



Faculty of Commerce and Management  
Eastern University, Sri Lanka

*Cordially Invites*

Rev. / Prof. / Dr. / Mr. / Ms. ....

# 1<sup>st</sup> INTERNATIONAL CONFERENCE ON COMMERCE AND MANAGEMENT

*"Reimagining Business in Versatile Environment:  
Connectivity and Innovation"*

**DATE**  
23<sup>rd</sup> July 2026  
8.30 a.m. onwards

**VENUE**  
Nallaiah Auditorium,  
Eastern University,  
Sri Lanka.

**HYBRID EVENT**

CO-SPONSORED BY



## 1<sup>st</sup> INTERNATIONAL CONFERENCE ON COMMERCE AND MANAGEMENT- 2026

CHIEF GUEST



**Prof. P. Peratheepan**  
Vice-Chancellor,  
Eastern University,  
Sri Lanka.

SPECIAL GUEST



**Mr. J. S. Arulraj**  
Government Agent &  
District Secretary,  
Batticaloa

GUEST OF HONOUR



**Snr. Prof. F. C. Ragel**  
Acting Deputy Vice-Chancellor,  
Eastern University,  
Sri Lanka.

KEYNOTE SPEAKER I



**Prof. N. Panchanatham**  
Vice-Chancellor,  
Gandhigram Rural Institute (DTBU),  
Tamil Nadu, India.

KEYNOTE SPEAKER II



**Prof. Atul Kumar**  
Vice-Chancellor,  
Vikrant University,  
Madhya Pradesh, India.

CHAIR



**Mr. T. Paranthaman**  
Conference Chair  
Faculty of Commerce and  
Management,  
Eastern University,  
Sri Lanka.

SECRETARY



**Mr. M. S. Thayaraj**  
Conference Secretary  
Faculty of Commerce and  
Management,  
Eastern University,  
Sri Lanka

VALEDICTORY



**Prof. K. Arulanandem**  
Professor in Family Medicine,  
Faculty of Health-Care Sciences,  
Eastern University,  
Sri Lanka.

## AGENDA

|                    |                                                                                                                                  |
|--------------------|----------------------------------------------------------------------------------------------------------------------------------|
| 08:30 a.m.         | Registration                                                                                                                     |
| 09:00 a.m.         | Lighting the Traditional Oil Lamp                                                                                                |
| 09:05 a.m.         | Welcome Dance                                                                                                                    |
| 09:10 a.m.         | Welcome Address<br>Mr. T. Paranthaman<br>Conference Chair<br>1 <sup>st</sup> International Conference on Commerce and Management |
| 09:20 a.m.         | Inaugural Address<br>Prof. N. Rajeshwaran<br>Dean<br>Faculty of Commerce and Management<br>Eastern University, Sri Lanka.        |
| 09:30 a.m.         | Address by Guest of Honour<br>Snr. Prof. F. C. Ragel<br>Acting Deputy Vice-Chancellor<br>Eastern University, Sri Lanka.          |
| 09:35 a.m.         | Address by Special Guest<br>Mr. J. S. Arulraj<br>Government Agent & District Secretary<br>Batticaloa                             |
| 09:40 a.m.         | Address by Chief Guest<br>Prof. P. Peratheepan<br>Vice-Chancellor<br>Eastern University, Sri Lanka.                              |
| 09:45 a.m.         | Keynote Speech I<br>Prof. N. Panchanatham<br>Vice-Chancellor<br>Gandhigram Rural Institute (DTBU),<br>Tamil Nadu, India.         |
| 10:10 a.m.         | Keynote Speech II<br>Prof. Atul Kumar<br>Vice-Chancellor<br>Vikrant University<br>Gwalior, Madhya Pradesh, India                 |
| 10:35 a.m.         | Launching of E-Proceedings - 1 <sup>st</sup> International Conference on Commerce and Management                                 |
| 10:40 a.m.         | Vote of Thanks<br>Mr. M. S. Thayaraj<br>Secretary<br>1 <sup>st</sup> International Conference on Commerce and Management         |
| 10:45 a.m.         | National Anthem                                                                                                                  |
| 10:50 a.m.         | Refreshments                                                                                                                     |
| 11:30 a.m.         | Technical Sessions                                                                                                               |
| 01:30 p.m.         | Lunch                                                                                                                            |
| 02:30 p.m.         | Scientific Dialogue                                                                                                              |
| 03:30 p.m.         | Industrial Dialogue                                                                                                              |
| 04:30 p.m.         | Refreshments                                                                                                                     |
| 04:45 p.m.         | Valedictory Session                                                                                                              |
| 05:00 p.m.         | Conference Highlights                                                                                                            |
| 05:10 p.m. onwards | Awarding Ceremony                                                                                                                |

# TECHNICAL SESSIONS

| TRACK                                                                                                                     | VENUE                                |
|---------------------------------------------------------------------------------------------------------------------------|--------------------------------------|
|  Accounting & Finance                    | Auditorium, FCM                      |
|  Commerce & Business Environment         | Lecture Hall – 03, 1st Floor, FCM    |
|  Economics, Development & Public Policy  | Faculty Board Room, FCM              |
|  Entrepreneurship & Innovation           | Old Commerce Building, FCM           |
|  Management                             | Lecture Hall – 02, Ground Floor, FCM |
|  Human Resource Management             | Lecture Hall – 01, Ground Floor, FCM |
|  Marketing & Consumer Behaviour        | eSMART Lecture Hall, 1st Floor, FCM  |
|  Sustainability & Corporate Governance | Lecture Hall – 04, 2nd Floor, FCM    |

 23rd July 2026  
11.30 a.m. onwards

# SCIENTIFIC DIALOGUE

ON

## “Reimagining Business in Versatile Environment: Connectivity and Innovation”

♦ MODERATOR ♦



**Prof. T. Bhavan**

Professor in Economics, Faculty of Commerce and Management, Eastern University, Sri Lanka.

♦ PANELISTS ♦



**Prof. Shivany Shanmugathas**  
Professor in Marketing, Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka.



**Prof. Yogarajah Nanthagopalan**  
Professor in Project Management, Faculty of Business studies, University of Vavuniya, Sri Lanka.



**Dr. Archana Singh**  
Professor, School of Business, MIT World Peace University, Pune, Maharashtra, India.



**Dr. Prabhashini Wijewantha**  
Senior Lecturer, Faculty of Commerce and Management Studies, University of Kelaniya.

 23rd July 2026  
2.30 p.m. onwards

 Nalliah Auditorium, Eastern University, Sri Lanka.

# INDUSTRIAL DIALOGUE

♦ MODERATOR ♦



**Prof. A. Andrew**

Professor in Management, Faculty of Commerce and Management, Eastern University, Sri Lanka.

♦ PANELISTS ♦



**Mrs. Mathivathany Sivapiriyam**

Director, VK SIBAA (Pvt) Ltd.



**Mr. Selliah Ravichandran**

Chief Executive Officer (CEO), L2G Ceylon (Pvt) Ltd.



**Mr. Mohamed Ariff Simna Lebbe**

Chief Executive Officer (CEO), Fourams Group - Batticaloa.



**Mrs. Gokiladevi Ranjith Kumar**

Director, Naga Pasumai (Pvt) Ltd.

 23rd July 2026  
3.30 p.m. onwards

 Nalliah Auditorium, Eastern University, Sri Lanka.