

**MOHAMED SATHAK COLLEGE OF ARTS AND SCIENCE  
SCHOOL OF COMMERCE (MS-SCOM)**

**INTERNATIONAL CONFERENCE ON "MODERNISM DRIFT AND TRANSFIGURATION FOR  
BUSINESS & RESEARCH" 2024**



**Greetings of the Day!!**

The School of Commerce (MS-SCOM) of Mohamed Sathak College of Arts and Science, Sholinganallur, Chennai, in collaboration with MPRH Research & Training Institute, Tehran, Iran has successfully conducted A Two days International Conference on "Modernism Drift and Transfiguration for Business & Research" on 7th & 8th March' 2024.

**Day 1: Inaugural Session:** The commencement of the conference was marked by a distinguished inaugural session held in the college auditorium. Dr. Mostafa Alibeigi, Chairman and Founder of MPRH Research and Training Institute in Tehran, Iran, graced the event as the Guest of Honour, joining us virtually from Iran. The occasion was further distinguished by the signing of a Memorandum of Understanding with Dr. Alibeigi's institute, solidifying our collaboration in the realms of Research and Training.

The Inaugural session started with the symbolic lighting of the E-Lamp, followed by a warm Welcome Address delivered by Mrs. J. Shanthy, Assistant Professor in the PG Department of Commerce.

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**Our Respected and most esteemed Principal, Dr. H. Abirami, delivered the Presidential Address, in the presence of our Dean, Dr. R. Meganathan and Vice-Principal, Dr. O.S. Aysha. All the dignitaries were duly honored during this segment.**

**Prof. Dr. Naren Viswanathan of Naren Edu-tech Consulting, Malaysia, and Founder of Power My English, along with Dr. D. Kumaresan, Professor and Director of K.S.R. College of Arts and Science for Women, Tiruchengode, enlightened the gathering as The Keynote speakers with their address.**

**The Inaugural Session concluded with a Heartfelt, Vote of thanks given by Mr. Tarun Kesav Vasagam; a student of I – B. Com (Bank Management). The collective efforts of all participants and the support of our esteemed management set the tone for a Conference that promised to be both impactful and enlightening.**

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**Day 1: Technical Session – I:**

Prof. Dr. Naren Viswanathan of Naren Edu-tech Consulting, Malaysia, and Founder of Power My English acted as a Resource Person for Technical Session - I. During this session, he delivered a fantastic discourse on the topic “Strategic thinking for Business and Research during times of ubiquitous technological disruptions”, which proved highly beneficial to the engaged participants, enriching their understanding of strategic approaches amidst pervasive technological transformations.

**Day 1: Technical Session - II:**

Dr. D. Kumaresan, Professor and Director of K.S.R. College of Arts and Science for Women, Tiruchengode, assumed the role of Resource Person for Technical Session – II. His presentation proved exceptionally valuable for the participants and significantly elevated the overall learning experience during the session.

**Day 1: Technical Session - III:**

Technical Session – III unfolded as a Hybrid Mode Paper Presentation session, showcasing a dynamic blend of in-person and virtual participation. Academicians & Research scholars presented their papers, contributing to the overall success of the session.

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**Day 2: Technical Session - IV:**

**Mr. M. Bharath Kumar, Head of Human Resources, Finzly, Chennai, was the Resource Person for Technical Session – IV. His presentation was characterized by excellence, providing participants with invaluable insights.**

**Day 2: Technical Session - V:**

**Technical Session – V, featured scholarly paper presentations conducted in a Hybrid Mode. Distinguished participants presented their Research findings in this session.**

**Day 2: Valedictory Session:**

**The Chief Guest for the evening was Mr.Devamaindhan; Professor in Management Studies, Institute of Distance Education, University of Madras, Chennai. The Conference Proceedings was successfully released by the dignitaries. The Conference Report was presented by Mrs. S. Sujatha; Head, B.Com (Accounting & Finance). The feedback of the conference was given by the participants on their own interest. The distribution of certificates and tokens of appreciations to speakers has been considered by the guests as a gesture of recognition for their valuable contributions.**

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Expressions of gratitude were extended to the Management, Dean, Principal, Vice Principal, Heads of all Departments, Faculty members, all Participants, Speakers, and organising Committee Members, who played integral roles in ensuring the conference's smooth execution.



The valedictory session was concluded with warm vote of thanks by Mrs. G. Madhuri, Assistant Professor in the Department of B. Com (CS).

As the valedictory session concluded, it left behind a sense of accomplishment, camaraderie, and anticipation for future collaborations. The International Conference not only served as a platform for Academic exchange but also as a catalyst for fostering enduring connections and pushing the boundaries of knowledge.

We take immense Pride to organize and gather this Intellectual Congregation, as a part of this Mighty Institution which has a rich heritage of 50 Golden years. Hence, we are bounded by Conscience and Duty to Thank All the Good Souls who offered their Shoulder towards this Successful Accomplishment.