



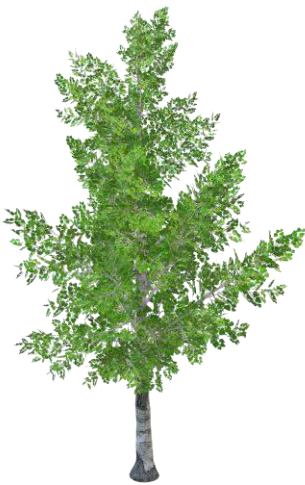
3rd International Conference on Innovation and Sustainable Business Practices in the Digital Era

5th and 6th April, 2024

Program Schedule

Hybrid Mode

ICISD 2024



DAY – 01 : 05.04.2024

<p>11.30 AM to 11.45 AM</p>	<p>Keynote Speaker 1</p> <p>Dr. Mardy Chiah, Associate Professor, Newcastle Business School, Australia</p>
<p>12.00 Noon to 12.15 PM</p>	<p>Keynote Speaker 2</p> <p>Dr. Gurupreet Singh, Associate Director, South Asia, The University of New Castle</p>
<p>12.30 to 1.45 PM</p>	<p>LUNCH</p>
<p>2.00 PM to 4.00 PM</p>	<p>Technical Sessions</p>
	<p>Track 1 (Marketing & Operations Management)</p> <p>Dr. Sudharsan Jayasingh (Session Chair) Dr. Usha Seshadri (Co-Chair) Dr. G. Somasekhar (Rapporteur)</p>
	<p>Track 2 (Finance)</p> <p>Dr. Raghavendra (Session Chair) Dr. N. Prabhakar (Co-Chair) Dr. Umer Mushtaq Lone (Rapporteur)</p>
	<p>Track 3 (Human Resources & Organizational Behavior)</p> <p>Dr. Seethalakshmi R (Session Chair) Dr. Arul Senthil Kumar (Co-Chair) Dr. Senthamizhselvi (Rapporteur)</p>
<p>Track 4 (General Management)</p> <p>Dr. S.S. Shanthakumari (Session Chair) Dr. Kashif Beg (Co-Chair) Dr. Navaneetha Krishnan (Rapporteur)</p>	

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DAY – 02 : 06.04.2024

10:00 AM to 10.15 AM	Keynote Speaker 3 Dr. Balakrishnan Muniapan, Associate Professor, Wawasan University, Malaysia
10.15AM to 10.30 AM	Keynote Speaker 4 Dr. Isabel B. Franco, Executive Director, International Institute for Better Future (IBF), Australia.
10.30AM to 10.45 AM	Tea Break
11.00 AM to 4.00 PM <i>Lunch Break (12.30 PM to 1.45 PM)</i> <i>Session will continue after lunch break</i>	Technical Session
	Track 5 (Marketing & Operations Management) Dr. Mohammad Abdul Muqet Maaz (Session Chair) Dr. G. Somasekhar (Co-Chair) Ms. Prameela (Rapporteur)
	Track 6 (Finance) Dr. Shaiku Shahida Saheb (Session Chair) Dr. Gopala Krishna (Co-Chair) Dr. N. Prabhakar (Rapporteur)
	Track 7 (Human Resources & Organizational Behavior) Dr. R. Seethalakshmi (Session Chair) Dr. Arul Senthilkumar S (Co-Chair) Dr. Senthamizhselvi (Rapporteur)
	Track 8 (General Management) Dr. S.S. Shanthakumari (Session Chair) Dr. Navaneetha Krishnan (Co-Chair) Dr. Umer Mushtaq Lone (Rapporteur)
	Track 9 (Physical Paper presentations) Dr. Raghavendra (Session Chair) Dr. Usha Seshadri (Co-Chair) Dr. Arunkumar Sivakumar (Co-Chair) Dr. K.A. Asraar Ahmed (Co-Chair) Venue: Board Room AB1 1 st Floor (Beside Einstein Hall)
4.00 PM to 5.00 PM	Valedictory Session