

Seventeenth Annual International Webinar

On

DYNAMICS OF EMERGING BUSINESS INNOVATION AND TRENDS - ACADEMIA INDUSTRY ROLE (DEBIT AIR – 2022)



Important Dates	
December 31, 2021	Submission of Abstract and Full Paper, Registration Deadline
January 7 – 8, 2022	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 **SEVENTEENTH ANNUAL 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-2022)** and **Thirteenth SMART Journal Annual Awards 2021** awarded by the SMART Journal of Business Management Studies, would be part of the seminar.

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 (Collection). 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 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 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 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/gxmrWSBHTyzrvktV6>

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/aJzmwiEoTQZZRm5q8>**

- ❖ **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, Paper 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.
- ❖ 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 - 2022

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

&

Founder - Publisher & Chief Editor

SMART Journal of Business Management Studies

ABDUL KADIR OTHMAN

Webinar Co-Director, DEBIT-AIR - 2022

Deputy Director (Research and Innovation)

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Universiti Teknologi MARA (UiTM), Malaysia

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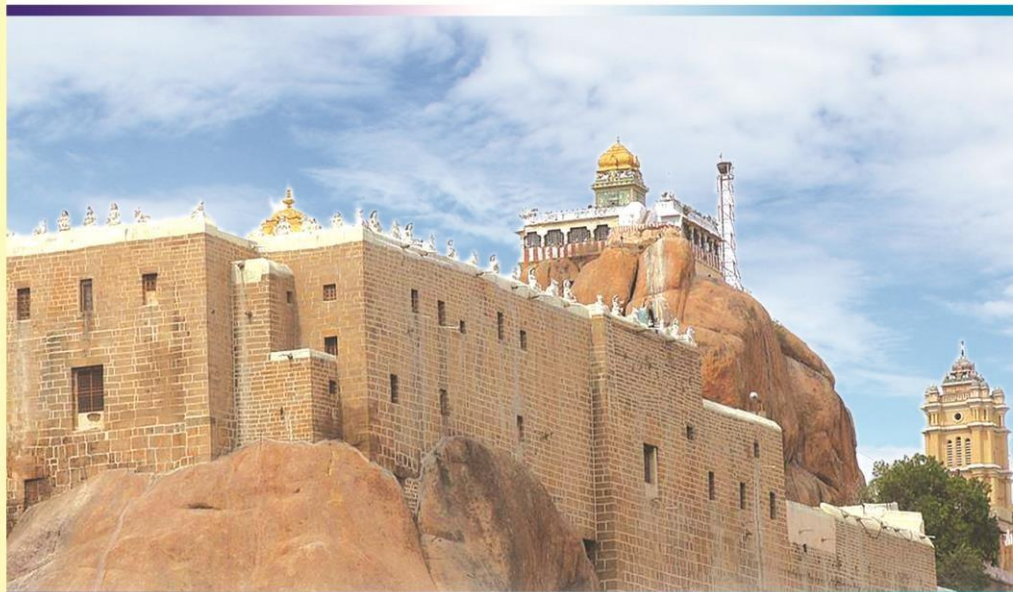
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With Secretariat at
Department of Commerce and Financial Studies
Bharathidasan University
Tiruchirappalli (India)



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

3.30 p.m.-4.30 p.m.: **VALEDICTORY FUNCTION**

Valedictory Address: **Dr. HAMID SAREMI**

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Professor and Head, Department of Commerce and Financial Studies
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Founder-Publisher and Chief Editor
SMART Journal of Business Management Studies

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Webinar Co-Director, DEBIT-AIR - 2022
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Dr. J. GAYATHRI

Webinar Coordinator, Associate Professor,
Department of Commerce and Financial Studies, Bharathidasan University

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
Web link <https://www.bdu.ac.in/events/DEBIT-AIR-2022-v2.pdf> or
Contact 9962008661

Seventeenth International Seminar (Webinar) on

**DYNAMICS OF EMERGING BUSINESS
INNOVATION AND TRENDS- ACADEMIA
INDUSTRY ROLE (DEBIT AIR-2022)**

**Release of Eighteenth Year Issue of SMART Journal
&
Thirteenth SMART Journal Annual Awards – 2021**

7th and 8th January 2022

Organized by



UNIVERSITI
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**Department of Commerce and Financial Studies
School of Business Studies
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All are cordially invited to the

**Seventeenth International Seminar (Webinar)
Release of Eighteenth Year Issue of SMART Journal &
Thirteenth SMART Journal Annual Award Function - 2021**

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

07.01.2022 - Friday

10.00 a.m to 11.30 a.m.: SMART Journal Annual Awards - 2021
Eighteenth Year Issue of SMART Journal &
Inaugural Function of International Webinar

Presentation of Awards, : **Dr. M. SELVAM**
Release of Eighteenth year Vice-Chancellor
Issue of SMART Journal & Bharathidasan University
Inauguration of Webinar

Key Note Address : *Future Business Growth Through
Technology and Innovation:
Collaborative Effort Between Academia
Industry in Value Creation*

Dr. JAAFAR PYEMAN
Director, Institute of Business Excellence
Universiti Teknologi MARA, Malaysia

11.30 a.m. - 1.00 p.m.: *Plenary Session-I*
Special Lecture on
*Entrepreneurial Aspirations and
Innovation Systems*
Dr. JEBAMALAI VINANCHIARACHI
Former Principal Adviser to the Director
General of UNIDO, Vienna
Principal Adviser, Knowledge
Management Associates, Vienna, AUSTRIA

2.00 p.m. - 3.30 p.m.: *Plenary Session-II*

Special Lecture on
*Ensuring Customer Retention for Business
Survival in the New Competitive World*

Dr. ABDUL KADIR BIN OTHMAN
Deputy Director (Research and Innovation)
Institute of Business Excellence
Universiti Teknologi MARA, Malaysia

3.30 p.m. - 5.00 p.m.: Paper Presentation – Parallel Sessions
(Link will be sent through e-mail)

08.01.2022- Saturday

10.00 a.m.-11.30 a.m.: *Plenary Session-III*

Special Lecture on
*Managing the Impact of COVID-19 on
India's Supply Chains*

Dr. SANKARAN VENKATESWAR
Saint Mary's College of California, USA

11.30 a.m.-1.00 p.m.: *Plenary Session-IV*

Special Lecture on
*Effects of Pandemic and Needs for
Banking Restructuring and Innovation*

Dr. ISAIAH ONSARIGO MIENCHA
Senior Lecturer / Researcher & Ph.D. Coordinator
Graduate School, Bugema University, Uganda
Plenary Session-V

Special Lecture on
Ageing Gracefully in the Digital Age in Malaysia

Dr. GEETHA SUBRAMANIAM
Professor, Graduate School of Business,
SEGI University, Malaysia

Special Lecture on
Effects of COVID-19 on Globalisation

Dr. BALASUNDRAM MANIAM
Professor, Sam Houston State University, USA

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

தினத்தந்தி, திருச்சி, தேதி: 11.01.2022, பக்கம் எண்: 07

பாரதிதாசன் பல்கலைக்கழக வணிகவியல் துறை சார்பில் 2 நாள் கருத்தரங்கம்

மணிகண்டம், ஜன.11-
பாரதிதாசன் பல்கலைக்கழக வணிகவியல் மற்றும் நிதிக்கல்
வியல் துறை சார்பில் உருமாறும் மற்றும் வளர்ந்து வரும்
வணிக புதுமைகள் நடைமுறைகள் கல்வி மற்றும் தொழில்
பங்கு என்ற தலைப்பிலான 2 நாள் பன்னாட்டு இணையவழி
கருத்தரங்கம் மற்றும் ஸ்மார்ட் விருது வழங்கும் விழா பல்க
லைக்கழக குளிர் மைய கூட்டரங்கில் நடைபெற்றது. கருத்த
ரங்கு இயக்குனரும், வணிகவியல் துறை தலைவருமான பேரா
சிரியர் மு.செல்வம் வரவேற்று பேசினார். பல்கலைக்கழக
துணைவேந்தர் ம.செல்வம் கருத்தரங்கிற்கு தலைமை தாங்கி
தலைசிறந்த 6 கல்வியாளர்களுக்கு ஸ்மார்ட் இதழ்கள் விருது
களை வழங்கி, 18-ம் ஆண்டு பதிப்பான ஸ்மார்ட் இதழை
வெளியிட்டு, கருத்தரங்கில் சமர்ப்பிக்கப்பட்ட ஆராய்ச்சிக்
கட்டுரைகளின் சுருக்க உரை அடங்கிய குறுந்தகட்டை வெளி
யிட்டார். அப்போது அவர் பேசுகையில், சிறப்பாக பணி
யாற்றும் கல்வியாளர்களை விருதுகள் மூலம் கவுரவிப்பது
கல்வித்துறையில் தரத்தை மேம்படுத்த உதவும். புதுமைகள்
மூலமாகவே இவ்வலகம் முன்னோக்கி பயணிக்கிறது. கல்வித்
துறையின் உள்வீடு-செயல்முறை வெளியீடு நடைமுறையின்
வெளியீடுகளான பட்டதாரிகள் விளைவுகளாக உருமாறி
சிறப்பாக பணியாற்ற வேண்டும் என்றார். கருத்தரங்கில்
மலேசியா, அமெரிக்கா, சிங்கப்பூர், உகாண்டா உள்பட உல
கின் பல்வேறு பகுதிகள் மற்றும் இந்தியாவின் பல்வேறு மாநி
லங்களில் உள்ள பல்கலைக்கழகங்களில் இருந்தும் வந்திருந்த
பேராசிரியர்கள், ஆராய்ச்சியாளர்கள் கலந்துகொண்டு பல்
வேறு தலைப்புகளில் பேசினர். இதில் இந்தியா மற்றும் வெளி
நாடுகளில் இருந்தும் பேராசிரியர்கள், ஆராய்ச்சியாளர்கள்
இணையவழியில் கலந்துகொண்டு 100-க்கும் மேற்பட்ட தங்க
ளின் ஆராய்ச்சி கட்டுரைகளை சமர்ப்பித்தனர். இதற்கான
ஏற்பாடுகளை வணிகவியல் துறை இணை பேராசிரியர்கள்
வனிதா, பாபு ஆகியோர் செய்திருந்தனர்.

The New Indian Express, Tiruchy, Page No.:7, Date:11.01.2022

BDU conducts discussion on emerging business innovation

EXPRESS NEWS SERVICE @ Tiruchy

THE Department of Commerce and Financial Studies, Bharathidasan University, in association with Institute of Business Excellence, Universiti Teknologi MARA, Malaysia, and SMART Journal of Business Management Studies, conducted an academic deliberation on the dynamics on Emerging Business Innovation and Trends.

Conducted virtually by bringing together industrialists, academicians, researchers and students, the two-day programme also saw Bharathidasan University Vice-Chancellor M Selvam presenting SMART Journal Awards to six eminent personalities. The programme was held on January 7 and 8.



In his presidential address, Selvam said quality is the most important aspect in education and giving awards to deserving academicians is an effort to ensure quality. In a special address, Dr Jebamalai Vinanchiarachi, former Principal Advisor to the Director General of UNIDO, Principal Adviser, Knowledge Management Associates, Vienna, Austria explained how innovative firms survived in the internationally competitive new environment in the pandemic situation.

On the second day of the programme, over 100 research papers by Indian and foreign delegates on vital areas such as business, marketing, human resource, business data, operations and supply chain management were discussed online.

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Seventeenth International Seminar (Webinar)
on
DYNAMICS ON EMERGING BUSINESS INNOVATION AND TRENDS –
ACADEMIA INDUSTRY ROLE (DEBIT AIR 2022)



Academic deliberation on the **“Dynamics on Emerging Business Innovation and Trends – Academia Industry Role (DEBIT AIR 2022)”**, organized during 7th and 8th January 2022, by Department of Commerce and Financial Studies, in association with the Institute of Business Excellence, Universiti Teknologi MARA, Malaysia and SMART Journal of Business Management Studies, aims to bring together VIRTUALLY leading industrialists, academicians, researchers, and students, to exchange and share their experiences on all aspects of Business Innovation.

First Day – 7th January 2022 (Friday)

The inaugural function of the above webinar, along with the release of Eighteenth Year Issue of SMART Journal and the Thirteenth Annual Function of SMART Journal Awards for the year 2021, was held at 10.00 a.m. on 7th January 2022.

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 for the development of the economy of India.

Dr. M. Selvam, Vice-Chancellor, Bharathidasan University, inaugurated the Seventeenth International Webinar, conferred SMART Journal Awards on six eminent personalities, released the eighteenth 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 quality is most important in education, thus conferring award to the deserving academicians is an effort to ensure quality. He emphasized that world is propelled because of its innovative skills. According to him, graduates, the output of the Input- Output-process of education, would transform into outcome, by becoming a performing asset in their life.

Prof. Jaafar Pyeman, Director, Institute of Business Excellence, Universiti Teknologi MARA, Malaysia in his Key Note Address, insisted that the collaborative effort between academia and industry in value creation through innovation and technology would pave the way for future business growth.

A special address on the topic, *“Entrepreneurial Aspirations and Innovation System”*, 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 innovative firms survived in the internationally competitive new environment, even under the present pandemic situation. Dr. Jebamalai detailed the three types of innovation system, namely, national innovation, sectoral innovation, and incremental innovation. He suggested the opportunities for pulling the firms from sunset to sunrise.

“Ensuring Customer Retention for Business Survival in the New Competitive World” was delivered by **Professor Abdul Kadir Bin Othman**, Deputy Director (Research and Innovation), Institute of Business Excellence (IBE) UiTM, Shah Alam. He explained the factors leading to retention of customers, strategies to be adopted by businesses for successful customer retention, and role of the academia in helping the industry towards customer retention.

Second Day – 30/01/2021 (Saturday)

Dr. Sankaran Venkateswar, Saint Mary’s College of California, USA, delivered a Special Lecture on *“Managing the Impact of COVID-19 on India’s Supply Chain”*. He said that prolonging pandemic has resulted in weak demand, supply chain disruption, liquidity crunch, labour/ capacity underutilization, difficulty in meeting regulatory requirements and work force health. He suggested reevaluation and reengineering of globally integrated supply chain.

Dr. Geetha Subramaniam, Professor, Graduate School of Business, SEGI University, Malaysia, delivered the lecture on *“Ageing Gracefully in the Digital Age in Malaysia”*. She explained how the COVID-19 affected the elderly people. She discussed about ageing in dignity,

using digital devices and internet by elderly people. She suggested solutions to approach ageing gracefully.

“Effects of COVID-19 on Globalisation” was discussed by **Dr. Balasundaram Maniam**, Sam Houston State University, USA. In his lecture, he addressed many ramifications with respect to globalization due to COVID-19 in manufacturing, trade and supply/demand, security and safety, communication and protocol, international relations, border closing, travel restrictions, tourism industry, learning technology and technological advancement in academic institutions, survival of businesses and changes in business practices, work/life balance and other aspects of flexible work arrangement.

Dr. Isaiah Onsarigo Miencha, Senior Lecturer, Bugema University, Uganda, in his lecture on *“Effects of Pandemic and Needs for Banking Restructuring and Innovation,”* discussed the impact of COVID-19 on MSME and financial institutions. He suggested ways for restructuring of financial institutions.

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. Arabinda Saha**, Professor, Department of Accounting and Information System, Islamic University, Bangladesh, delivered the special 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 through online. **Dr. M. Selvam**, Webinar Director and **Dr. J. Gayathri**, Webinar Coordinator, organized the webinar.



