

**Twenty First Annual International Seminar  
(Hybrid Mode)**

on

**DYNAMICS OF EMERGING BUSINESS INNOVATIONS  
AND TRENDS - ACADEMIA INDUSTRY ROLE  
(DEBIT AIR - 2026)**



**IMPORTANT DATES**

**January 5, 2026**

**Submission of Abstract and  
Full Paper, Registration Deadline**

**January 23-24, 2026**

**Dates of the Seminar  
(Hybrid Mode)**

**CENTRE FOR DISTANCE AND ONLINE EDUCATION  
BHARATHIDASAN UNIVERSITY  
Tiruchirappalli, Tamil Nadu, India  
[www.bdu.ac.in](http://www.bdu.ac.in)**

and

**SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES**

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

***[www.smartjournalbms.org](http://www.smartjournalbms.org)***

## **Bharathidasan University (BDU)**

Bharathidasan University, established in February 1982, was named after the great revolutionary Tamil Poet, Bharathidasan (1891-1964). The motto of the University “**We will create a brave new world**”, was formulated on the basis of Bharathidasan’s poetic words “புதியதோர் உலகம் செய்வோம்” (BRAVE NEW WORLD). Hence, the University endeavours to be true to such a vision, by creating an enabling a brave new world for academic innovation and social change.

The University has 4 Faculties, 16 Schools, 39 Departments and 29 Specialized Research Centres. There are 263 faculty members, catering to 2564 students and scholars in the University. The University Departments/Schools are offering 151 programmes, including 40 PG programmes in M.A., M.Sc., M.Tech and MBA. The above PG programmes are conducted under the Choice Based Credit System (CBCS), spread over Semesters. Besides, the University offers include 31 M.Phil., 33 Ph.D., 19 P.G Diploma, 11 Diploma and 10 Certificate programmes.

## **Centre for Distance and Online Education (CDOE)**

CDOE of Bharathidasan University (BDU) was established in the year 1992, to serve the students who could not enter the regular colleges for higher education. As the educational programmes offered and the degrees awarded through distance mode are qualitatively on par with the regular mode, there is great demand for the programmes, offered by the CDOE of Bharathidasan University.

## **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 21<sup>st</sup> Annual International Seminar (Hybrid Mode) at Bharathidasan University campus along with 17<sup>th</sup> SMART Journal Annual Awards.

## **Seminar Theme**

Innovation plays a vital role in development because innovation involves continuous improvement of any process. Successful business innovations place companies in a better competitive position. Collaborations between universities and industry pave the way for successful innovations. Academia - Industry Interface would promote interactive and collaborative arrangement between them, for achieving mutually beneficial 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 enriching management science in general and enabling all functional areas of management in particular. The main objective of the seminar (Hybrid Mode) is to discover future directions for promoting 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)** invites 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
- ◆ Content Marketing

- ◆ Ethical Issues in Marketing
- ◆ Advertising & Communication
- ◆ Case-Study
- ◆ Others

### Track - 3: Human Resource

- ◆ Recruitment and Selection
- ◆ Industrial Relations
- ◆ Organisational Communication
- ◆ Leadership and Management
- ◆ Training and Development
- ◆ HR Analytics
- ◆ Emotional Intelligence
- ◆ Case-Study
- ◆ Performance Management
- ◆ Organisational Culture
- ◆ Employee Engagement
- ◆ Team Building & Leadership
- ◆ Others

### Track - 4: Business Data

- ◆ Modelling
- ◆ Case-Study
- ◆ Others

### Track - 5: Economics

- ◆ Economic Development
- ◆ Financial Economics
- ◆ Labour Relations
- ◆ Case-Study
- ◆ Others
- ◆ Economic Policy
- ◆ Labour Economics
- ◆ Law and Economics
- ◆ Analytics
- ◆ Economic Systems
- ◆ Household Behaviour and Family Economics
- ◆ Agronomics
- ◆ Data Mining
- ◆ Finance & Investment
- ◆ Foreign Trade
- ◆ Big Data Analysis

### Track - 6 : Corporate Social Responsibility

- ◆ Impact of CSR on Social Development
- ◆ Case-Study
- ◆ Others
- ◆ Branding through CSR
- ◆ Implementation of CSR

### Track-7:Operations & Supply Chain Management

- ◆ Operations
- ◆ Supply Chain Management
- ◆ Inventory Management
- ◆ Case-Study
- ◆ Quality Control
- ◆ Humanitarian Logistics and Disaster Relief
- ◆ Scheduling and Logistics
- ◆ Others
- ◆ Six Sigma
- ◆ Retail Operations Management

### Track - 8: Environment

- ◆ Oil
- ◆ Policy and Regulatory
- ◆ Pipeline
- ◆ Natural Gas
- ◆ City Gas Distribution (CGD)
- ◆ Investment & Trade
- ◆ Case-Study
- ◆ Health and Safety Environment (HSE)
- ◆ LNG
- ◆ Refining
- ◆ Others

### Track - 9: Accounting and Finance

- ◆ Financial Accounting
- ◆ Corporate Finance
- ◆ Behavioural Finance
- ◆ Financial Engineering
- ◆ Environmental Accounting
- ◆ Direct Taxation and GST
- ◆ Managerial Accounting
- ◆ Forensic Accounting and Fraud
- ◆ Risk Management
- ◆ Corporate Governance
- ◆ Digital Innovations in Finance
- ◆ Banking
- ◆ Auditing, IFRS
- ◆ Financial & Commodity Derivatives
- ◆ Project Financing
- ◆ Corporate Social Responsibility
- ◆ Financial Inclusion
- ◆ Case-Study
- ◆ Others

### Track - 10: Digital Communication and Online Communities

- ◆ IT Etiquettes
- ◆ 5g Technology
- ◆ ICT Tools for Business
- ◆ Neural Network
- ◆ Web technologies
- ◆ Cloud Computing
- ◆ Simulations
- ◆ Cyber Crimes and Cyber Laws
- ◆ Artificial Intelligence
- ◆ Gamification in Business
- ◆ Internet of Things & Industry 4.0
- ◆ Case-Study
- ◆ Others

### Track - 11:Entrepreneurship Development

- ◆ Corporate Entrepreneurship
- ◆ Entrepreneurship in the MSME
- ◆ Women Entrepreneurship
- ◆ Entrepreneurial Marketing
- ◆ Organizations Cooperative Entrepreneurship
- ◆ Enterprise Cooperation | Start-up Management
- ◆ Entrepreneurship Education
- ◆ Others

### Track - 12 Emerging Technologies in Business

- ◆ Digital Transformation in Business
- ◆ Data Analytics and Business Intelligence
- ◆ Green Projects and Green Technology
- ◆ Digital Marketing and Social Media Strategies
- ◆ Artificial Intelligence and Machine Learning in Business
- ◆ Blockchain in Business
- ◆ Applying New ICT Tools for Business
- ◆ Cloud Computing and Algorithm
- ◆ Internet of Things (IoT) in Business

### Track - 13 Digital Finance

- ◆ Fintech Innovation
- ◆ AI, ML, and Big Data in Finance
- ◆ Regulation and Policy in Digital Finance
- ◆ InsurTech and WealthTech
- ◆ Blockchain and Decentralized Finance (DeFi)
- ◆ Financial Inclusion through FinTech
- ◆ Digital Lending and Credit Platforms
- ◆ Sustainable Digital Finance
- ◆ Consumer Behavior and Digital Finance

### Important Guidelines for Seminar (Webinar)

- Mode of seminar will be hybrid.
- The delegates, who wish to attend the Seminar (Hybrid), without contributing a paper, can also attend. Such delegates who express the need for participation certificate, should pay the registration fee. The submission of feedback in the session, by each participant is also mandatory.
- 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 had been 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, [smartjourevent@gmail.com](mailto:smartjourevent@gmail.com) for registration.
- The participants must submit their full paper in MS-word format as an e-mail attachment to the mail id, [smartjourevent@gmail.com](mailto:smartjourevent@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 University website: <https://www.bdu.ac.in/>, two days before the webinar.
- All further correspondence, including acceptance letter, invitation, etc., will be through E-mail.
- After paper submission, Paper ID will be issued to author by the organizers. The participant should mention 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 University website: <https://www.bdu.ac.in/>. 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.
- Payment mode of registration fee will be informed to registered individual, on the intimation letter of the registration (Through E-Mail).

### Registration Fee

Category	Indian Participants in Rs	Foreign Participants/NRIs in US Dollars*
UG / PG Students	300	50
Scholars doing M.Phil / PhD	350	50
Faculty Members/Faculties doing PhD	500	100
Corporate Representative	600	200

#### **Professor M. SELVAM**

Seminar Director, DEBIT-AIR-2026  
Founder - Publisher & Chief Editor  
SMART Journal of Business Management Studies  
International Research Fellow (IRF)  
SEGi University, Malaysia  
Honorary Visiting Emeritus Professor, GRI, Dindugal  
Senior Professor and Head (Retd.)  
**BHARATHIDASAN UNIVERSITY**  
Tiruchirappalli - 620 024, Tamil Nadu, India.

#### *The Address for all Correspondence*

#### **Dr. M. RAJA**

*Organising Secretary*, DEBIT-AIR-2026  
Associate Professor of Commerce  
Centre for Distance and Online Education  
**BHARATHIDASAN UNIVERSITY**  
Tiruchirappalli - 620 024  
Tamil Nadu, India.  
Mobile: 9994380339  
e-mail : [rajacommerce@gmail.com](mailto:rajacommerce@gmail.com)

3.45 p.m : **VALEDICTORY FUNCTION**  
Welcome Address : **Dr. M. Raja**  
Organising Secretary  
Associate Professor of Commerce,  
CDOE, Bharathidasan University  
Valedictory Address : **Dr. E. Bhaskaran**  
General Manager  
Department of Industries and Commerce  
MSME Department, Govt. of Tamil Nadu  
Special Address : **Dr. S. Iyyampillai**  
Senior Professor of Economics (Retd.) BDU  
Felicitation : **Prof. M. Babu, Prof. S. Vanitha and  
Prof. J. Gayathri**  
Faculty Members  
Faculty of Management, BDU

Address for communication

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

**Dr. M. Raja**  
Organising Secretary  
Associate Professor of Commerce,  
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Mobile: 99943 80339  
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**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.bdu.ac.in/events/DEBIT-AIR-2026.pdf>

**Twenty First International Seminar (Webinar)**

*on*

**DYNAMICS OF EMERGING BUSINESS INNOVATION  
AND TRENDS- ACADEMIA INDUSTRY ROLE  
(DEBIT AIR-2026)**

**Release of Twenty Second Year Issue of SMART Journal  
&  
Seventeenth SMART Journal Annual Awards - 2025**

*23<sup>rd</sup> and 24<sup>th</sup> January, 2026*



*Organized by*

**CENTRE FOR DISTANCE AND ONLINE EDUCATION  
BHARATHIDASAN UNIVERSITY, TRICHY**

*and*

**SMART Journal of Business Management Studies**

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

[www.smartjournalbms.org](http://www.smartjournalbms.org)

*All are cordially invited to the*

**Twenty First International Seminar (Webinar)  
Release of Twenty Second Year Issue of SMART Journal &  
Seventeenth SMART Journal Annual Award Function-2025**

**Venue:** University Informatics Centre / Hybrid Mode  
Bharathidasan University Main Campus

**23.01.2026 - Friday**

10.00 a.m to 11.30 a.m.: **SMART Journal Annual Awards - 2025  
Twenty Second Year Issue of  
SMART Journal & Inaugural Function of  
International Webinar**

Welcome Address : **Prof. M. SELVAM**  
Seminar Director, Founder-Publisher &  
Chief Editor SMART Journal of  
Business Management Studies.

Felicitation : **Dr. K. Thamaraiselvi**  
Director,  
Centre for Distance and Online Education

Presentation of Awards  
Release of Twenty Second  
Year Issue of SMART  
Journal &  
Inauguration of Webinar } **Dr. SATISH S MAHESWARAPPA**  
Dean (Academics) and Professor of Marketing  
IIM Trichy

11.45 a.m. - 1.00 p.m : **Plenary Session-I**  
Special Lecture on  
**Impact of American Tariffs on the  
Indian Economy**  
**Dr. Sankaran Venkateswar**  
Professor  
Saint Mary's College of California, USA

2.00 p.m. - 3.30 p.m. : **Plenary Session -2**  
**Special Lecture on Best Practices  
of Sustainable Supply Chain**

**Dr. Veera Pandiyan Kaliani Sundram**  
Professor of Operations Management and  
Supply Chain Logistics  
Faculty of Business and Management  
Universiti Teknologi MARA, Malaysia

3.30 p.m. - 5.p.m. : **Paper Presentation – Parallel Sessions**  
**(Link will be sent through e-mail)**

5.00 p.m. : **Cultural Function**

**24.01.2026 - Saturday**

10.00 a.m. -11.30 a.m. : **Plenary Session-II**  
Special Lecture on  
**Knowledge as a source and Innovation  
as a force in fostering business dynamism**

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

11.30 a.m.-1.00 p.m. : **Plenary Session-III**  
Special Lecture on  
**Science of happiness in Commerce and  
Management**

**Dr. S. B. Nageswara Rao**  
Professor of Management  
Former Director, Directorate of Distance Education &  
Former Head, Dept. of Business  
Administration Annamalai University

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

# 'Academia-industry collaboration key to meet changing business needs'

**EXPRESS NEWS SERVICE @ Tiruchy**

EXPERTS at the 21st International Seminar, Dynamics of Emerging Business Innovation and Trends - Academia Industry Role (DEBIT AIR-2026), held at the Bharathidasan University, stressed the need for stronger collaboration between academia and industry to keep pace with rapid changes in business practices and global economic trends.

The two-day seminar, held on January 23 and 24, underscored Tiruchy's emergence as a growing academic hub in Tamil Nadu. Speakers noted that management education must move beyond theory-driven approaches and align more closely with industry requirements, innovation, and sustainability. Inaugurating the seminar, Satish Maheswarappa, Dean (Academics), Indian Institute of Management Tiruchy, emphasised the

importance of innovation-led management education to equip students for fast-evolving markets and technology-driven workplaces.

Jointly organised by the Centre for Distance and Online Education, BU, and the SMART Journal of Business Management Studies, the event also marked the release of the 22nd year issue of the journal and the presentation of the SMART Journal Annual Awards 2025.

The Hindu, Tiruchirapalli,  
Dated:03.02.2026, Page No:04

**Business innovation**

The role of academia and industry in shaping the dynamics of business innovations and trends was the focus of a seminar organised by the Centre for Distance and Online Education, Bharathidasan University (BDU), recently.

The 22nd annual issue of SMART Journal of Business Management Studies was released on the occasion and the 17th SMART Journal awards were presented. Satish S. Maheswarappa, Dean (Academics) and Professor of Marketing, Indian Institute of Management – Tiruchi, delivered the inaugural address. Over 50 research papers were presented. M. Selvam, founder-publisher and chief editor, SMART Journal of Business Management Studies, spoke.

## **Twenty First International Seminar (Webinar) on Dynamics of Emerging Business Innovation and Trends – Academia Industry Role (DEBIT AIR-2026)**

Centre for Distance and Online Education, Bharathidasan University, Trichy and SMART Journal of Business Management Studies jointly organized the Two Day Twenty First International Seminar on “Dynamics of Emerging Business Innovation and Trends - Academia Industry Role (DEBIT AIR – 2026)”, the release of the Twenty Second year issue of SMART Journal of Business Management Studies, and Seventeenth SMART Journal Annual Award Function – 2025 during 23<sup>rd</sup> and 24<sup>th</sup> January 2026 at University Informatics Centre, Bharathidasan University, Trichy.



On 23<sup>rd</sup> January 2026, the international seminar commenced with a prayer song, followed by welcome address rendered by **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. **Dr. V. Rajesh Kannan**, Member, Vice Chancellor Committee has conferred SMART Journal Annual Awards 2025 and delivered the Presidential address. **Dr. R. Kalaidasan**, Registrar (Full-time Additional In-charge), Bharathidasan University has released twenty second year issue of SMART Journal of Business Management Studies. **Dr. K. Thamaraiselvi**, Director i/c, Centre for Distance and Online Education, Bharathidasan University offered felicitations. **Dr. Satish S Maheswarappa**, Dean (Academics) and

Professor of Marketing, Indian Institute of Management, Tiruchirappalli inaugurated the International Seminar with his Inaugural address.



**Dr. Sankaran Venkateswar**, Professor, Saint Mary's College of California, USA delivered a lecture on the topic '**Impact of American Tariffs on the Indian Economy**'. He stated that American tariffs have sent ripples through the Indian economy, tightening export margins while testing the resilience of key sectors. He concluded that India finds fresh opportunities to diversify markets, boost manufacturing, and strengthen its global trade position.

**Dr. Veera Pandiyan Kaliani Sundram**, Professor of Operations Management and Supply Chain Logistics, Faculty of Business and Management, Universiti Teknologi MARA, Malaysia gave a special lecture on '**Best Practices of Sustainable Supply Chain**'. He highlighted the sustainable best practices such as championing green procurement, eco-design, and collaboration with responsible suppliers to cut waste and emissions in logistics and production through various case studies.

On 24<sup>th</sup> January 2026, a special lecture on '**Science of happiness in Commerce and Management**' was delivered by **Dr. S. B. Nageswara Rao**, Professor of Management, Former Director, Directorate of Distance Education, Former Head, Dept. of Business Administration, Annamalai University. He detailed the rules of happiness and benefits of

happiness. He explained the integration of happiness into Product, Price, Place, Promotion, and Public relations through the effective use of men, money, machinery, and materials.

The valedictory address was given by **Dr.S.Iyyampillai**, Senior Professor (Retd.), Department of Economics, Bharathidasan University. **Dr.M. Raja**, Seminar Coordinator, Associate Professor of Commerce, Centre for Distance and Online Education, Bharathidasan University offered Vote of Thanks. This international seminar facilitated industrialists, academicians, researchers, and students to exchange and share their experiences and innovative ideas to excel in business. Around fifty participants from various colleges and universities from different states participated in this international seminar through online and offline modes.