

VALEDICTION

3.45 pm

Welcome Address

Mrs. A. Mehathab Sheriff
Associate Professor

Presidential Address

Dr. S. Ismail Mohideen
Principal

Valedictory Address

Dr. S.A. Senthil Kumar
Head & Associate Professor
Dept. of Management Studies
Pondicherry University, Puducherry U.T.

Distribution of Certificates : **Janab. Dr. A.K. Khaja Nazeemudeen Sahib, D.Litt., (USA)**

Secretary & Correspondent

Hajee. Janab. M.J. Jamal Mohamed Sahib

Treasurer

Janab. Dr. K. Abdus Samad Sahib

Assistant Secretary

Vote of Thanks

Dr. S.Gopi
Assistant Professor

National Anthem



Since 1951

JAMAL MOHAMED COLLEGE (Autonomous)

College with Potential for Excellence
Re-Accredited (3rd Cycle) with 'A' Grade by NAAC
(Affiliated to Bharathidasan University)
Tiruchirappalli - 620 020, TAMIL NADU

You are cordially invited to attend

A One Day National Conference
on

ADVANCEMENT IN BUSINESS IN THE DIGITAL ERA

20th September 2018

Venue : N.M. Khajamian Rowther Auditorium

In the august presence of

Hajee. M.J. JAMAL MOHAMED BILAL Sahib	- President
Janab. Dr. A.K. KHAJA NAZEEMUDEEN Sahib, D.Litt., (USA)	- Secretary & Correspondent
Hajee. Janab. M.J. JAMAL MOHAMED Sahib	- Treasurer
Janab. Dr. K. ABDUS SAMAD Sahib	- Assistant Secretary

Organised by

POST GRADUATE DEPARTMENT OF COMMERCE (SELF-FINANCE)



PROGRAMME - 20.09.2018

9.00 a.m	Registration
9.30 a.m	Inauguration
Welcome Address	Dr. A.M. Mohamed Sindhasha Head, PG Department of Commerce (SF)
Theme of Seminar	Dr. G. Pasupathi Member In-Charge & Assistant Professor
Presidential Address	Dr. S. Ismail Mohideen Principal
Inaugural Address & Key Note Address	Prof. Badiuddin Ahmed Dean, School of Commerce and Business Management Maulana Azad National Urdu University Hyderabad, Telangana State
"Advancement in Business in the Digital Era"	
Release of Journal	Janab. Dr. A.K. Khaja Nazeemudeen Sahib, D.Litt., (USA) Secretary & Correspondent
Receiving first copy	Hajee. Janab. M.J. Jamal Mohamed Sahib Treasurer
Felicitation	Janab. Dr. A.K. Khaja Nazeemudeen Sahib, D.Litt., (USA) Secretary & Correspondent Janab. Dr. K. Abdul Samad Assistant Secretary Dr. A. Mohamed Ibrahim Vice Principal Dr. M. Mohamed Sihabudeen Additional Vice Principal Dr. K.N. Abdul Kader Nihal Director & Bursar (SF) Dr. K.N. Mohamed Fazil Director – Hostel Administration Mr. M.A. Jamal Mohamed Yaseen Zubair Director – Hostel Administration & Registrar of Attendance (SF)
Vote of Thanks	Dr. S. Mohamed Iliyas Associate Professor
Tea Break	11.30 a.m.

11.45 a.m.	: Technical Session - I
Topic	: Advancement in Service Sector in the Digital Era
Venue	: N.M. Khajamian Rowther Auditorium
Resource Person	: Dr. E. Mubarak Ali Head & Associate Professor, PG & Research Department of Commerce Jamal Mohamed College (Autonomous), Trichy - 20.
Session in Charge	: Mr.S.Saleem & Dr.A.SophiaAlphonse Assistant Professor Associate Professor

11.45 a.m.	: Technical Session - II
Topic	: Advancement in HR in the Digital Era
Venue	: Al Man Hall
Resource Person	: Dr. N. Shaik Mohamed Associate Professor (Retd.) - Visiting Faculty Department of Commerce Aiman College of Arts & Science for Women, K. Sathanur, Trichy - 21.
Session in Charge	: Dr. S. Ganapathi & Mrs. A.S. Minhaj Begum Assistant Professors
1.00 To 2.00 p.m	: Lunch

2.15 p.m.	: Technical Session - III
Topic	: Advancement in Marketing & Finance in the Digital Era
Venue	: N.M. Khajamian Rowther Auditorium
Resource Person	: Dr. F.R. Alexander Pravin Durai Associate Professor PG & Research Department of Commerce St. Joseph's College (Autonomous), Trichy - 02.
Session in Charge	: Dr. A. Ansar Ali & Mrs. N. Sabrin Assistant Professors

IMPORTANT DATES

Receipt of abstract paper	:	13/08/2018
Receipt of full-length paper	:	27/08/2018
Notification of the acceptance of the paper (e-mail)	:	06/09/2018
Date of the Conference	:	20/09/2018

REGISTRATION FEE

Category	Participation Only	Paper Presentation
Students, Research Scholars	Rs.200	Rs.250
Academicians	Rs.250	Rs.300
Corporate Personnel	Rs.400	Rs.500
In-absentia	---	Rs.500

Publication Fees Rs.1000

Seminar Fees shall be paid by means of a DD only favouring "Dr. G. PASUPATHI" Department of Commerce (SF), Jamal Mohamed College payable at Tiruchirappalli.

REGISTRATION

Duly filled in registration forms along with necessary fee, abstract and full paper should be sent on or before 06/09/2018 to
E-mail id: jmccommercesf2018@gmail.com

Dr. G. PASUPATHI

Seminar Co-ordinator, Member In-Charge
PG Department of Commerce (Self-Finance)
Jamal Mohamed College (Autonomous)
Tiruchirappalli - 620 020
E-mail id: vanidoss1986@yahoo.com

REFRESHMENT

Tea and working lunch will be provided to all participants. The participants are requested to make their own arrangements for accommodation.

FOR FURTHER DETAILS CONTACT

Dr. S. MOHAMED ILIYAS	o	9894648788
Dr. S. GOPI	o	9095003364
Mrs. A. MEHATHAB SHERIFF	o	9940870876
Mrs. A. NILOFER	o	9788202454

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Principal, Jamal Mohamed College (Autonomous), Tiruchirappalli - 20

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Hajee. Dr. A.M. MOHAMED SINDHASHA
HOD of Commerce (SF)
Cell: 9443072623 e-mail: amsindhasha@gmail.com

CO-ORDINATOR

Dr. G. PASUPATHI
Member In-Charge, PG Department of Commerce (SF)
Cell: 9442849588

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*A One Day
National Conference
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ADVANCEMENT IN BUSINESS IN THE DIGITAL ERA



20th September 2018 (Thursday)



Organised By

PG DEPARTMENT OF COMMERCE (SF)
JAMAL MOHAMED COLLEGE (AUTONOMOUS)
College with Potential for Excellence
(Re-Accredited (3rd Cycle) with 'A' Grade by NAAC)
(Affiliated to Bharathidasan University, Tiruchirappalli)
TIRUCHIRAPPALLI - 620 020, Tamil Nadu

ABOUT THE COLLEGE

Jamal Mohamed College, a government aided private college affiliated to Bharathidasan University, was founded in 1951 and situated in the heart of Tiruchirappalli city. The college provides an ideal atmosphere for higher education to all sections of the society. The college offers 22 UG and 21 PG courses and has research facilities in 17 departments. The college has student strength around 11,250. Teaching faculty consists of 131 regular staff and 320 management staff.

The College celebrated its Silver Jubilee during 1979, Golden Jubilee during 2001 and Diamond Jubilee during 2011 in a grand manner. The college was awarded the coveted Five Star status by NAAC during the Golden Jubilee year. Autonomous status was conferred on the college during the Academic year 2004-2005. The college is identified by the UGC as "College with Potential for Excellence" during 2011-2012. We have retained 'A' Grade by NAAC during the third cycle of re-accreditation in 2015. We have obtained a prestigious rank position of 83rd among Top Ranking Colleges of 1495 institutions in the All India Ranking Scheme of MHRD in 2018. The Institution is dedicated to the cause of higher education and has produced many administrators, Academicians, Scientists, Social workers, Intellectuals, Computer Professionals and eminent Personalities in different walks of life.

ABOUT THE DEPARTMENT

In the Academic Year 2000-2001, the magnanimous Management of our College annexed an exclusive Women Section in Commerce (UG) under the Self-Financing Stream, in addition to the Aided section, with the Vision of imparting Education to the Women Students. With the growing needs in Women's Education, the PG Course in Commerce was also introduced exclusively for Women Students during the Academic Year 2002-2003. The Management introduced additional Self-Finance Men Section in Commerce (UG) during the year 2004-2005 and the PG Course for Self-Finance Men in Commerce was started during the year 2009-2010. At present, the Post Graduate Department of Commerce (SF) has 8 sections at UG level and 2 sections at PG level with a total strength of 805 Students in the SF-Men Stream and 820 Students in the SF-Women Stream. To be on par with the objective of imparting quality education, the Department has equipped itself with adequate number of Qualified Staff in its Faculty Profile. Currently, the Department is backed by the support of 21 Male Staff Members under the SF-Men Stream and 21 Women Staff Members under the SF-Women Stream. On par with the need to develop the Research skills and the need to contribute new knowledge, the Department organises Seminars and Conferences regularly on varied topics. In

this respect, this National Conference aims at highlighting genuine Research studies made in relation to the pros and cons of Business Advancements in the Digital Era. The PG Department of Commerce (SF) is organizing a One-day National Conference on 20th September 2018.

THEME OF THE CONFERENCE

Since the dawn of the new millennium, Indian business are experiencing significant changes in the evolving technology environment, with respect to the uncertainty of competitors, products or services, business models and consumer expectations.

With growing competitors of varying scale, we see a rise in the offering of products/services with higher functionality at a lower price and improved customer experience. Their attractive business models constantly evolve to stay relevant in the market and enable customers to meet their demands - anywhere and anytime.

The digital evolution of the business is here, and no industry is immune from its impact. With this rapidly changing technology environment, businesses are pinpointing sources of these uncertainties, defining a path ahead and making required strategic and operational adjustments. This becomes an opportunity to be grabbed for creating something new and immensely valuable.

In the challenging new scenarios, business has found a need for a journey of continuous improvement for the organisation to achieve sustainable growth and long-term survival. Business excellence in the digital era is about adopting a holistic approach to strengthening the management systems and processes by leveraging the technological advancements for organisational growth and productivity improvements. We will call this approach as Digital Business Excellence.

The rise of the digital era has a profound impact on all aspects of our life, economic, social as well as other. For researchers, the digital era has opened a number of new fields, increased data availability, facilitated cooperation, led to a number of technological developments that improve the quality and increase the ease of the research and had a number of other positive impacts. But digital era also changed the dynamics of how systems evolve, interact and consequently opened a number of challenges. Within the fields of economics and business, the emergence of the new digital era is linked to the establishment of the new economy, technology-based growth and the continuous search for the optimal business model.

Such business models should be adaptable to the new quickly evolving and changing circumstances in the markets, as well as allow for stability and stimulate knowledge creation, transfer and innovation. At the same time, challenges related to fair labour in the digitized economy and ethical issues related to the use and application of big data, collaborative platforms and online

participation should not be ignored. For governments, the digital era increases the ability to support the economy with evaluation-based tools and measures underlying their decisions on policy-making, but this requires data availability and knowledge to process them. We invite you to share your results and considerations with us and thereby contribute to a high-level academic debate.

SUB THEMES

Topics of interest for submission include, but are not limited to

DIGITAL INNOVATIONS IN

- ❖ Entrepreneurship and Regional Development, Entrepreneurship finance and venture capital, Green Entrepreneurship Culture
- ❖ Dynamics of Digital Marketing, Retail Marketing, Logistics & Supply Chain Management, Green Marketing, e-CRM, Social Media Marketing, International Marketing
- ❖ Banking, Stock Market, Insurance, Financial Innovation, Financial Inclusion, e-finance, Treasury Management, Islamic Banking and Finance
- ❖ Macro Economics, Agricultural Economics, Environmental Economics, Urban & Rural Economics, International Economics, Real Estate Economics
- ❖ Information and Communication Technology Management
- ❖ Health Care, Education, Retail, Media & Telecommunication, Infrastructure, Tourism

SUBMISSION OF PAPERS

1. Papers should be original and unpublished, preferably research articles.
2. One author and one co-author can be included in the paper.
3. Papers must be presented either by the author or co-author.
4. Two Copies of the full Paper and abstract along with soft copy (CD only: Font: "Times New Roman", Size: 12) should be submitted before the deadline.
5. All papers are subject to scrutiny by an expert committee and only the selected papers are published.
6. Word limit: Abstract 250 words, Full paper not exceeding 2500 words.
7. Paper must be enclosed with separate registration form and DD for each paper.
8. Certificate will be given to all registered participants.
9. The abstract and full papers should have the detail of author(s) along with e-mail id and contact number.
10. Papers may be forwarded through e-mail.
11. No TA/DA will be paid

Qualified papers identified by the expert committee will be published in UGC indexed and peer reviewed Journal bearing ISSN number and impact factor. (Hard Copy of the Journal will be issued to the authors).



JAMAL MOHAMED COLLEGE (AUTONOMOUS)
TIRUCHIRAPPALLI – 620 020
PG DEPARTMENT OF COMMERCE (SF)
E-mail id: **jmccommercesf2018@gmail.com**

A One Day National Conference on
**ADVANCEMENT IN BUSINESS
IN THE DIGITAL ERA**

20th September 2018

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