

DEPARTMENT OF COMMERCE

Periyar Nagar, Vallam, Thanjavur - 613 403, Tamil Nadu, India
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ONE DAY NATIONAL CONFERENCE ON DEMYSTIFYING TECHNOLOGIES IN COMMERCE FOR MODERN ERA March 2019

Invitation:

A decorative banner at the top of the invitation features a series of overlapping circles in various colors including yellow, orange, pink, and purple, creating a vibrant, abstract pattern.

The logo for the 10th Best Private Institutes in India 2018 award, featuring the number '10' and the text 'BEST Private INSTITUTES IN INDIA 2018'.
The logo for the Best Private University in India-2018 award, awarded by ASSOCHAM, featuring the text 'BEST PRIVATE UNIVERSITY IN INDIA-2018' and 'Awarded by ASSOCHAM'.
The logo for the 30th Anniversary of Education Excellence award, featuring a circular emblem with a flame and the text '30th Anniversary of Education Excellence'.
The logo of Periyar Maniammai Institute of Science & Technology (PMIST), featuring a circular emblem with four quadrants and the text 'PERIYAR MANIAMMAI INSTITUTE OF SCIENCE & TECHNOLOGY' and 'PMIST'.
The logo of Periyar Maniammai Institute of Science & Technology (PMIST), featuring a circular emblem with four quadrants and the text 'PERIYAR MANIAMMAI INSTITUTE OF SCIENCE & TECHNOLOGY' and 'PMIST'. Below the logo, it says '(Deemed to be University)', 'Established Under Sec. 3 of UGC Act, 1956 - NAAC Accredited', and 'think • innovate • transform'.

ONE DAY NATIONAL CONFERENCE ON DEMYSTIFYING TECHNOLOGIES IN COMMERCE FOR MODERN ERA

We cordially invite you all...

Date: 21.03.2019 Time: 9.30 Venue: Einstein hall

Welcome address
Dr. D. Umamaheswari Head, Commerce

Inaugural address
DR. S. A. Dhanaraj, Registrar

Felicitation address
Dr. P. K. Srividhya, Dean - Academics
Dr. A. George, Dean - FHSM

Presidential address
Dr. S. Vanitha
Assistant professor, Bharathidasan University

Validation by: 4pm

A decorative banner at the bottom of the invitation features a series of overlapping circles in various colors including yellow, orange, pink, and purple, creating a vibrant, abstract pattern.

**ONE DAY NATIONAL
CONFERENCE
ON
DEMYSTIFYING TECHNOLOGIES
IN COMMERCE FOR
MODERN ERA
21st MARCH 2019
REGISTRATION FORM**

Name :
Qualification :
Designation :
Department :
Organization :
Mailing Address :

Phone Number :
E- Mail :
Paper Title :

Registration fee details:

DD.NO:	DD.DATE:	BANK:

Patrons
Dr. K. Veeramani, Chancellor.
Dr. S. Rajaratnam, Pro Chancellor.

Advisory Committee
Dr. S. Velusami, Vice Chancellor.
Dr. S. A. Dhanaraj, Registrar.
Dr. P. K. Srividhya, Dean (Academic)
Dr. S. Devadoss, CEO, Periyar TBI
Dr. A. George, Dean (FISM)

Convener
Dr. D. Umamaheshwari, M. Com., MBA, Ph. D., SET,
Head- Department of Commerce.
Co- Conveners
Ms. K. Suganthi, M. Com, M.Phil, MBA, NET, (Ph. D)
Asst. Professor
Ms. T. Valli, M. Com., M. Phil., MBA., SET (Ph. D)
Asst. Professor

Organising Secretary
Dr. R. Prakash, M. Com., M. Phil., SET., NET, Ph. D
Asst. Professor

Organising committee Members
Ms. B. Nalini, M. Com., MBA., M. Phil., NET (Ph. D)
Asst.Professor
Dr. N. Jayanthi, M. Com., MBA., M. Phil., SET, Ph.D
Asst.Professor
Ms. T. Chithra Devi, M. Com., M. Phil., MBA (Ph. D)
Asst.Professor

For further details
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**BEST PRIVATE
UNIVERSITY
IN INDIA-2018**
Awarded by ASSOCHAM



**ONE DAY NATIONAL CONFERENCE
ON
DEMYSTIFYING TECHNOLOGIES
IN COMMERCE FOR MODERN ERA**

21st MARCH 2019
Organized by
Department of Commerce,
Periyar Maniammai Institute of Science & Technology
(Deemed to be University),
Periyar Nagar, Vallam, Thanjavur.
www.pmu.edu

ABOUT PMIST

Periyar Maniammai Institute of Science & Technology is proud to be one of the unique institutions for higher learning and academic excellence. In an endeavour to fulfil the dreams of our Mentors Thanthai Periyar and Annai Maniammai, the Institution is dedicated to its societal responsibility for transforming students from different parts of the country as stalwarts by encouraging and igniting their hidden talents. Imparting knowledge with all modern teaching methodologies towards a Product / Process / Demo / Case Study teaching enhances in shaping their future as career oriented and professionalism. Curriculum innovation is given more priority by the institution to make the courses industry ready and research oriented.

The dedicated and qualified faculty members teach and practice Outcome Based Education which leads towards an excellent academic career for the betterment of the students.

DEPARTMENT OF COMMERCE

Established during 2013 and offering courses like B.Com (Honours), B.Com. & M. Com. (FT)

The scholarly faculty members guide and motivate students to pursue professional courses and prepare for CPT exams during their course of study in order to become worthy managers and administrators in their respective field.

Students are constantly encouraged in taking part at various forums to improve communication skills. Value added courses, Internship training and projects are provided to enhance their managerial skills.

ABOUT THE CONFERENCE

This conference throws light on the new technological innovations and modern applications used in the field of Commerce. Relevant socio-economic and technological phenomena emphasises such as social, mobile, analytics, cloud and cyber-solutions prevailing in the new era. In order to shift the traditional way of creating and doing business the valuable innovated ideas shared in the conference will enable us together in building the future of India.

SUB TOPICS

- Marketing
- Human Resource
- Banking
- Accounting & Finance
- Entrepreneurship
- Socio-Economic Causes
- E-commerce and relevant thrust areas

SUBMISSION PROCEDURE

- Paper submission should be of original contribution.
- Individual registration of each author is mandatory.
- Paper should contain abstract, keywords, objectives, methodology, major results, implications and references.
- Maximum three authors are permitted for one paper.
- Full papers must be in Times New Roman, font size- 12 & 1.5 line spacing. Not more than 2500 words.

- Full paper should be submitted along with plagiarism report. Permitted plagiarism is only 10% .
- All papers will undergo a double blind review and selected papers will be published in UGC approved IJRAR journal.
- All payment should be made through DD in favour of The Registrar, Periyar Maniammai Institute of Science and Technology (PMIST), Vallam - 613 403.

REGISTRATION FEE

UG Students	:Rs.350
PG Students, Academicians and Research Scholars	:Rs.400
Industrialist	:Rs.500
Paper publication	:Rs.1,000
Spot Registration	:Rs.500
In absentia registration	:Rs.500

IMPORTANT DATE

Abstract submission	: 11.03.2019
Last date for full paper submission	: 19.03.2019
Date of conference	: 21.03.2019

NOTE

The registration fee includes Kit, Refreshment and Lunch. No TA/ DA will be provided. Participants must bring their ID card. Selected papers will be published in IJRAR

Report of the Conference:

Department of Commerce, PMIST, Tanjavur, organized National Conference On DEMYSTIFYING TECHNOLOGIES IN COMMERCE FOR MODERN ERA. At 9.30am the conference commenced with Mozhi vazhthu. At 9.35 welcome address delivered by Head of the Department of Commerce followed by Inagural address given by Dr. S. A. DHANRAJ, Registrar, Presidential address given by the Honorable guest Dr. S. VANITHA. Felicitation address delivered by Dr. P.K.Srividhya, Dean (Academics) and Dr. A. George, Dean (FHSM). Participants from various Institutions were participated and presented papers.





Around 100 papers presented by Academicians, Industrialists, Research scholars, PG and UG students from our as well as from other institutions.