

# Seventeenth Annual International Webinar

On

**DYNAMICS OF EMERGING BUSINESS INNOVATION AND  
TRENDS - ACADEMIA INDUSTRY ROLE**



**(DEBIT AIR - 2022)**



## Important Dates

<b>December 31, 2021</b>	<b>Submission of Abstract and Full Paper, Registration Deadline</b>
<b>January 7 – 8, 2022</b>	<b>Dates of the Seminar</b>

**DEPARTMENT OF COMMERCE AND FINANCIAL STUDIES**  
School of Business Studies, Bharathidasan University  
Tiruchirappalli-620 024, Tamil Nadu, India

[www.bdu.ac.in](http://www.bdu.ac.in)

and

**SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES**  
(A Professional, Refereed, International and Indexed Journal)

[www.smartjournalbms.org](http://www.smartjournalbms.org)

## DEPARTMENT OF COMMERCE AND FINANCIAL STUDIES

The Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, Tamil Nadu, India proposes to organize the **SEVENTEENTH ANNUAL INTERNATIONAL WEBINAR**, in line with its policy of conducting annual seminars. A large number of authors from academia and industry, both from India and Abroad, would present their research papers in the webinar. This year's webinar would be organized on **Dynamics of Emerging Business Innovation and Trends- Academia Industry Role (DEBIT AIR-2022)** and **Thirteenth SMART Journal Annual Awards 2021** awarded by the SMART Journal of Business Management Studies, would be part of the seminar.

## SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES

**SMART Journal of Business Management Studies** is an International, Refereed Journal, published bi- annually by Scientific Management and Advanced Research Trust (SMART). The Journal is dedicated to the promotion and development of research in general and to the field of business management in particular. The SMART also wants to conduct seminars and workshops to discuss various research papers in detail. In line with the above objectives, it is decided to organize the above Annual International webinar.

# Webinar Theme

Innovation plays a vital role in development. Successful business innovations place companies in a better competitive position. Collaborations between universities and industry pave way for the successful innovations. Academia- Industry Interface would promote interactive and collaborative arrangement between them for achieving mutually inclusive goals and objectives. The creative idea generated by Academic world need to be commercialized with the help of industry. An effective collaboration between academics and companies is essential for nexus in management science in general and in all functional areas of management in particular. The main objective of the webinar is to discover future directions with innovation through such collaboration. This webinar aims to bring together leading industrialists, academicians, researchers, and students to exchange and share their experiences on all aspects of Business Innovation. The Annual webinar on **Dynamics of Emerging Business Innovation and Trends- Academia Industry Role (DEBIT-AIR)** therefore, proposes to invite RESEARCH PAPERS in the following seminar tracks:

## Track-1: Business

- Business Law
- Business Ethics
- Entrepreneurship
- International Business
- Creativity in Business Process
- Case-Study
- Others

## Track-2: Marketing

- B2B Marketing
- Consumer Behaviour
- Online/Internet Marketing
- Social Media Marketing
- Services Marketing
- Green Marketing
- Brand Management
- Retail Management
- Distribution Channels
- Customer Relationship Management
- Ethical Issues in Marketing
- Advertising & Communication
- Content Marketing
- Case-Study
- Others

### Track-3: Human Resource

- Recruitment and Selection
- Training and Development
- Performance Management
- Industrial Relations
- HR Analytics
- Organisational Culture
- Organisational Communication
- Emotional Intelligence
- Employee Engagement
- Leadership and Management
- Conflict Management & Negotiations
- Team Building & Leadership
- Case-Study
- Others

### Track-4: Business Data

- Analytics
- Data Mining
- Big Data Analysis
- Modelling
- Case-Study
- Others

### Track-5: Economics

- Economic Development
- Economic Policy
- Economic Systems
- Finance & Investment
- Financial Economics
- Household Behaviour and Family Economics
- Labour Economics
- Labour Relations
- Law and Economics
- Agronomics
- Foreign Trade
- Case-Study
- Others

### Track-6: Corporate Social Responsibility

- Impact of CSR on Social Development
- Branding through CSR
- Implementation of CSR
- Case-Study
- Others

### Track-7: Operations & Supply Chain Management

- Operations
- Quality Control
- Six Sigma
- Supply Chain Management
- Humanitarian Logistics and Disaster Relief
- Inventory Management
- Scheduling and Logistics
- Retail Operations Management
- Case-Study
- Others

## Track-8: Environment

- Oil
- Natural Gas
- City Gas distribution (CGD)
- Health and Safety Environment (HSE)
- Policy and Regulatory
- Investment & Trade
- LNG
- Refining
- Pipeline
- Case-Study
- Others

## Track-9: Accounting and Finance

- Financial Accounting
- Managerial Accounting
- Auditing, IFRS
- Corporate Finance
- Forensic Accounting and Fraud
- Financial & Commodity Derivatives
- Behavioural Finance
- Risk Management
- Project Financing
- Financial Engineering
- Corporate Governance
- Corporate Social Responsibility
- Environmental Accounting
- Digital Innovations in Finance
- Financial Inclusion
- Direct Taxation and GST
- Banking
- Case-Study
- Others

## Track-10: Digital Communication and Online Communities

- IT Etiquettes
- Web technologies
- Artificial Intelligence
- Cloud Computing
- Gamification in Business
- ICT Tools for Business
- Simulations
- Internet of Things & Industry 4.0
- Neural Network
- Cyber Crimes and Cyber Laws
- Case-Study
- Others

## Track-11: Entrepreneurship Development

- Corporate Entrepreneurship
- Entrepreneurial Marketing
- Entrepreneurship Education
- Entrepreneurship in the MSME Sector
- Entrepreneurship: Perspectives and Practices
- Family Enterprises
- Global Entrepreneurship
- Institution Building
- Intrapreneurship
- Non-Government Organizations
- Psychology and Entrepreneurship
- Rural, Tribal and Grassroots Entrepreneurship
- Social Entrepreneurship
- Trans-generational Entrepreneurship
- Women Entrepreneurship
- Effects of training on innovation
- Innovation and product design
- Academic entrepreneurship
- University-enterprise cooperation
- Start-up management
- Others

### Important Guidelines for Webinar

- ❖ **Mode of seminar will be online.**
- ❖ **The delegates who wish to attend the Webinar without contributing paper can also attend. Such delegates who wants participation certificate should pay the registration fee and the submission of feedback in the session by each participant is also mandatory.**
- ❖ **Mode of Paper Submission and Registration:**
  - a) **Paper submission must be done through Google forms link: <https://forms.gle/gxmrWSBHTyzrvktV6>**
  - b) **After receiving the acceptance mail, the participants must pay the registration fee through online fund transfer. Then they should register again for the webinar by filling up the registration form. Each author is requested to register independently for webinar. The registration link: <https://forms.gle/aJzmwiEoTOZZRm5q8>**

- ❖ **Registration Fee:** The registration fee should be paid to the Account through online fund transfer (Cheque/DD will not be accepted).

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- ❖ **The registration fee covers E-participation certificate and softcopy of webinar proceedings with abstracts.**
- ❖ **Only three authors are allowed per paper. The author and co-author should register separately for each paper if they want participation certificate.**
- ❖ **Addition /Change in the author/co-author are not permitted after a paper was accepted.**
- ❖ **The soft Copy of the Abstract, not exceeding 75 words and Full Paper not exceeding 10 pages should reach us on or before the deadline. Authors must clearly indicate the broad area (Track) in which their papers could be considered for presentation.**
- ❖ **The length of the manuscript should not exceed 10 pages, inclusive of table, figures, illustrations and references.**
- ❖ **The manuscripts would be subjected to blind review process.**

- ❖ **The accepted papers for presentation will be intimated through E-mail and complete details will be uploaded in Bharathidasan University website two days before webinar.**
- ❖ **All further correspondence including acceptance letter, invitation, etc., will be through E-mail/WhatsApp Group/Bharathidasan University Website.**
- ❖ **After paper submission, Paper ID will be issued to author by the organizers. The participant should refer their Unique ID in all future correspondence.**
- ❖ **The Webinar Link for different technical sessions will be shared through E-mail and will be uploaded in the University Website. The paper presenters are expected to use the session link and go to the respective sessions as they wish.**
- ❖ **According to the pre-informed schedule, the conference delegates/authors will be required to attend / present a paper live through the screen share option within the stipulated time.**
- ❖ **E-participation/paper presentation Certificate will be issued after the webinar is over through e-mail after confirming the receipt of registration fee and Feedback.**



## Registration Fee

Category	Indian Participants in Rs	Foreign Participants/ NRIs in US Dollars*
UG / PG Students	200	50
Scholars doing M.Phil/PhD	250	50
Faculty Members / Faculties doing Ph D	300	100
Corporate Representative	500	200

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**&**

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**SMART Journal of Business Management**  
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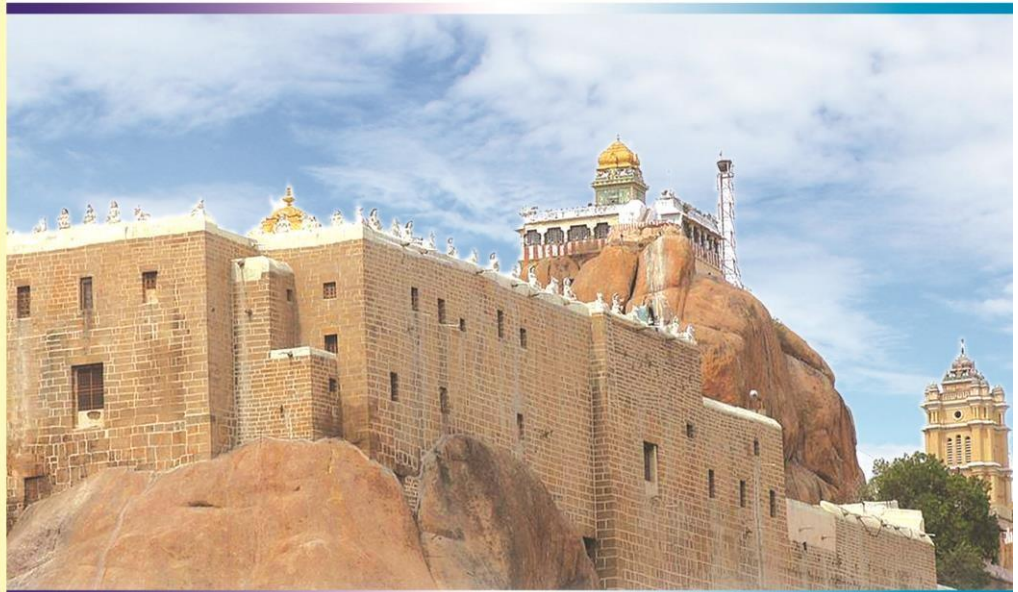
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