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One Day National Conference on
MYTHS AND REALITIES OF BUSINESS
IN THE DIGITAL ERA
17th February 2016
Registration Fee
Amount
Students
¥ 300
Academicians, Practitioners and Research Scholars
¥ 400
Publication Fee
¥ 1000

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PG & RESEARCH DEPARTMENT OF COMMERCE
JAMAL MOHAMED 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. The College provides an ideal atmosphere for higher education to all sections of the society. The College offers 19 UG and 21 PG courses and has research facilities in 14 Departments. The College has a student strength of 11,400. Teaching faculty consists of 150 regular staff and 350 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 reaccreditations and the College was awarded “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, Academicicians, 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 1951 since the inception of the College. It offers B.Com., M.Com., M.Phil., Ph.D., (both full time and part time) Programmes. The Department is Accredited by Institute of Charted 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 course in Tally package. The Department also offers Career Oriented Programme to Degree students. The Department is a well established Research Centre in commerce with 10 Research Guides for Ph.D and 20 Research Supervisors for M.Phil Programme. The Department has so far produced 48 Ph.D and 380 M.Phil degree holders. The Department has reputed Administrators, Financial Experts, Legal Luminaries, Industrialists and Business Tycoons, key officials in public sector and private sector organisations and also leading personalities in public life as its Alumni. The Department has earned a name and reputation for its Academic Excellence in Commerce in this part of the State and has been maintaining the same till date. The Department is organising a One Day National Conference on ‘MYTHS AND REALITIES OF BUSINESS IN THE DIGITAL ERA’. Subject and field experts from various States of India will share their expertise in the Conference.

Seminar Theme and Objectives

Most business organisations to-day aim to move into a stage of digital transformation depending upon their needs and requirements. Organizations’ digitalization is surely a transformation journey. It has to permeate into business vision and strategy, mind-set and action, culture and communication, process and capability etc. Dealing with the challenge of digital change requires an accelerated digital mindset, taking an end-to-end response, building a comprehensive digital strategy, and rethinking the business and operating models.

Digital India Week’ was launched by the Honourable Prime Minister of India to provide a thrust to the ‘Digital India' campaign. A million-dollar question is that, how far we would be able to achieve the objectives of being Digital through this initiative. Many believe that the launch is a forward looking step from the government that will give impetus to certain milestones of Digital India initiative.

The right culture is a prerequisite for implementing digital strategy. A strong digital culture promotes inclusiveness, empathy, creativity and agility. In-depth understanding of the ‘recombinant’ nature of digital capabilities is necessary. The maturity of a business capability would be based on the ability to deliver on customer needs or to achieve the desired capability outcome, catalyze organizational maturity and business competitiveness.

A hallmark of digital age is the proliferation of data being generated. As businesses are moving slowly into an era where Big Data is the starting point - not the end. Digital Transformation concentrates on defining a comprehensive scope of change and then figuring out how to execute it with intelligence and speed. Businesses must be alert to the digital dynamic environment, adapt their workforce planning and development strategies to ensure alignment with future skill requirements.

Digital transformation is resulting in transformation in business. The business units, whether manufacturing or service organisations, are no exception. The shift to digital era cuts across sectors and geographies. The digital transformation is now spreading rapidly to enable organisations of all shapes and sizes to reinvent themselves. Digitalization has influenced business profusely with tremendous impact on manufacturing, buying, selling, import, export etc in the public sector and private sector organisations in India and all around the world.

The advent of the Digital Era has produced spectacular successes and colossal failures in the business world. Both of them provide lessons that must be learned, and also as guides to what does and does not work when a business adapts to digitalization.

In this background, a One Day National Conference is organized on MYTHS AND REALITIES OF BUSINESS IN THE DIGITAL ERA, on 17th February 2016, by the PG & Research Department of Commerce, Jamal Mohamed College (Autonomous), Tiruchirappalli - 20.

Sub Themes

1. E-Commerce Application issues and prospects
2. Digitalization in Banking Sector
3. Electronic Customer Relationship Management
4. E-Commerce in Trade and Tourism Industry
5. Digitalization in Hospital Industry
6. HRM towards an E-Business Economy
7. E-Commerce in Global Scenario
8. Online Shopping
9. E-Marketing in Insurance Sector
10. ERP and E-Commerce
11. IT on Investment Management
12. Digitalization in Stock Market
13. Risk Management strategies for business through Internet
14. IT Based Services to Agriculture and Agro Based Industries
15. IT in Entrepreneurship Development
16. E-Commerce and Knowledge Management
17. IT in Small Scale Industries
18. E-Commerce in Supply Chain Management
19. E-Governance

Submission of Papers

- Papers should be original and unpublished.
- One author and co-author can be included in the paper. Paper must be presented by either author or co-author or both.
- Length of the paper should not exceed 10 pages including abstract (not exceeding 100 words) with key words.
- The soft copy and hard copy should be sent.
- The papers are to be typed in MS-Word, Arial font, 12 font sizes and 1.5 line spacing.
- Papers must be sent along with Registration Form and DD.
- Photocopies of the Registration Form may be used.
- Certificate will be given to all registered participants.
- DD must be in favour of “Department of Commerce, Jamal Mohamed College”, Trichy-20.
ONE DAY NATIONAL CONFERENCE ON
MYTHS AND REALITIES OF BUSINESS IN THE DIGITAL ERA

17th February 2016

REGISTRATION FORM
(Participation / Presentation of Papers)

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

E mail :
Telephone / Mobile :
Title of the Paper :

Participation only ☐
Presentation only ☐
Presentation & Publication ☐

DD No.:
Amount:
Name of the Bank:
Date :

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