



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)
in association with Naan Mudhalvan Skill Initiative
Tamil Nadu Skill Development Corporation,**

Government of Tamil Nadu



6th & 7th 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 reaccredited with Grade A⁺ 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 75th 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 19th & 20th 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 23rd to 25th January, 2023. The second series of the International Conference on Multidisciplinary Research & Innovation in Academia and Industry was organized in India between 9th & 10th 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.

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

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Thiru. V.M. Muralidharan

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Ethiraj College Trust

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Ethiraj College for Women

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Associate Professor & Head
Postgraduate and Research Department of Economics

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Associate Professor and Head
Department of B.Com Bank Management

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Postgraduate & Research
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Mrs. Beulah Jebakumari

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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

