


DEPARTMENT OF COMMERCE

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ONE DAY NATIONAL CONFERENCE ON REDEFINING COMMERCE & DIGITAL TRANSFORMATION March 2020


Invitation:




**BEST PRIVATE
UNIVERSITY
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MANIAMMAI**
INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University)
Established Under Sec. 3 of UGC Act, 1956 • NAAC Accredited
think • innovate • transform

ONE DAY NATIONAL CONFERENCE ON REDEFINING COMMERCE & DIGITAL TRANSFORMATION

We cordially invite you all...

Date: 06.03.2020 Time: 9.30 AM Venue: Einstein hall

Welcome address
Dr. N. JAYANTHI, Associate Professor / HOD, Commerce

Inaugural address
Prof. Dr. S. DEVADOSS, Pro-Vice Chancellor.

Presidential address
Prof. Dr. K. MANIAN, Dean - Employability skills,
R.V.S Trust & Educational Institutions, Coimbatore.



Felicitation address
Prof. Dr. P. K. SRIVIDHYA, Dean - Academics
Prof. Dr. A. GEORGE, Dean - FHSM

Conference Theme
Ms.T. VALLI, AP / Commerce

Vote of Thanks
Ms. K.SUGANTHI, AP / Commerce

Valedictory

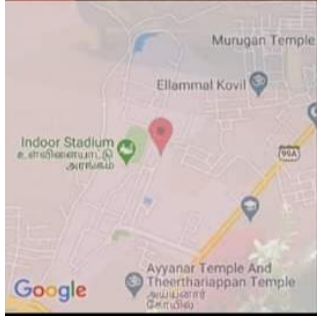
National Conference Brochure:

<p>ONE DAY NATIONAL CONFERENCE ON REDEFINING COMMERCE & DIGITAL TRANSFORMATION</p> <p>06th MARCH 2020</p> <p>REGISTRATION FORM</p> <p>Name : Qualification : Designation : Department : Organization : Mailing Address : Phone No : Email : Paper Title :</p> <p>Registration fee details Draft No : Bank : Amount : (DD should be drawn in favour of "The Registrar" Periyar Maniammai Institute of Science & Technology, Vallam)</p> <p>Signature of the Applicant with Date</p>	<p>CHIEF PATRONS Dr. K. Veeramani, Chancellor</p> <p>PATRONS Dr. S. Rajarathnam, Pro-Chancellor Dr. S. Velusami, Vice-Chancellor Dr. S. Devadoss, Pro Vice-Chancellor</p> <p>ADVISORY COMMITTEE Dr. P.K. Sridhyha, Dean Academic Dr. A. George, Dean FHSM Dr D. Umamaheshwari, Asso. Dean (FHSM)</p> <p>CONVENOR Dr. N. Jayanthi, Head- Department of Commerce</p> <p>CO-CONVENORS Ms. K. Suganthi, Asst.Professor Ms. T. Valli, Asst.Professor</p> <p>ORGANISING SECRETARY Ms. B. Nalini, Asst.Professor Ms. T. Chithra Devi, Asst.Professor Dr. R. Prakash, Asst.Professor Dr. B. Arulsevi, Asst.Professor Ms. B. Gowri, Asst.Professor Ms. P. Nagalakshmi, Asst.Professor Ms. K. Vionthinidevi, Asst.Professor</p> <p>FOR DETAILS CONTACT: Department of Commerce, Periyar Maniammai Institute of Science & Technology (Deemed to be University), Periyar Nagar, Vallam, Thanjavur. Mob: 9790073217 www.pmu.edu E-mail: comconpmsit@pmu.edu</p>	<p>BEST PRIVATE UNIVERSITY IN INDIA-2018 <small>Awarded by ASSOCIAM</small></p> <p>10 BEST Private INSTITUTES IN INDIA 2018</p> <p>ONE DAY NATIONAL CONFERENCE ON REDEFINING COMMERCE & DIGITAL TRANSFORMATION</p> <p>06th MARCH 2020</p>  <p>Organized by Department of Commerce, Periyar Maniammai Institute of Science & Technology (Deemed to be University), Periyar Nagar, Vallam, Thanjavur.</p>  <p>PERIYAR MANIAMMAI INSTITUTE OF SCIENCE & TECHNOLOGY <small>(Deemed to be University)</small> <small>Established Under Sec. 3 of UGC Act. 1956 - NAAC Accredited</small></p> <p>think • innovate • transform</p>
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<p align="center">ABOUT PMIST</p> <p>Periyar Maniammai Institute of Science & Technology is proud to be a unique institution of higher learning and academic excellence. In an endeavour to fulfil the dreams of our Mentor Thanthai Periyar and Annai Maniammai, the Institution is dedicated to its societal responsibility for transforming students from different parts of India and abroad into stalwarts by igniting their hidden talents. As it is located in a rural area, the students are admitted from a wide range of calibre and by personal attention, and modern teaching methodology towards a Product/Process/ Demo / Case Study teaching, they are shaped into career oriented professionals with bright future. The Institution is making efforts to create new horizons in the arena of technical education and research. Curriculum innovation is given priority by the Institution to make the courses industry and research oriented. The dedicated and qualified faculty members routinely preach and practice for outcome based learning which leads towards an excellent academic career for the betterment of the students.</p> <p align="center">DEPARTMENT OF COMMERCE</p> <p>Department of commerce established in the year 2013.</p> <p>Programs offered:</p> <ul style="list-style-type: none"> * B.Com (Hons) * B.Com. * M.Com * B.Com (Corporate Secretaryship)* <small>*To be approved</small> <p>The scholarly faculty team of Department of Commerce have been guiding students at every step, motivating them to pursue professional courses in association with KEW Academy Chennai. They engage in various forums to constantly upgrade their own skills and to ensure the students are well prepared to succeed. Our curriculum is designed to provide hand on training by offering value added courses and Internship to the students to enhance their skills.</p>	<p align="center">ABOUT THE CONFERENCE</p> <p>Modern India is in need of both technologies and management which need to be redefined in the field of commerce. Technologies will result in building a good infrastructure to the society for future generation in the developing country like India. The session in the conference will pave way for discussing some innovative ideas. Such outputs will remain as the building blocks for the future. India envisions for having many redefining techniques which will be suitable for the digital era in the field of Commerce.</p> <p align="center">SUBMISSION PROCEDURE</p> <ol style="list-style-type: none"> 1. Paper submitted should be of original contribution. 2. Paper should contain abstract, keywords, objectives, methodology, major results, implications and reference. 3. Maximum three authors are permitted in a paper. 4. Full papers must be in Times New Roman font size- 12 & 1.5 line spacing. Not more than 2500 words. 5. Individual registration of each author is mandatory. 6. Full paper should be submitted along with plagiarism report. Permitted plagiarism is only 10% 7. All papers would undergo a double blind review system and selected papers will be published in UGC CARE listed journals. <p align="center">OBJECTIVES OF THE CONFERENCE</p> <ol style="list-style-type: none"> 1. Provide a platform for research scholars, faculty members, industrialists and stake holders to interact on issues, trends in redefining the commerce and technology practices in digital era. 	<ol style="list-style-type: none"> 2. A discussion on contemporary issues in transforming traditional commerce practices into e-commerce, besides providing valuable inputs for research. 3. To analyse the challenges and opportunities involved in redefining commerce and technology practices. <p align="center">SUB TOPICS</p> <p>Marketing Human Resource Banking Finance & Commerce Entrepreneurship Socio-Economic Accounting Packages E-commerce Any other related topics</p> <p align="center">REGISTRATION FEE</p> <p>UG Students – Rs. 400 PG, Academicians & Research Scholars – Rs. 500 Industrialist & in absentia – Rs. 700 Paper publication –Rs. 1,000 Spot Registration is accepted.</p> <p align="center">IMPORTANT DATES</p> <p>Last date for submission of abstract : 28.02.2020 Last date for submission of full paper : 02.03.2020 Date of conference : 06.03.2020</p> <p align="center">NOTE</p> <ol style="list-style-type: none"> 1. The registration fee includes conference kit, Refreshment and Lunch. 2. No TA/ DA will be provided. 3. Participants must bring their ID card. 4. Selected papers will be published in UGC CARE Listed Journal.
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Report of the Conference:

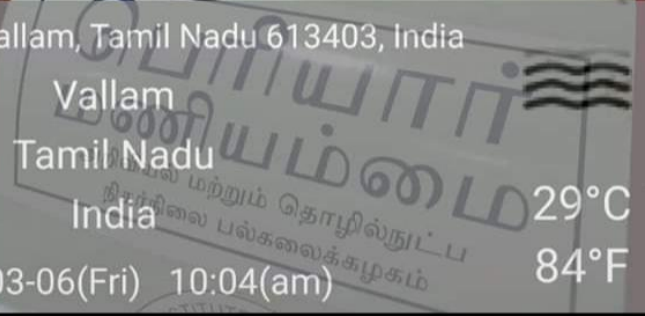
Department of Commerce, PMIST, Thanjavur, organized National Conference On Redefining Commerce & Digital Transformation. Since, it is a trend towards automation and data exchange in manufacturing technologies and process which include cyber-physical systems, the internet of things, industrial internet of things, cloud computing, artificial intelligence and so on. This pave way to redefine commerce and digital transformation. At 9.30 am the conference commenced with mozhi vazhthu. At 9.35am welcome note address delivered by Head commerce followed by Inagural address given by Dr. A. George, Dean (FHSM). Presidential address given by the Honorable guest of Honour Dr. K. Manian, Dean Employability Skills, RVS Trust & Educational Institutions, Coimbatore, Highlighted the conference theme and essentials of Digitalization in the modern Era among the budding Scholars. Felicitation address delivered by Dr. P.K.Srividhya, Dean (Academics).



Staff Quaters, Vallam, Tamil Nadu 613403, India

Vallam
Tamil Nadu
India

2020-03-06(Fri) 10:04(am)









Around 120 papers presented by Academicians, Industrialists, Research scholars, PG and UG students from other institutions as well as PMIST.