

Sixteenth International Seminar (Webinar)
on
DYNAMICS OF EMERGING BUSINESS INNOVATION AND TRENDS
- ACADEMIA INDUSTRY ROLE (DEBIT AIR-2021)

held during
29th and 30th January, 2021

Organized by

Department of Commerce and Financial Studies
School of Business Studies
Bharathidasan University
Tiruchirappalli-620 024, Tamil Nadu, India

and

SMART Journal of Business Management Studies
(A Professional, Refereed, International and Indexed Journal)
www.smartjournalbms.org

Organizers

Professor M. SELVAM

Webinar Director

Dean, Faculty of Management
Chair, School of Business Studies
Head of the Department,

Department of Commerce and Financial Studies
Bharathidasan University, Tiruchirappalli – 620024.

&

Founder- Publisher and Chief Editor
SMART Journal of Business Management Studies

Dr. J. GAYATHRI

Webinar Coordinator &
Associate Professor

Department of Commerce and Financial Studies
Bharathidasan University, Tiruchirappalli – 620024.

Sixteenth International Seminar (Webinar)

On

**DYNAMICS OF EMERGING BUSINESS INNOVATION
AND TRENDS- ACADEMIA INDUSTRY ROLE**



(DEBIT AIR-2021)



Important Dates

January 5, 2021	Submission of Abstract and Full Paper, Registration Deadline
January 29 – 30, 2021	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

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 **INTERNATIONAL 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 webinar. This year's webinar would be organized on **Dynamics of Emerging Business Innovation and Trends- Academia Industry Role (DEBIT AIR-2021)** and **Twelfth SMART Journal Annual Award 2020** awarded by the SMART Journal of Business Management Studies, would be part of the webinar.

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, webinars 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 particulars. The main objective of the webinar is to discover future directions with innovation through such collaboration. This webinar aims to bring together leading industrialists, academicians, researchers, and students to exchange and share their experiences on all aspects of Business Innovation. The International webinar on **Dynamics of Emerging Business Innovation and Trends- Academia Industry Role (DEBIT-AIR)** therefore, proposes to invite RESEARCH PAPERS in the following 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
- 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 Webinar

❖ **Mode of seminar will be online.**

❖ The delegates who wish to attend the 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/7UNweWKospuJKNvPA>

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/F8RP5eeTZwNc5DcZA>**

- ❖ **Registration Fee:** The registration fee should be paid to the Account through online fund transfer (Cheque/DD will not be accepted).

Name : SMART JOURNAL

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(Bharathidasan University Branch),
Tiruchirappalli.

- ❖ 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, Unique ID will be issued to author by the organizers. The participant should refer their Unique 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.
- ❖ You are required to use your unique ID as your PPT file name.
- ❖ 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.

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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Professor M. SELVAM

Webinar Director, DEBIT-AIR

**Dean, Faculty of Management,
Chair, School of Business Studies**

Professor and Head,

**Department of Commerce and Financial Studies,
Bharathidasan University, Tiruchirappalli-620 024,
Tamil Nadu, India.**

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The Address for all Correspondence

Dr. J. GAYATHRI

Webinar Coordinator and Assistant Professor,

Department of Commerce and Financial Studies,

Bharathidasan University, Tiruchirappalli-620 024

Tamil Nadu. India.

Mobile + 91-9962008661

E-mail- smartjournalevent@gmail.com

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JOURNAL OF BUSINESS MANAGEMENT STUDIES
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With Secretariat at
Department of Commerce and Financial Studies
Bharathidasan University
Tiruchirappalli (India)



SCIENTIFIC MANAGEMENT AND ADVANCED RESEARCH TRUST (SMART)
TIRUCHIRAPPALLI (INDIA)

Sixteenth International Seminar (Webinar)

on

**DYNAMICS OF EMERGING BUSINESS INNOVATION
AND TRENDS - ACADEMIA INDUSTRY ROLE
(DEBIT AIR-2021)**

**Release of Seventeenth Year Issue of SMART Journal
&
Twelfth SMART Journal Annual Awards – 2020**

29th & 30th January, 2021



Organized by



**Department of Commerce and Financial Studies
School of Business Studies
BHARATHIDASAN UNIVERSITY
Tiruchirappalli - 620 024
Tamil Nadu, INDIA
www.bdu.ac.in**

and

**SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES
(A Professional, Refereed, International and Indexed Journal)
www.smartjournalbms.org**

All are cordially invited to the

***Sixteenth International Seminar (Webinar)
Release of Seventeenth Year Issue of SMART Journal &
Twelfth SMART Journal Annual Award Function – 2020***

Venue : University Informatics Centre (Through Online)
Bharathidasan University Main Campus

29.01.2021 - Friday

2.00 p.m. : SMART Journal Annual Awards - 2020
Seventeenth Year Issue of SMART Journal &
Inaugural Function of International Webinar

Presentation of Awards,
Release of Seventeenth year
Issue of SMART Journal &
Inauguration of Webinar

Dr. Gopinath Ganapathy
Registrar, Bharathidasan University

3.00 p.m. - 4.00 p.m. : *Plenary Session-I*
Special Lecture on
Social Media Marketing in Business

Dr. D. Ilangoan
Professor of Commerce
Annamalai University

4.00 p.m. – 5.00 p.m. : *Plenary Session-II*
Special Lecture on
*COVID-19 and Emerging Business
Opportunities*

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

5.00 p.m. -5.20 p.m.: *Plenary Session-III*
Special Lecture on
*FlexiApps - An Innovative Way to Measure
and Monitor Productivity while WFH*
Dr. Geetha Subramaniam
Universiti Teknologi MARA, Malaysia

5.20p.m.-6.00 p.m. : Special Lecture on
*The Effects of Outsourced Manufacturing on
United States Innovation Capability*
Dr. Balasundram Maniam
Sam Houston State University, USA

6.00 p.m. -7.00 p.m. : Paper Presentation - Parallel Sessions
(Link will be sent through e-mail)

30.01.2021- Saturday

2.00 p.m. -3.00 p.m. : *Plenary Session-IV*
Special Lecture on
COVID-19 Induced Business Trends
Dr. Sankaran Venkateswar
Saint Mary's College of California, USA

3.00 p.m.-4.00 p.m. : *Plenary Session-V*
Special Lecture on
Start-up Ecosystem in India
Dr. G. Veerakumaran
Professor, Kerala Agricultural University

4.00 p.m.-4.30 p.m. : *Plenary Session-VI*
Special Lecture on
*Industry-Academia Relationship:
A Paradigm Shift*
Dr. Bennet Ebenezer
Quality Assurance Expert
Ministry of Labour, Sultanate of Oman

4.30 p.m. -5.30 p.m. : Paper Presentation – Parallel Sessions
(Link will be sent through e-mail)

5.30 p.m. : **VALEDICTORY FUNCTION**

Valedictory Address : **Dr. Hamid Saremi**
President (Chancellor)
Asrar Higher Education Institute
(Deemed to be University), Mashad, IRAN
Ex-Vice Chancellor, Islamic Azad University,
Quchan Branch, IRAN

Felicitation : **Dr. S. Iyyampillai**
Senior Professor (Retd.)
Dept of Economics, Bharathidasan University

Dr. M. Babu and Dr. S. Vanitha
Faculty Members, Bharathidasan University

Dr. J. Gayathri

Webinar Coordinator
Department of Commerce and Financial Studies
Bharathidasan University

Professor M. Selvam

Webinar Director
Dean, Faculty of Management
Chair, School of Business Studies
Professor and Head,
Department of Commerce and Financial Studies
Bharathidasan University
&

Founder-Publisher and Chief Editor
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Youtube Channel Keyword : DEBIT AIR 2021

Note:

- i. E-Certificate will be issued only to the Registered Participants.
- ii. For New Registration, visit and follow the instructions given in the link
<http://www.bdu.ac.in/events/DEBIT-AIR-2021.pdf>
or Contact 9962008661

Sixteenth International Seminar (Webinar)
on
DYNAMICS ON EMERGING BUSINESS INNOVATION AND TRENDS –
ACADEMIA INDUSTRY ROLE (DEBIT AIR 2021)



The academic deliberation on the “Dynamics on Emerging Business Innovation and Trends – Academia Industry Role (DEBIT AIR 2021)” brought together VIRTUALLY leading industrialists, academicians, researchers, and students to exchange and share their experiences on all aspects of Business Innovation during 29th and 30th January 2021.

The inaugural function of the above webinar along with release of Seventeenth Issue of SMART Journal and the Twelfth Annual Function of SMART Journal Awards for the year 2020 was held at 2.00 p.m. on 29th January 2021.

Dr. M. Selvam, Webinar Director and Founder-Publisher cum Chief-Editor, SMART Journal of Business Management Studies welcomed the gathering. He stressed the importance of innovation and academia - industry collaboration on the development of the economy.

Dr. Gopinath Ganapathy, Registrar, Bharathidasan University inaugurated the Sixteenth International Webinar, conferred SMART Journal Awards to five eminent personalities, released the Seventeenth Year Issue of SMART Journal and delivered the Presidential Address. A CD, consisting of the abstracts received for presentation, was released by him. In his presidential address he stated that in the present COVID-19 situation, new ecology of business innovation is created. Since, unorganised sector accounts for 50% of GDP and employs 90% of work force, he encouraged the young minds to address the innovation for those unorganized sector.

After inaugural function, a special address on the topic, *“Social Media Marketing in Business”*, was delivered by **Dr. D. Illangovan**, Professor of Commerce, Annamalai University. He explained how the social media marketing ruled the present day digital era and explained the customer experience trends in 2020 such as artificial intelligence, voice commerce, personalized experience, omni channel delivery, augmented reality and security measures.

“COVID-19 and Emerging Business Opportunities” was delivered by **Dr. Jebamalai Vinanchiarachi**, Former Principal Advisor to the Director General of UNIDO, Principal Adviser, Knowledge Management Associates, Vienna, Austria. He explained how the world recovered from earlier crises such as Great Depression, Oil Shock, Asian Financial Crisis, Dot.com Downturn, and Global Financial crisis and thus confirmed that every crisis is an opportunity. Further, he emphasized that the world would also recover in V-shaped growth from present Global Economic Paralysis happened due to COVID-19 pandemic.

Dr. Geetha Subramaniam, Universiti Teknologi MARA, Malaysia delivered the lecture on *“FlexiApps- An innovative way to measure and monitor productivity while WFH”*. For Academics, blended mode of learning would reduce stress and would increase the well-being of academics, she concluded. She suggested an App to measure and monitor the productivity in academics in terms of publication, consultation and teaching.

“The Effects of Outsourced Manufacturing on United States Innovation Capabilities?” was discussed by **Dr. Balasundaram Maniam**, Sam Houston State University, USA. He stated the decreased manufacturing activity in U.S. in spite of its leadership position in Innovation and Technology is due to increasing manufacturing activities in China. He suggested the options like increasing manufacturing capability and reliance on emerging technologies would enhance the manufacturing activities in U.S.

Second Day – 30/01/2021 (Saturday)

Dr. Sankaran Venkateswar, Saint Mary's College of California, USA delivered a Special Lecture on “*COVID-19 Induced Business Trends*”. He said that the companies that have become virtual, digital-centric, and agile in the COVID-19 pandemic situation grab the market share. Those leading companies operate faster four times more than the counter parts and invest more in upgrading their innovation.

Dr.S. Iyyampillai, Senior Professor of Economics (Retd), Bharathidasan University in his lecture on “*COVID-19 and Indian Financial Sector*” put forth his arguments that how India is performing better with increased GDP growth, uptrend in share market index, huge inflow of foreign capital and swelling in Foreign Exchange reserve. On the other hand, increasing Non-Performing Assets, increasing poverty, lower Human Development Index shows that overall growth has not improved.

Dr. G. Veerakumaran, Professor, Kerala Agricultural University, Kerala delivered a Special lecture on the topic “*Start-up Eco system in India*”. He argued that for achieving economic growth, the job creation and income generation can be improved through encouraging entrepreneurship. The steps by the Government such as training, institutional support, regulations, incubation support and seed funding, venture funding support, awareness and outreach programmes to encourage the Start-ups.

“*Industry- Academia Relationship: A Paradigm Shift*” was delivered by **Dr. Bennet Ebenezer**, Quality Assurance Expert, Ministry of Labour, Sultanate of Oman. After explaining the industry academia gap, he suggested the ways to bridge the gap like on the job training, course review, faculty deputation, industry oriented projects, conducting workshops, training programmes and consultancy.

At the valedictory function, **Dr. Hamid Saremi**, President (Chancellor), Asrar Higher Education Institute (Deemed to be University), Mashad, Ex-Vice Chancellor, Islamic Azad University, Iran delivered the Valedictory address. **Dr.S. Iyyampillai**, Senior Professor (Retd.), **Dr. S. Vanitha**, and **Dr. M. Babu**, Associate Professors, Bharathidasan University offered felicitations.

Around 100 research papers by Indian and foreign delegates on vital areas such as Business, Marketing, Human Resource, Business Data, Economics, Corporate Social Responsibility, Operations and Supply Chain Management, Environment, Accounting and Finance, Digital Communication and Online Communities, and Entrepreneurship Development were discussed.



The Hindu, City, Page No.3, Dated: 03-02-2021

Awards presented

SPECIAL CORRESPONDENT
TIRUCHI

The SMART Journal Awards were presented to five five eminent personalities recently.

Registrar of Bharathidasan University Gopinath Ganapathy conferred the awards on M.R. Rahunathan, founder, Meenakshi Ramasamy Group of Institutions (SMART Journal Distinguished Educational Administrator Award), Prof. D. Ilangoan, Department of Commerce, Annamalai University (Distinguished Lifetime Achievement Award), G. Veerakumaran, Professor, Department of Cooperative Management, Kerala, (Distinguished Lifetime Achievement Award), G. Indhumathi, Assistant Professor, Department of Commerce, Mother Teresa Women's University (BDU COM Distinguished Alumni Award), and Manoj Kumar Joshi, Assistant Professor, School of Business Studies, Sreenidhi Institute of Science and Technology (Autonomous), Hyderabad (SMART Journal Best Paper Award).



THE NEW
INDIAN
EXPRESS

TAMIL NADU

05

TIRUCHY

WEDNESDAY 03.02.2021

BDU webinar reviews 100 papers on business trends after pandemic

EXPRESS NEWS SERVICE @ Tiruchy

DYNAMICS on Emerging Business Innovation and Trends - Academia Industry Role (DEB-IT AIR 2021), an international webinar, was organised by Bharathidasan University (BDU). As many as 100 papers were discussed at the two-day event on business trends and need-of-the-hour innovations to cope with the pandemic.

The event coincided with the release of the university's business management journal, SMART Journal (seventeenth edition) and the 12th Annual Function of SMART Journal Awards (2020) on January 30 and 31.

G Gopinath, Registrar, BDU, inaugurated the event.

Talking about importance of unorganised sector in his presidential address, he said, "Since, unorganised sector accounts for 50 per cent of GDP, it employs 90 per cent of work force. Young minds need to address innovation here." He also presented awards and released the SMART Journal.

M Selvam, webinar director and founder-publisher of the business management journal, spoke about the importance of innovation and academia - industry collaboration towards development of the economy.

In a special address on "Social Media Marketing in Business," D Illangovan, professor of commerce, Annamalai University, spoke on customer experience trends in 2020.

Another lecture was on 'FlexiApps' to measure Work From Home output, especially in the post-pandemic world.

Geetha Subramaniam, Universiti Teknologi MARA, Malaysia, in a lecture proposed looking into research opportunities in developing an app towards this. She also spoke on its implications in academic world for measuring how it might reduce stress and increase well-being of academicians.

Presentations by Sankaran Venkateswar, Saint Mary's College of California, USA, and S Iyyampillai, retired senior professor of economics, BDU, also touched on Covid-19. The former was on Covid-Induced Business Trends and the latter, Indian Financial Sector.

SMART Journal Distinguished Educational Administrator Award was presented to MR Rahunaathan, for his contribution to management education. He is administering seven educational institutions (Meenakshi Ramasamy Group of Institutions).

SMART Journal Distinguished Lifetime Achievement Award was presented to D Ilan-govan, professor, Annamalai University, for his contributions to commerce research.

G Veerakumaran, professor, Kerala Agricultural University, was given the SMART Journal Distinguished Life Time Achievement Award. G Indhumathi, assistant professor, Mother Teresa Women's University, received SMART Journal Distinguished Alumni Award.

Manoj Kumar Joshi, assistant professor, Sreenidhi Institute of Science and Technology, Hyderabad, received SMART Journal Best Paper Award.



**The New
Indian Express,
Tiruchy, Page
No.:05, Dated:
03.02.2021**

தினத்தந்தி, திருச்சி,
பக்கம் எண்:16, தேதி:07.02.2021



பாரதிதாசன் பல்கலைக்கழகத்தில்

பன்னாட்டு கருத்தரங்கம்

மணிகண்டம், பிப்.7-

பாரதிதாசன் பல்கலைக்கழக வணிகவியல் மற்றும் நிதி மேலாண்மைதுறைசார்பில் 2 நாள் பன்னாட்டு இணையவழி கருத்தரங்கு மற்றும் விருது வழங்கும் விழா பல்கலைக்கழக கூட்டரங்கில் நடைபெற்றது. விழாவிற்கு பல்கலைக்கழக பதிவாளர் கோபிநாத் தலைமை தாங்கி, தலைசிறந்த 5 கல்வியாளர்களுக்கு ஸ்மார்ட் இதழ்கள் விருதை வழங்கிபேசினார். அப்போது, தற்போதைய கோவிட்-19 பல்வேறு வணிக கண்டுபிடிப்புகளுக்கான சூழலை உருவாக்கியுள்ளது. அமைப்புசாரா துறையில் உள்நாட்டு பொருள் உற்பத்தியில் 50 சதவீத பங்கை நாட்டின் 90 சதவீத வேலை வாய்ப்பினையும் வழங்குகிறது. அத்தகைய அமைப்புசாரா துறைகளுக்கு பயனளிக்கக் கூடிய புதிய கண்டுபிடிப்புகளை உருவாக்குமாறு இளைஞர்களை அவர்கேட்டுக்கொண்டார். கருத்தரங்கில் இந்தியா மற்றும் வெளிநாடுகளில் இருந்து பேராசிரியர்கள், ஆராய்ச்சியாளர்கள் இணையவழியில் கலந்துகொண்டு நூற்றுக்கும் மேற்பட்ட தங்களின் ஆராய்ச்சி கட்டுரைகளை சமர்ப்பித்தனர். முடிவில் வணிகவியல் மற்றும் நிதி கல்வியியல் துறை தலைவரும் கருத்தரங்கு இயக்குனருமான செல்வம் நன்றி கூறினார்.

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திருச்சி பாரதிதாசன் பல்கலைக்கழகத்தில், உருமாறும் மற்றும் வளர்ந்து வரும் வணிகப் புதுமைகள், நடைமுறைகள்- கல்வி உலகு மற்றும் தொழில் பங்கு என்ற தலைப்பில் பன்னாட்டு இணையவழி கருத்தரங்கு, SMART விருது வழங்கும் நிகழ்ச்சி இடம் பெற்றது. SMART எடிட்டர், துறைத்தலைவர் முனைவர் மு.செல்வம் வரவேற்றார். பல்கலைக்கழக பதிவாளர் முனைவர் கோபிநாத் கணபதி தலைமை தாங்கினார். எம்.ஆர்.ரகுநாதன் (மீனாட்சி ராமசாமி கல்லூரி), முனைவர் டி.இளங்கோவன் (அண்ணாமலைப் பல்கலைக்கழகம்), ஜி.வீரக்குமார் (கேரள விவசாய பல்கலைக்கழகம்), முனைவர் ஜி.இந்துமதி (மதர் தெரேசா பல்கலைக்கழகம்), முனைவர் மனோஜ்குமார் ஜோசி (ஸ்ரீநிதி அறிவியல் மற்றும் தொழில்நுட்ப நிறுவனம்) ஆகியோருக்கு SMART விருது வழங்கப்பட்டது. முனைவர் ஜெ.காயத்ரி, இணைப் பேராசிரியர்கள் முனைவர் செ.வனிதா, முனைவர் ம.பாபு ஆகியோர் சிறப்பான ஏற்பாடுகளை செய்திருந்தனர்.