

**Twentieth International Seminar (Webinar)**

*on*

**DYNAMICS OF EMERGING BUSINESS INNOVATION AND  
TRENDS- ACADEMIA INDUSTRY ROLE (DEBIT AIR-2025)**

**Release of Twenty First Year Issue of SMART Journal**

**&**

**Sixteenth SMART Journal Annual Awards – 2024**

*9<sup>th</sup> and 10<sup>th</sup> January, 2025*

*Organized by*



**PG & RESEARCH DEPARTMENT OF COMMERCE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Cauvery College for Women (Autonomous), Trichy**

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

**Institute of Business Excellence**

*and*

**SMART Journal of Business Management Studies**

**(A Professional, Refereed, International and Indexed Journal)**

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*All are cordially invited to the*  
**Twentieth International Seminar (Webinar)**  
**Release of Twenty First Year Issue of SMART Journal &**  
**Sixteenth SMART Journal Annual Award Function – 2024**

Venue : Seminar Hall, Cauvery College for Women  
(Autonomous), Trichy

**09.01.2025 - Thursday**

10.00 a.m. to 11.30 a.m. : **SMART Journal Annual Awards - 2024**  
**Twenty First Year Issue of SMART Journal &**  
**Inaugural Function of International Webinar**

Welcome Address : **Dr. V. SUJATHA**  
Principal,  
Cauvery College for Women (Autonomous)

**Presentation of Awards**  
**Release of Twentieth year**  
**Issue of SMART Journal &**  
**Inauguration of Webinar** : **Dr. G. VEERAKUMARAN**  
Professor and Head (Retd.)  
Department of Cooperative Management  
Kerala Agricultural University, Thrissur

Key Note Address : ***Green Financing for Sustainable Business***

**Dr. G. VEERAKUMARAN**  
Professor and Head (Retd.)  
Department of Cooperative Management  
Kerala Agricultural University, Thrissur

11.45 a.m. - 1.00 p.m. : ***Plenary Session-I***  
**Special Lecture on**  
***New and Dynamic Sources of Business***  
***Innovation: The Role of Industry and Academia***

**Dr. JEBAMALAI VINANCHIARACHI**  
Former Principal Adviser to the Director  
General of UNIDO, Vienna, Principal Adviser  
Knowledge Management Associates, Vienna  
Austria

2.15 p.m. – 3.30 p.m. : **Paper Presentation – Parallel Sessions**  
*(Link will be sent through e-mail)*

3.30 p.m. : **Cultural Function**

**10.01.2025 - Friday**

10.00 a.m. – 11.00 a.m. : **Plenary Session-II**  
Special Lecture on

***Public Sector Undertakings (PSUs) – The Next Frontier in India’s March towards Accelerating Economic Growth***

**Dr. SANKARAN VENKATESWAR**

Professor, Saint Mary’s College of California, USA

11.00 a.m. – 12.00 a.m. : **Plenary Session-III**  
Special Lecture on

***Application of Emerging Technologies in Innovative Business Practices***

**Dr. ANUJ KUMAR**

Head of Research and Associate Professor  
Rushford Business School, Switzerland

12.15 p.m. - 1.00 p.m. : **Paper Presentation – Parallel Sessions**  
*(Link will be sent through e-mail)*

2.15 p.m. : **VALEDICTORY FUNCTION**

Welcome Address : **Dr. V. SUJATHA**  
Principal, Cauvery College for  
Women (Autonomous)

Valedictory Address : **Dr. S. IYYAMPILLAI**  
Senior Professor (Retd.)  
Department of Economics, BDU

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## ***SEMINAR COORDINATORS***

### **Dr. N. Savithri**

Dean of Arts & Head, Department of Commerce  
Cauvery College for Women, (Autonomous)  
Trichy – 18  
Mobile: 9443150183

### **Dr. J. Tamilselvi**

Professor and Head, Department of BBA  
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Trichy – 18

### **Dr. J. Gayathri**

Professor, Department of Commerce and Financial  
Studies, Bharathidasan University  
Trichy – 24

### **Dr. V. Sujatha**

Principal  
Cauvery College for Women  
(Autonomous), Trichy – 18.

### **Professor M. Selvam**

Webinar Director  
Retired Senior Professor and Head  
Department of Commerce and Financial Studies  
Bharathidasan University, Trichy – 24  
&  
**Founder-Publisher and Chief Editor**  
**SMART Journal of Business Management Studies**

**Note:** i. *E-Certificate will be issued only to the Registered Participants.*

ii. *For New Registration, visit and follow the instructions given in the Web link*

*<https://www.cauverycollege.ac.in/Admin/FileFolder/AcademicPage/DEBIT-AIR-2024.pdf>*

# Twentieth Annual International Seminar (Hybrid Mode)

on

## DYNAMICS OF EMERGING BUSINESS INNOVATION AND TRENDS - ACADEMIA INDUSTRY ROLE (DEBIT AIR – 2025)



### Important Dates

<b>December 31,2024</b>	<b>Submission of Abstract and Full Paper, Registration Deadline</b>
<b>January 09 –10,2025</b>	<b>Dates of the Seminar (Hybrid Mode)</b>

PG & RESEARCH DEPARTMENT OF COMMERCE  
DEPARTMENT OF BUSINESS ADMINISTRATION

**Cauvery College for Women (Autonomous), Trichy**

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

and

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# **Cauvery College for Women (Autonomous)**

**Cauvery College for Women was established in 1984 by Reddy Educational Trust which is a temple of learning and provides an opportunity to grow holistically in all walks of life. The college is affiliated to Bharathidasan University (BDU) Tiruchirappalli and it aims to provide academic excellence, employability and self reliance to the learning community. The college provides Undergraduate, Postgraduate and Doctoral Courses in the field of Science, Commerce and Arts. The NAAC has awarded “A” grade to our college consecutively in all the three cycles 85.90 out of 100 in cycles I, CGPA 3.37 out of 4 in cycle II, CGPA 3.41 out of 4 in cycle III. The college is recognized by NAAC as a mentor institution to identify the non – accredited institution in our vicinity and motivate them for NAAC accreditation. The college is being identified by UGC as a “Potential Mentor Institution” to help the NAAC aspiring institutions under “Paramarsh Scheme”. Our institution has been ranked under the band: “Performer” in Non – Technical general category in Atal Ranking of Institutions on Innovation Achievements (ARIIA) for Promotion of Innovation, IPR and Entrepreneurship Activities, NPTEL has recognized our institution as a valuable local chapter to 100 colleges and has rated with “AA” ranking based on performance in NPTEL online certification courses for January – December 2021 and “Best LC in Arts, Science & Commerce Category” among the Local Chapters outside Top 100 based on performance in NPTEL Online Certification Courses July – December 2023.**

## **DEPARTMENT OF COMMERCE**

**Department of Commerce is a pioneer department, established since the inception of the college on 17<sup>th</sup> October 1984. The Department was promoted as Post Graduate Department in 1990 and upgraded as Research Department in the year 2008. A qualified and dedicated faculty team with varied specializations leads the students to achieve excellence. Department of Commerce provides numerous opportunities for students to pursue systematic learning, skills to face, business challenges, team work, digital efficiency and embrace moral values to become successful professionals, businessmen, entrepreneurs, managers, consultants etc. To keep pace with dynamic industry developments, knowledge enhancement, and for managerial techniques, the department regularly organizes technical workshops, seminars, guest lectures and internship guidance. The faculty of the department consistently encourages the students to participate in Sports, NSS, NCC and other extracurricular activities. PG & Research Department of Commerce is the proud recipient of 180 university ranks, which includes 14 gold medals. As evidence of academic excellence, we have achieved cent percent result in B.Com., M.Com., and B.Com. CA in the academic year 2023 – 2024.**

## **DEPARTMENT OF BUSINESS ADMINISTRATION:**

**Business Administration is a degree that has very high value specially to students who are looking for good leadership position. Cauvery College for Women is the forerunner in commencing BBA programme. The course is affiliated to the Bharathidasan University on 30.7.1987. Our department is elevated as Research department in the year 2018 consisting of 5 Research Supervisors. The Department is crewed by academically well-qualified and experienced faculty members with 5 Doctorates and 2 members Pursuing Ph.D. To make our students competent and employable, the department has organized several workshops, seminars and competitions. The faculty of the department consistently encourages the students to participate in Sports, NSS, NCC and other extracurricular activities. The department has proved its potential by achieving 100% results with 149 University Ranks from the date of inception inclusive of 11 University First Ranks.**



**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 Seminar (Hybrid Mode).

### Seminar 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 seminar (Hybrid Mode) is to discover future directions with innovation through such collaboration. This seminar (Hybrid Mode) 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 (Hybrid Mode) tracks:

### **Track – 1: Business**

- **Business Law**
- **Business Ethics**
- **Entrepreneurship**
- **International Business**
- **Industry 5.0**
- **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
- 5g Technology
- 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
- Cooperative Entrepreneurship
- Psychology and Entrepreneurship
- Rural, Tribal and Grass roots 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 Seminar (Webinar)

- ❖ **Mode of seminar will be Hybrid.**
- ❖ **The delegates who wish to attend the Seminar (Hybrid) 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.**
- ❖ **Registration Fee: The registration fee should be paid to the Account through online fund transfer (Cheque / DD will not be accepted).**

Name : Busy Bee Club  
Account No. : 15930110001806  
IFSC : UCBA0001593  
Bank : UCO BANK

- ❖ **The registration fee covers E-participation certificate and soft copy of Seminar 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 details such as name of the author and Co-author, official address, e-mail ID, mobile number, whatsapp number, title of the paper and screenshot of registration fee paid should be sent to the mail id [debitair2024@gmail.com](mailto:debitair2024@gmail.com) for registration.**
- ❖ **The participants must also submit their full paper in MS-word format as an e-mail attachment to the mail id [debitair2024@gmail.com](mailto:debitair2024@gmail.com).**
- ❖ **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 Cauvery College website two days before webinar.**

- ❖ **All further correspondence including acceptance letter, invitation, etc., will be through E-mail / WhatsApp Group / Cauvery College Website.**
- ❖ **After paper submission, Paper ID will be issued to author by the organizers. The participant should refer their Paper ID in all future correspondence.**
- ❖ **The Seminar Link for different technical sessions will be shared through E-mail and will be uploaded in the Cauvery College 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 Seminar 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 seminar is over through e-mail after confirming the receipt of registration fee and Feedback. The feedback link will be posted in the respective plenary sessions of the seminar.**

## 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 PhD	300	100
Corporate Representative	500	200

## International Advisory Board

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**Professor M. SELVAM**

**Seminar Director, DEBIT-AIR - 2025**

**Founder - Publisher & Chief Editor**

**SMART Journal of Business Management Studies**

**&**

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**Bharathidasan University, Tiruchirappalli – 620024**

**Tamil Nadu, India.**

*The Address for all Correspondence*

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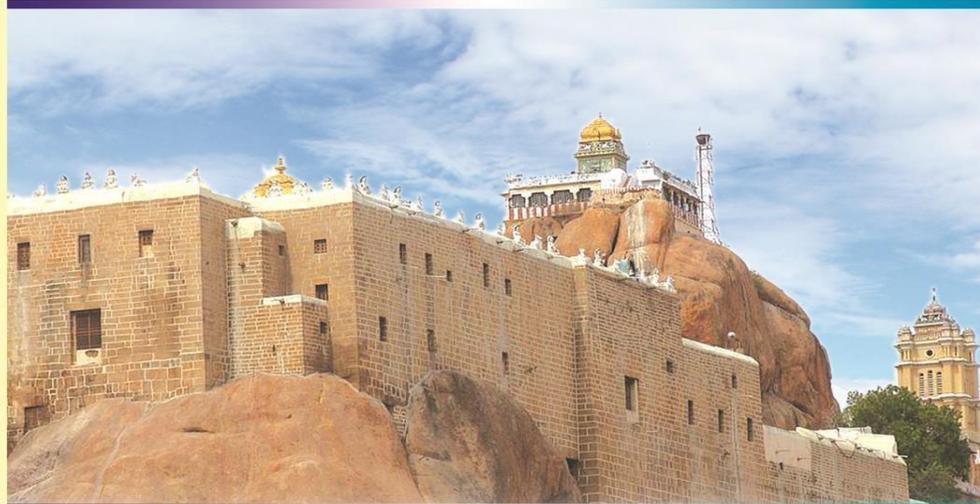
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ISSN 0973 - 1598 (Print)

ISSN 2321 - 2012 (Online)

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With Secretariat at  
**Department of Commerce and Financial Studies**  
**Bharathidasan University**  
Tiruchirappalli (India)



**SCIENTIFIC MANAGEMENT AND ADVANCED RESEARCH TRUST (SMART)**  
TIRUCHIRAPPALLI (INDIA)

## **Report on Twentieth International Seminar (Webinar) on Dynamics of Emerging Business Innovation and Trends – Academia Industry Role (DEBIT AIR -2025)**

PG & Research Department of Commerce, Department of Business Administration of Cauvery College for Women (Autonomous), Trichy and SMART Journal of Business Management Studies jointly organized the Two Day Twentieth International Seminar on Dynamics of Emerging Business Innovation and Trends -Academia Industry Role (DEBIT AIR – 2025) during 9<sup>th</sup> and 10<sup>th</sup> January 2025 at Cauvery College for Women (Autonomous), Trichy.

### **Day 1 – 09.01.2025**

On 9<sup>th</sup> January 2025, the welcome address was rendered by **Dr.V.Sujatha**, Principal, Cauvery College for Women (Autonomous), Trichy. **Dr. M. Selvam**, Seminar Director, Retired Senior Professor and Head, Department of Commerce and Financial Studies, Bharathidasan University & Founder – Publisher and Chief Editor, SMART Journal of Business Management Studies introduced the theme of the seminar. **Dr.G.Veerakumaran**, Professor and Head (Retd.), Department of Cooperative Management, Kerala Agricultural University, Thrissur has released twenty first year issue of SMART Journal and released the CD consisting of abstracts of the papers presented at the International Seminar. **Dr.G.Veerakumaran** has also presented SMART Journal Annual Awards to six eminent personalities.



**Dr.G.Veerakumaran**, Professor and Head (Retd.), Department of Cooperative Management, Kerala Agricultural University, Thrissur inaugurated the seminar with his Key Note address on the topic **‘Green Financing for Sustainable Business’**. He explained the consequences of climate change, ESG in business and sources of green finance. He advised that the younger generation need to start green startups with green finance and to make green investments.



In the Plenary Session- I, **Dr. Jebamalai Vinanchiarachi**, Former Principal Adviser to the Director General of UNIDO, Vienna, Principal Adviser, Knowledge Management Associates, Vienna, AUSTRIA gave a special lecture on **New and Dynamic Sources of Business Innovation: The Role of Industry and Academia**. He highlighted the importance of innovative thinking, technological advancement, and global competitiveness.

## **Day 2 – 10.01.2025**

On 10th January 2025, in the Plenary Session - II, a special lecture on **Public Sector Undertakings (PSUs) – The Next Frontier in India’s March towards Accelerating Economic Growth** was rendered by **Dr. Sankaran Venkateswar**, Professor, Saint Mary’s

College of California, USA. He stressed the importance of PSUs, economic growth, employment opportunities, and the infrastructure development.



In the Plenary Session –III, **Dr. Anuj Kumar**, Head of Research and Associate Professor, Rushford Business School, Switzerland addressed the gathering on the topic ‘**Application of Emerging Technologies in Innovative Business Practices**’. The speaker explained the need of adopting the new technology in the business and also pointed out the areas of application of artificial intelligence in the business.

The valedictory address was offered by **Dr.S.Iyyampillai**, Senior Professor (Retd.), Department of Economics, Bharathidasan University. In his valedictory address, he explained social, cultural, economic and political factors driving the innovation in India. The micro and macro determinants of innovation are detailed by him. **Dr. M. Selvam**, Webinar Director, offered facilitation and distributed certificates to the participants. **Dr. N.Savithri**, Seminar Coordinator, Dean of Arts, Head , PG & Research Department of Commerce, proposed vote of thanks.



This international seminar facilitated prominent industrialists, academicians, researchers, and students to exchange and share their experience and innovative ideas to excel in business. Around 100 participants from various colleges and universities from different states participated and presented their papers in this international seminar through online and offline modes.

# Dinamalar, Tiruchirappalli

## Page No: 9, Dated:11.01.2025

### மகளிர் கல்லூரியில் சர்வதேச கருத்தரங்கு

திருச்சி, ஜன. 11-

திருச்சி காவேரி மகளிர் கல்லூரியில் உருமாறும் மற்றும் வளர்ந்து வரும் வணிக புதுமைகள், கல்வியுலகு மற்றும் தொழிலகத்தின் பங்கு எனும் சர்வதேச கருத்தரங்கம் நடந்தது.

கல்லூரி முதல்வர் சுஜாதா தலைமையில் நடந்த 2 நாள் கருத்தரங்கில் கேரளா வேளாண் பல்கலைக்கழக முன்னாள் பேராசிரியர் வீரகுமாரன் தொடங்கி வைத்தார்.

வியன்னா யுனிடோ முன்னாள் இயக்குனர் ஜெனரல் முதன்மை ஆலோசகர் ஜெபமலை வினஞ்சி யாராச்சி வணிக கண்டுபிடிப்புகளின் புதிய மற்றும் மாறும் ஆதாரங்கள் என்பது குறித்தும், கலிபோர்னியா பேராசிரியர் சங்கரன் வெங்கடேஸ்வரர் பொதுத்துறை நிறுவனங்கள் பொருளாதார வளர்ச்சியை அதிகப்படுத்த இந்தியாவின் எல்லை என்பது குறித்தும், சவிட்சர்லாந்தின்



திருச்சி காவேரி மகளிர் கல்லூரியில் நடந்த சர்வதேச கருத்தரங்கில் கேரளா வேளாண் பல்கலைக்கழக முன்னாள் பேராசிரியர் வீரகுமாரன், ஸ்மார்ட் இதழை வெளியிட்டார். அருகில் கல்லூரி முதல்வர் சுஜாதா, கருத்தரங்கு இயக்குனர் செல்வம், பேராசிரியர்கள் செல்வம், வீரகுமாரன்.

இணை பேராசிரியர் அனுஜ் குமார் புதுமையான வணிக நடைமுறை என்பது குறித்து காணொலி காட்சி மூலம் பேசினார்.

கருத்தரங்கில் பாரதிதாசன் பல்கலைக்கழக துறை முன்னாள் பேராசிரியர் அய்யம்பிள்ளை, முனைவர் செல்வம் உள்ளிட்ட பலர் பல்வேறு

தலைப்புகளில் பேசினார்.

ஸ்மார்ட் இதழின் 21வது ஆண்டு இதழ் வெளியீட்டு நிகழ்ச்சி நடந்தது. கல்வி, ஆராய்ச்சி உள்ளிட்ட பல்வேறு துறைகளில் சிறந்து விளங்கும் பேராசிரியர்களுக்கு விருது வழங்கப்பட்டது.

### **Seminar held**

The role of academia in emerging business innovation and trends was the focus of a seminar organised by Department of Business Administration, Cauvery College for Women in association with *SMART Journal of Business Management Studies*, recently. M. Selvam, founder-publisher of *SMART Journal*, introduced the theme of the seminar. G. Veerakumaran, retired professor and head, Department of Cooperative Management, Kerala Agricultural University, Thrissur, released the 21st annual issue of the journal, and a CD containing abstracts of the papers presented at the seminar. He also presented the SMART Journal Annual Awards to six personalities. The webinar sessions were held on a wide array of topics related to economic growth.