



RAJAPALAYAM RAJUS' COLLEGE, RAJAPALAYAM

*(A Linguistic Minority Co-Educational Institution, Affiliated to Madurai Kamaraj University)
(Re-Accredited with 'B++' Grade (3rd cycle) CGPA 2.93/4.00 by NAAC)*

Rajapalayam – 626117, Tamilnadu, India.

DEPARTMENT OF COMMERCE (SF)

Organizes

INTERNATIONAL WEBINAR ON

THE EFFECT OF INTANGIBLE ASSETS ON CONSUMER BEHAVIOR

Date: 15.07.2021

Time: 11.00 AM

Welcome Address :

Dr. R.A.Jeyakumar, M.Com.,M.Phil.,Ph.D.,
Head, Department of Commerce (SF).

Presidential Address:

Dr. R. Jaganath, M.A., M.Phil., Ph.D.,
Principal i/c, Rajapalayam Rajus' College.

Felicitation:

Mr.N.Ramesh, M.Sc., M.Phil.,
Vice – Principal, Rajapalayam Rajus' College.

Dr.E.L.Ramar, M.Com.,M.Phil.,Ph.D.,
Head, PG and Research Department of Commerce.

Chief Guest Introduction:

Dr.A.Gayathri, M.Com(CA).,M.Phil.,Ph.D.,
Assistant Professor,
Department of Commerce (SF).

Resource Person :

Mr.Abolfazl Akhondzadeh, M.Sc (IT)., MBA., DBA.,
Brand Consultant,
The Founder of Charvand Brand Consultant Group,
Yazd, Iran.

Vote of thanks :

Mrs.R.Maheswari, M.Com., M.Phil.,
Assistant Professor,
Department of Commerce (SF).

Master of Ceremony:

Mrs.N.R.Udhaya@Gayathri, M.Com(CA).,
Assistant Professor,
Department of Commerce (SF).

All are Cordially Invited