

Twentieth International Seminar (Webinar)

on

**DYNAMICS OF EMERGING BUSINESS INNOVATION AND
TRENDS- ACADEMIA INDUSTRY ROLE (DEBIT AIR-2025)**

Release of Twenty First Year Issue of SMART Journal

&

Sixteenth SMART Journal Annual Awards – 2024

9th and 10th January, 2025

Organized by



PG & RESEARCH DEPARTMENT OF COMMERCE

DEPARTMENT OF BUSINESS ADMINISTRATION

Cauvery College for Women (Autonomous), Trichy

www.cauverycollege.ac.in

Institute of Business Excellence

and

SMART Journal of Business Management Studies

(A Professional, Refereed, International and Indexed Journal)

www.smartjournalbms.org

All are cordially invited to the
Twentieth International Seminar (Webinar)
Release of Twenty First Year Issue of SMART Journal &
Sixteenth SMART Journal Annual Award Function – 2024

Venue : Seminar Hall, Cauvery College for Women
(Autonomous), Trichy

09.01.2025 - Thursday

10.00 a.m. to 11.30 a.m. : **SMART Journal Annual Awards - 2024**
Twenty First Year Issue of SMART Journal &
Inaugural Function of International Webinar

Welcome Address : **Dr. V. SUJATHA**
Principal,
Cauvery College for Women (Autonomous)

Presentation of Awards
Release of Twentieth year
Issue of SMART Journal &
Inauguration of Webinar : **Dr. G. VEERAKUMARAN**
Professor and Head (Retd.)
Department of Cooperative Management
Kerala Agricultural University, Thrissur

Key Note Address : ***Green Financing for Sustainable Business***

Dr. G. VEERAKUMARAN
Professor and Head (Retd.)
Department of Cooperative Management
Kerala Agricultural University, Thrissur

11.45 a.m. - 1.00 p.m. : ***Plenary Session-I***
Special Lecture on
New and Dynamic Sources of Business
Innovation: The Role of Industry and Academia

Dr. JEBAMALAI VINANCHIARACHI
Former Principal Adviser to the Director
General of UNIDO, Vienna, Principal Adviser
Knowledge Management Associates, Vienna
Austria

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

3.30 p.m. : **Cultural Function**

10.01.2025 - Friday

10.00 a.m. – 11.00 a.m. : **Plenary Session-II**
Special Lecture on

Public Sector Undertakings (PSUs) – The Next Frontier in India’s March towards Accelerating Economic Growth

Dr. SANKARAN VENKATESWAR

Professor, Saint Mary’s College of California, USA

11.00 a.m. – 12.00 a.m. : **Plenary Session-III**
Special Lecture on

Application of Emerging Technologies in Innovative Business Practices

Dr. ANUJ KUMAR

Head of Research and Associate Professor
Rushford Business School, Switzerland

12.15 p.m. - 1.00 p.m. : **Paper Presentation – Parallel Sessions**
(Link will be sent through e-mail)

2.15 p.m. : **VALEDICTORY FUNCTION**

Welcome Address : **Dr. V. SUJATHA**
Principal, Cauvery College for
Women (Autonomous)

Valedictory Address : **Dr. S. IYYAMPILLAI**
Senior Professor (Retd.)
Department of Economics, BDU

SEMINAR COORDINATORS

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Trichy – 24

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Principal
Cauvery College for Women
(Autonomous), Trichy – 18.

Professor M. Selvam

Webinar Director
Retired Senior Professor and Head
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Bharathidasan University, Trichy – 24
&
Founder-Publisher and Chief Editor
SMART Journal of Business Management Studies

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.cauverycollege.ac.in/Admin/FileFolder/AcademicPage/DEBIT-AIR-2024.pdf>

Twentieth Annual International Seminar (Hybrid Mode)

on

DYNAMICS OF EMERGING BUSINESS INNOVATION AND TRENDS - ACADEMIA INDUSTRY ROLE (DEBIT AIR – 2025)



Important Dates

December 31,2024	Submission of Abstract and Full Paper, Registration Deadline
January 09 –10,2025	Dates of the Seminar (Hybrid Mode)

PG & RESEARCH DEPARTMENT OF COMMERCE
DEPARTMENT OF BUSINESS ADMINISTRATION

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Cauvery College for Women (Autonomous)

Cauvery College for Women was established in 1984 by Reddy Educational Trust which is a temple of learning and provides an opportunity to grow holistically in all walks of life. The college is affiliated to Bharathidasan University (BDU) Tiruchirappalli and it aims to provide academic excellence, employability and self reliance to the learning community. The college provides Undergraduate, Postgraduate and Doctoral Courses in the field of Science, Commerce and Arts. The NAAC has awarded “A” grade to our college consecutively in all the three cycles 85.90 out of 100 in cycles I, CGPA 3.37 out of 4 in cycle II, CGPA 3.41 out of 4 in cycle III. The college is recognized by NAAC as a mentor institution to identify the non – accredited institution in our vicinity and motivate them for NAAC accreditation. The college is being identified by UGC as a “Potential Mentor Institution” to help the NAAC aspiring institutions under “Paramarsh Scheme”. Our institution has been ranked under the band: “Performer” in Non – Technical general category in Atal Ranking of Institutions on Innovation Achievements (ARIIA) for Promotion of Innovation, IPR and Entrepreneurship Activities, NPTEL has recognized our institution as a valuable local chapter to 100 colleges and has rated with “AA” ranking based on performance in NPTEL online certification courses for January – December 2021 and “Best LC in Arts, Science & Commerce Category” among the Local Chapters outside Top 100 based on performance in NPTEL Online Certification Courses July – December 2023.

DEPARTMENT OF COMMERCE

Department of Commerce is a pioneer department, established since the inception of the college on 17th October 1984. The Department was promoted as Post Graduate Department in 1990 and upgraded as Research Department in the year 2008. A qualified and dedicated faculty team with varied specializations leads the students to achieve excellence. Department of Commerce provides numerous opportunities for students to pursue systematic learning, skills to face, business challenges, team work, digital efficiency and embrace moral values to become successful professionals, businessmen, entrepreneurs, managers, consultants etc. To keep pace with dynamic industry developments, knowledge enhancement, and for managerial techniques, the department regularly organizes technical workshops, seminars, guest lectures and internship guidance. The faculty of the department consistently encourages the students to participate in Sports, NSS, NCC and other extracurricular activities. PG & Research Department of Commerce is the proud recipient of 180 university ranks, which includes 14 gold medals. As evidence of academic excellence, we have achieved cent percent result in B.Com., M.Com., and B.Com. CA in the academic year 2023 – 2024.

DEPARTMENT OF BUSINESS ADMINISTRATION:

Business Administration is a degree that has very high value specially to students who are looking for good leadership position. Cauvery College for Women is the forerunner in commencing BBA programme. The course is affiliated to the Bharathidasan University on 30.7.1987. Our department is elevated as Research department in the year 2018 consisting of 5 Research Supervisors. The Department is crewed by academically well-qualified and experienced faculty members with 5 Doctorates and 2 members Pursuing Ph.D. To make our students competent and employable, the department has organized several workshops, seminars and competitions. The faculty of the department consistently encourages the students to participate in Sports, NSS, NCC and other extracurricular activities. The department has proved its potential by achieving 100% results with 149 University Ranks from the date of inception inclusive of 11 University First Ranks.

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 Seminar (Hybrid Mode).

Seminar 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 (Hybrid Mode) is to discover future directions with 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)** therefore, proposes to invite 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
- 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
- 5g Technology
- 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 Grass roots 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 Hybrid.**
- ❖ **The delegates who wish to attend the Seminar (Hybrid) without contributing paper can also attend. Such delegates who wants participation certificate should pay the registration fee and the submission of feedback in the session by each participant is also mandatory.**
- ❖ **Registration Fee: The registration fee should be paid to the Account through online fund transfer (Cheque / DD will not be accepted).**

Name : Busy Bee Club
Account No. : 15930110001806
IFSC : UCBA0001593
Bank : UCO BANK

- ❖ **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 was 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 debitair2024@gmail.com for registration.**
- ❖ **The participants must also submit their full paper in MS-word format as an e-mail attachment to the mail id debitair2024@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 Cauvery College website two days before webinar.**

- ❖ **All further correspondence including acceptance letter, invitation, etc., will be through E-mail / WhatsApp Group / Cauvery College 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 Seminar Link for different technical sessions will be shared through E-mail and will be uploaded in the Cauvery College 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 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.**

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 PhD	300	100
Corporate Representative	500	200

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Seminar Director, DEBIT-AIR - 2025

Founder - Publisher & Chief Editor

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&

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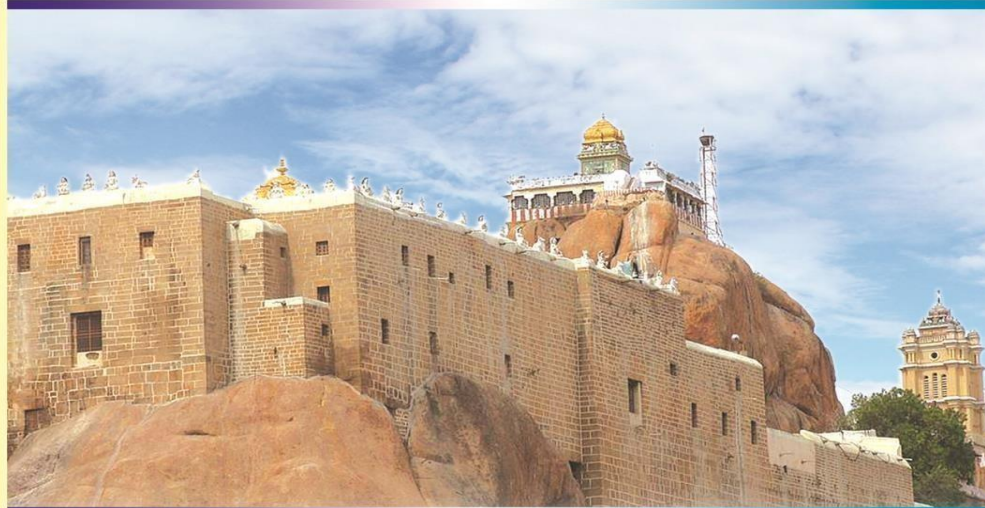
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