



HOLY CROSS COLLEGE (AUTONOMOUS)

Affiliated to Bharathidasan University
Nationally Accredited (4th Cycle) with A++ Grade
(CGPA 3.75/4) by NAAC
Conferred Star College Scheme by DBT, Government of India
College with Potential for Excellence
Tiruchirappalli - 620 002



SCHOOL OF MANAGEMENT STUDIES DEPARTMENT OF BUSINESS ADMINISTRATION (BBA - Approved by AICTE)

Invites you for the

International Conference on **"Global Business in the Era of Digital Transformation"**

28th August 2026, Friday

Venue: Mother Regina's Hall

Registration
Inauguration
Welcome Address

08: 30 a.m – 09: 30 a.m

09: 30 a.m – 11: 00 a.m

Dr. S. Arokia Punitha

Head & Assistant Professor
Department of Business Administration
Holy Cross College (Autonomous)
Tiruchirappalli - 02

Felicitation

Rev. (Sr.) Dr. Sarguna Mary

Secretary
Holy Cross College (Autonomous)
Tiruchirappalli - 02



Rev. (Sr.) Dr. Rajakumari. P

Principal
Holy Cross College (Autonomous)
Tiruchirappalli - 02



Release of Souvenir

Release of Newsletter

MoU Signing

Inaugural Address

Dr. P. Karthika

Associate Professor – Management
College of Business and Economics
Kebri Dehar University
Ethiopia



Topic

**Sustainable Technology and
Entrepreneurship**

11: 00 a.m – 11: 30 a.m. Tea Break

11: 30 a.m – 12: 45 p.m. **Technical Session I**

Digital Platforms and The Rise of the Global Consumer

Mr. Steve H Jackson

Onboarding Specialist (India)
Head of Campus Recruitment
VDart Brand Ambassador
VDart Group
Global Capability Center
Trichy



12: 45 p.m – 01: 30 p.m. Lunch Break

01: 30 p.m – 03:00 p.m. **Technical Session II (Virtual Mode)**

Sustainable Business Models in Developing Economies

Dr. Jayendra P Sankar

Associate Professor
Programme Head – MBA
University of Technology
Bahrain



03: 00 p.m – 04:30 p.m. **Valediction**

Valedictory Address

Dr. K. Prakash

Professor
Department of Management Studies
C. K College of Engineering and Technology
(Autonomous)
Cuddalore



Topic

Fintech and Sustainability

Certificate Distribution

Feedback

Vote of Thanks

Ms. M. Anusuya

Assistant Professor
Department of Business Administration
Holy Cross College (Autonomous)
Tiruchirappalli – 02

College Anthem