.2024

Keynote Speakers

Main Auditorium



Mr.Sivakumar S
Chief Executive Officer
Capital Market Services
Singapore

10.00 am -11.00 am



Ms.Persis Ravikumar
Associate Director
Journal Production
Straive
Chennai

11.30 am -12.30 pm



Mr. Prason S
Marketing Head
Cliq and Arattai
Zoho, Chennai

1.45 pm -2.45 pm

Steve Jobs Hall



Mrs. Divya Sridharan R
An Independent Consultant
IPR Services Registered
Patent Agent
Chennai

10.00 am-11.00am



Shahnaj Husne Jahan
Professor of Archaeology
Head, Department of General
Education, Director, Centre for
Archaeological Studies,
University of Liberal Arts
Bangladesh

11.30 am - 12.30 pm



Ms.Sudipta Behera
Senior Economic and Public
Policy Analyst
Satcom Industry Association
New Delhi
1.45 pm -2.45 pm

Mini Auditorium



Dr. Anindita Sahoo
Assistant Professor
Department of Humanities
and Social Sciences
Indian Institute of
Technology Madras

10.00am -11.00am



Dr.Shanmugan Joghee
Discipline Leader – Marketing
Skyline University College
Sharjah, United Arab Emirates

11.30 am - 12.30 pm



Mr. Nandu S Nair
Doctoral Scholar, Economics
The Universities of
Pisa, Florence & Siena
Italy

1.45 pm -2.45 pm

Day II : 10.01.2024

Keynote Speakers Humanities Block



Dr. Solomon Selvam
Professor of Sociology
Claflin University
Orangeburg,
USA

10.00 am - 11.00 am



Madya Dr. Mahendran Maniam
Associate Professor
Faculty of Languages and
Communication
University Pendidikan Sultan Idris
(UPSI), Malaysia

11.30am -12.30 pm



Dr. Binu P.M
Senior Faculty Member
English Language Center
University of Technology
and Applied Sciences
Al Mussanah, Oman

1.45pm – 2.45pm

Sri Bhadrashyam H.Kothari Auditorium



Ms. Krithika Ravishankar
Senior Analyst, Mitigation
Team, Climate, Environment
& Sustainability Sector
Centre for Study of Science
Technology & Policy
Bengaluru, Karnataka

10.00 am - 11.00 am



Dr. Parthijit Kayal
Assistant Professor
Madras School of Economics
Chennai

11.30am -12.30 pm



Mrs Rukmani K
Managing Partner
Prime Equation LLP
Chennai

1.45pm – 2.45pm

Cultural Programme

2.45 pm -3.00 pm

Date : 10.01.2024

VALEDICTORY

**Venue :Main Auditorium
Time: 3.00 pm – 4.00pm**



Welcome Address

Dr. J. Mangayarkarasi
Associate Professor and Head
PG & Research Department of English
Ethiraj College for Women



Ms.MAMI Teraoka
Researcher/ Adviser
Culture and Information section
Consulate General of Japan
Chennai



Hon'ble Prof. J.Ranganathan
Honorary Consulate of Myanmar
Chennai



Dr. S.R Ramanan
Director of Cyclone Warning Centre (Retd)
Indian Meteorological Division
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

Chief Patron

Thiru. V.M. Muralidharan

Chairman
Ethiraj College Trust

Patron

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Principal & Secretary
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Associate Professor & Head
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Department of Economics
Ethiraj College for Women
&

Dr. T. Usha Priya

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

Co- Convenors

Dr. J.Mangayarkarasi

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

Dr.T.Kausalya kumari

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

Dr. M.Hima Bindu

Assistant Professor & Head
Department of Business Economics
Ethiraj College for Women

Co- ordinators

Dr.Malini S
Associate Professor
Department of Economics
Dr. G.Neelavathy
Associate Professor
Department of Economics
Dr.Radhika G
Associate Professor
Department of Economics
Mrs.Jayashree C
Assistant Professor
Department of Economics
Dr.Saradha A
Assistant Professor
Department of Economics
Dr.Sunita C
Assistant Professor
Department of Economics
Dr.Hemamalini C
Assistant Professor
Department of Economics
Dr.Archana Soman
Assistant Professor,
Department of History & TTM
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
Dr.Sofiya Azad
Assistant Professor
Department of English
Dr.Saranya J
Assistant Professor
Department of English
Tmt.Deepika R
Assistant Professor
Department of Business Economics
Dr.Sudha S
Assistant Professor
Department of Business Economics
Dr.Mrs. Renuka Devi N
Associate Professor
Department of B.Com Bank Management
Ms. Rajalakshmi A
Assistant Professor
Department of B.Com Bank Management
Mrs. Sivasankari H
Assistant Professor & Head
Department of Geography