

Eighteenth Annual International Seminar (Webinar)

on

DYNAMICS OF EMERGING BUSINESS INNOVATION AND TRENDS - ACADEMIA INDUSTRY ROLE (DEBIT AIR - 2023)



Important Dates	
December 31, 2022	Submission of Abstract and Full Paper, Registration Deadline
January 6 – 7, 2023	Dates of the Webinar

DEPARTMENT OF COMMERCE AND FINANCIAL STUDIES

School of Business Studies, Bharathidasan University

Tiruchirappalli-620 024, Tamil Nadu, India

www.bdu.ac.in,

INSTITUTE OF BUSINESS EXCELLENCE

Universiti Teknologi MARA, Malaysia

and

SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES

(A Professional, Refereed, International and Indexed Journal)

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 **EIGHTEENTH ANNUAL INTERNATIONAL SEMINAR (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 seminar (webinar). This year's seminar (webinar) would be organized on **Dynamics of Emerging Business Innovation and Trends- Academia Industry Role (DEBIT AIR-2023)** and **Fourteenth SMART Journal Annual Awards 2022** awarded by the SMART Journal of Business Management Studies, would be part of the Webinar.

INSTITUTE OF BUSINESS EXCELLENCE - (IBE)

Institute of Business Excellence (IBE) is the biggest faculty of the biggest **University in Malaysia, Universiti Teknologi MARA**. IBE is currently organized into four units/functions such as Professional & Enterprise Development (PED); Consultancy & Services (CS); Corporate Communication & Event Management (CCEM) and; Centre for Clothing Technology and Fashion (CCTF). IBE prides itself as a **Reference Centre for Retail Related Services and Research** for which this is its niche area. IBE is proud to have successfully secured contract research alongside academic research grants nationally as well as internationally. On the academic front, the Institute has guided researchers on various methods & software packages that bring out the best of their research. These achievements would indeed escalate IBE's quest to attain the status of Centre of Excellence (COE).

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 seminar (webinar) is to discover future directions with innovation through such collaboration. This seminar (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 (webinar) 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
- Cooperative Entrepreneurship
- 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 Seminar (Webinar)

- ❖ **Mode of seminar will be online.**
- ❖ **The delegates who wish to attend the Seminar (Webinar) without contributing paper can also attend. Such delegates who want 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/HfWDYR8RnNnmjyiaA>
 - 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/npfYTT5S6MjZTHNe7>**

- ❖ **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 Paper 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. The feedback link be posted in the respective plenary sessions of the Webinar.

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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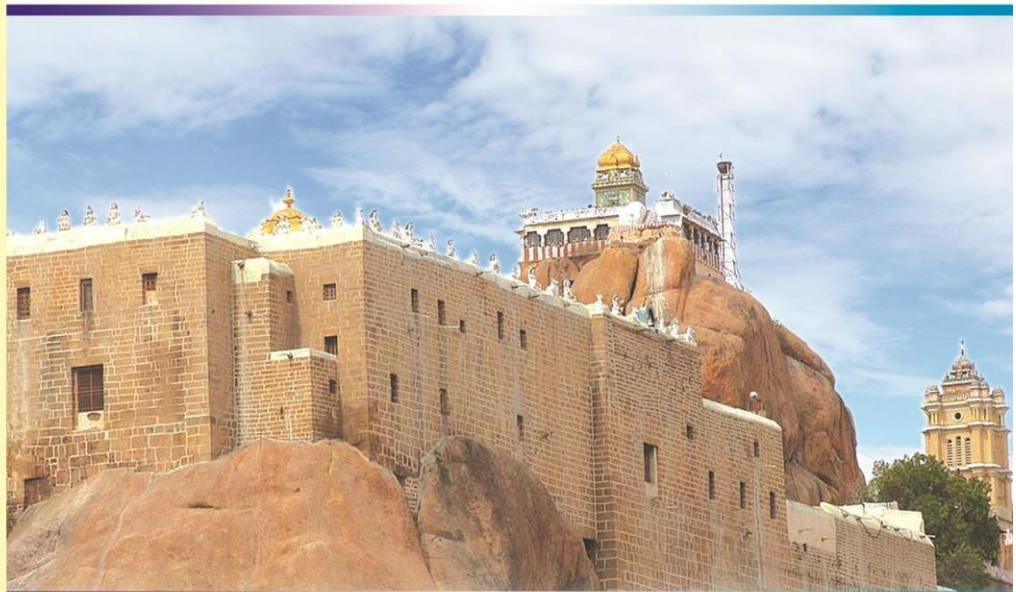
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