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CONTEMPORARY ISSUES AND CHALLENGES OF INDIAN BUSINESS IN GLOBAL SCENARIO

13th and 14th February 2013

PG & RESEARCH DEPARTMENT OF COMMERCE
JAMAL MOHAMMED COLLEGE
(AUTONOMOUS)
College with Potential for Excellence
Accredited with A Grade by NAAC – CGPA 3.6 out of 4.0
(Affiliated to Bharathidasan University)
TIRUCHIRAPPALLI – 620 020
TAMIL NADU, INDIA
About The College

Jamal Mohamed College, a Government aided first grade college affiliated to Bharathidasan University, was founded in 1951 and situated in the heart of Tiruchirappalli city in the State of Tamil Nadu, India. The college provides an ideal atmosphere for quality higher education to all sections of the society. The college offers 19 UG and 21 PG programmes and has research facilities in 13 departments. The college has a student strength of 10827. Teaching faculty consists of 115 regular staff and 290 management staff. Autonomous status was conferred on the college during the academic year 2004-2005. NAAC peer team visited the college during October 2008 for reaccreditation and the college was conferred “A” grade with CGPA 3.6 out of 4.0. The UGC has awarded the status of “College with Potential for Excellence during the academic year 2011-12.

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.

The Department

The Department of commerce is one of the earliest Departments in the college, functioning from the inception of the college in 1951. It offers B.Com., M.Com., M.Phil., Ph.D., (both full time and part time) Programmes. The department is accredited by Institute of Chartered Accountants of India and Institute of Cost and Works Accountants of India for conducting coaching classes for Foundation Courses and C.P.T. The department has a well-equipped computer centre and it offers courses in Tally package. The Department also offers Career Oriented Programme to Degree students. The Department has earned a name and reputation for its academic excellence in the field of commerce in this part of the State and has been maintaining the same till date. The Department is a well established research centre in commerce with 10 Research guides for Ph.D programme and 20 Research Supervisors for M.Phil Programme. The department has so far produced 32 Ph.Ds and 310 M.Phils.

The department is organising a two day International Seminar on ‘Contemporary Issues and Challenges of Indian Business in Global Scenario’. Subject and field experts from Asian and Gulf countries will share their expertise in the seminar.

Seminar Theme and Objectives

Globalisation is a way of corporate life necessitated, facilitated and nourished by transnationalisation of the world economy and developed by the Corporate Strategies which are based on the dynamics of the global business environment. Ever since 1991 when India initiated the globalization process, India has been reaping the benefits of globalisation, but not without problems, especially in the field of business. However, the economic slowdown in the global business has an impact on the progress and development of the business all over the world and particularly in India. Therefore an insight and focus into the contemporary issues and challenges of Indian business in Global Scenario is the need of the hour. The specific objectives of the seminar include: to identify contemporary issues of business in India and Abroad; to examine the issues and challenges in finance and human resource practices; to analyse problems and challenges in the global and Indian markets in the corporate sector including MNC’s and also to suggest measures for improving business practices locally and globally.

The following are various Sub-themes of the Seminar

CONTEMPORARY ISSUES AND CHALLENGES IN
1. International Business

International strategies of small businesses; Globalization in family businesses; Innovation
management in global competition; Global trade and e-business; International education for small businesses; Internationalization of SMEs; Global outsourcing; World class business; operational strategies and techniques and related topics in international business.

2. Marketing

Customer relationship management; Advertising and promotion; Brand management; Consumer behaviour; Distribution channels; Market share models; Marketing research; Sales analysis; Distribution and logistics; Business and Emerging Markets; Marketing intelligence and related topics in marketing.

3. Human Resource Management

Human resources, and training and development; International HRM; HRM in the host-country environment; Leadership styles/development/implications across cultures; Recruiting / selecting staff for international assignments; Training and development, re-entry and career issues; Cross-cultural negotiation styles and communication with in country; HRM in the host-country environment; Motivation of employees and related topics in HRM.

4. Finance

Risk analysis and management; Capital and asset pricing; Corporate finance; Divestitures; Innovation in finance / accounting; Interest free Banking and Finance; Financial markets and models; Futures; Investment analysis and banking; Mergers and acquisitions; Foreign investments, risks, and returns and related topics in finance.

5. Service Sector

Insurance Services; Hospital Service; Hotel Management and Catering Services; Banking Service; Tourism Service; Health service; Tele Communication Service; Financial Service and related topics in the Service Sector.

6. Corporate Sector

Business Governance and Ethics; Legal / statutory requirements of Boards; Challenge of ownership and responsibility; Financial distress and corporate recovery; Strategies for effective stakeholder governance; Corporate ownership structures, corporate restructuring; Professionalism in management; Role of board of directors; (Hostile) takeovers, market for corporate control; Corporate culture, strategy and ethics; Corporate responsibility and the environment and related topics in corporate sector.

7. Entrepreneurship

Government policy on entrepreneurship; Entrepreneurship among minority groups; Entrepreneurship in developing countries; Entrepreneurship and ethics; Entrepreneurship in ethnic enclaves; Women entrepreneurs; Indigenous entrepreneurs; Corporate entrepreneurship; Small and medium-sized enterprises (SMEs) and family businesses and related topics in the Entrepreneurship.

8. E-Commerce

Electronic commerce technologies and issues; Human-computer interaction; Impact of e-commerce on small businesses; Internet Marketing and Advertising; Advertising on the Net, internet branding; Creativity in Web marketing and advertising; Electronic Business, Assessing e-business potential; Migration from marketplace to market space; E-business ethics and strategies; E-banking / finance/ investment, secured electronic transactions; Intellectual property protection, knowledge networks and related topics in the E-Commerce.
Topics of interest for submission include any other related area but are not limited to the above.

**SUBMISSION OF PAPERS**

✓ One author and co-author can be included in the paper. Paper must be presented by either author or co-author.

✓ Words limit: Abstract-250 words and Full paper-5000 words.

✓ Please send both hard and Soft copies.

✓ The papers are to be typed in MS-Word, Arial font, 12 font size and 1.5 line spacing.

✓ Selected Research papers identified by the expert committee will be published in the form of edited volume with ISBN, on payment of ₹ 1000 ($100)

✓ Papers must be sent along with Registration Form and DD.

✓ DD must be in favour of "Department of Commerce, Jamal Mohamed College", Trichy-20.

✓ No TA and DA will be paid to the participants and delegates. However, accommodation will be arranged on the request and at the cost of the participants and delegates.

**IMPORTANT DATES**

Date of the seminar : 13\textsuperscript{th} and 14\textsuperscript{th} February 2013

Paper Submission : 10\textsuperscript{th} January 2013

Notification of acceptance : 15\textsuperscript{th} January 2013

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**REGISTRATION AND PUBLICATION FEE**

<table>
<thead>
<tr>
<th>Category</th>
<th>Delegation from India</th>
<th>Foreign Delegates</th>
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<tr>
<td>Research Scholar</td>
<td>₹ 750</td>
<td>$ 75</td>
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<tr>
<td>Academicians</td>
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<td>$ 200</td>
</tr>
<tr>
<td>ISBN Edited Volume</td>
<td>₹ 1000</td>
<td>$ 100</td>
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</tbody>
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✓ Co-Authors must also remit the fees.
✓ Photocopies of the Registration Form may be used.

**Note:** Awards will be presented to the best research papers.

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**Address for Communication**

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**Prof. K. Mohmed Basheer**
Organising Secretaries
Mobile: +91 94431 92340
Two Day International Seminar on
CONTEMPORARY ISSUES AND CHALLENGES OF
INDIAN BUSINESS IN GLOBAL SCENARIO
13th and 14th February 2013
Registration Form

Full Name (In Capital) : 
Designation : 
Institution / Company : 
Address : 

Email : 
Contact No. : 
Title of the Paper : 

Fee Details : For Participants (as applicable)
For Publications ₹1,000

DD No.: Amount:
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