

### ABOUT THE COLLEGE:

**Srimath Sivaganana Balaya Swamigal Tamil Arts and Science College, Mailam**, It was previously named as Murugan Senthamizh Khazhagam.

The founder figure of the college **18<sup>th</sup> Pontiff Sri-La- Sri Guru Maha Sannithanam** brought out a desirable change in providing education to the people living across the state.

Our college is successfully functioning under the affiliation of Thiruvalluvar University. From the blessing showers by our **20<sup>th</sup> Pontiff**, our College was accredited by NAAC. By his vision of education "Education for living and Education for life". Our college offers UG and PG courses with M.Phil and Ph.D Programmes.

The college is situated in the Mailam, near NH45 road Villupuram dist., Tamil Nadu, near Pondicherry and is at a distance of 120 kms from Chennai airport.

The main aim of our **20<sup>th</sup> Pontiff (Chairman)** and **Our Secretary Sivaththiru Rajiv Kumar Rajendran** with his motto our college is providing best education at affordable cost for the students who are economically backward. In addition, our college also train them to face the challenges of life with courage and commitment, to be builders for the purpose of Nation building.

### ABOUT DEPARTMENT:

The Department of Commerce was emerged from the Academic Year 2008-2009. It was inaugurated by 19<sup>th</sup> Pontiff of Mailam Bommapura Adheenam, Sri Sivagnana Balaya Swamigal. With the effort of our 20<sup>th</sup> Pontiff M.Com, M.Phil and Ph.D courses were introduced. The department builds up strong foundation of students with Academic Environment, High quality of Education and Research in the field of Commerce by a team of committed faculty members to enrich and enlighten the students, to module the better society in the modern world by facing interview and to get better opportunities in the Job market.

### ABOUT THE CONFERENCE:

The purpose of this conference is to provide a forum to new and innovative ideas among faculty members, research scholars, corporate executives and students. The selected and Peer Reviewed Papers will be published bearing UGC Approved Journal with Impact Factor and distributed along with kit on the day of the conference. The paper presenters are requested to send an abstract and full paper to the organizing committee.

### CONFERENCE THEMES

Papers are invited from the current strategies and innovative practices applied in the following fields.

- ❖ Human Resource Management
- ❖ Banking and financial service
- ❖ Recent trends in Economy
- ❖ Insurance policy
- ❖ Export and Import
- ❖ Marketing and Global marketing
- ❖ Accounting and Finance
- ❖ E-Commerce
- ❖ Demonetization
- ❖ Goods and Service Tax(GST)
- ❖ International Trade
- ❖ Entrepreneurships
- ❖ Green marketing
- ❖ Importance of Communication skill
- ❖ Tourism development
- ❖ Other concepts relating to commerce area.

### GUIDELINES FOR PUBLICATION

- Length: Abstract, Not more than 300 words.  
Full paper : 2500 to 3500 words or 6-8 pages.
- Full text of the paper is to be submitted in MS word using Times New Roman font size 12 on A4 size paper in 1.5 spacing with one inch margin.
- Paper title should be brief.
- The selected papers will be published in the UGC-CARE listed journal publication fee **Rs.2000**. If you need extra copy of books have to pay **Rs. 500**.
- The full paper must carry Author/s name/s, institute, complete address, Email Id, Contact number along with title of the paper on front page.

### IMPORTANT DATES

Registration, Abstract & Full paper submission starts from	<b>6<sup>th</sup> Feb 2020</b>
Last date for Registration, Abstract & Full paper submission	<b>25<sup>th</sup> Feb 2020</b>
Date of Conference	<b>6<sup>th</sup> Mar 2020</b>

### REGISTRATION FORM

### *International Conference*

on

### ***"DIGITAL ECONOMY: OPPORTUNITIES AND CHALLENGES"***

Name :  
Designation :  
Organization/Institution :  
Mailing Address :  
Phone :  
E-mail :  
Title of the paper :  
Registration fees :  
Mode of payment :  
Transaction no. :

Date:

Place:

Signature

(Xerox copy of registration form may be used)

### REGISTRATION FEES

	Participation fees	Presentation fees
UG & PG students	200	300
Research Scholars	300	400
Faculty Members and others	400	500

### NOTE:

- Author and Co-authors should pay the fees separately. Spot Registration will not be accepted. However confirm registration on or before 3<sup>rd</sup> March 2020.
- Papers publication in **absentia** are acceptable. (Additional charges for absentia Rs. 100)
- The registration fees include Certificate, Lunch, Conferences Kit and Refreshments. No DA/TA shall be provided to the participants.

### Chief Patron

## Sri Sivagnana Balaya Swamigal,

Chairman,  
SSBS Tamil, Arts & Science College, Mailam

### Patron

## Sivaththiru. Rajiv Kumar Rajendran,

Secretary,  
SSBS Tamil, Arts & Science College, Mailam.

### Conference Director

## Dr. S. Thirunavukkarasu,

Principal i/c,  
SSBS Tamil, Arts & Science College, Mailam.

### Resource Persons

## Dr. C. Anbalagan,

Professor of Accounting & Finance,  
Research Advisor,  
College of Business and Economics Samara University,  
Senate Member, Ethiopia, Africa.

## Dr. G.Uma Maheswari,

Assistant Professor,  
Department of Business Administration,  
Siva Sivani Institute of Management,  
Secunderabad.

## Mr.S. Sambath,

Guest Faculty, Department of Commerce,  
Pondicherry University, Puducherry - 605 014.

### Advisory Committee

## Dr.D.Ganesan,

Principal,  
Govt.Arts and Science College,  
Perambalur.

## Dr. M. Rajarajan,

Associate Professor, Department of Commerce,  
Annmalai University, Annmalai Nagar - 608 002.

## Dr. K. Krishnamurthy,

Asst. Professor and Research Supervisor,  
PG and Research Department of Commerce.  
Periyar Govt. Arts College, Cuddalore.

## Dr. P. Ramkumar

Librarian,  
SSBS Tamil, Arts & Science College,  
Mailam.

### ORGANISING COMMITTEE

#### Conference Convener

**Dr.S. Anandarajan,** Head,  
PG and Research Department of Commerce.

#### Conference Co-ordinators

**Dr.P. Veeramuthu,** Assistant Professor  
**Mr.M. Sabariraj,** Assistant Professor

#### Conference committee members

**Mrs.V. Sudha,** Assistant Professor  
**Mrs.R. Amuthavalli,** Assistant Professor  
**Miss.T. Amuthamangayarkkarasi,** Asst. Prof.  
**Mr.N. Elavarasan,** Assistant Professor  
**Mr.A. Babu,** Assistant Professor  
**Dr.K. Kamala,** Assistant Professor

#### Students Co-Ordinators

**R.Shubashini,** II M.Com  
**K.Thannilavan,** I M.Com  
**A.Punitha,** III B.Com

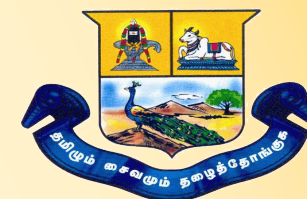
#### Mode of Payment:

**Cash / DD drawn the favour of "The  
Principal, Srimath Sivagnana Balaya Swamigal  
Tamil, Arts and Science College, Mailam"  
Payable at Mailam Branch.**

#### FOR FURTHER DETAILS CONTACT

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## One Day International Conference

on

## **"DIGITAL ECONOMY: CHALLENGES AND OPPORTUNITIES"**

**6<sup>th</sup> March 2020  
(Friday)**



**ORGANISED BY**

**PG and Research Department of Commerce  
SRIMATH SIVAGNANA BALAYA SWAMIGAL  
TAMIL, ARTS AND SCIENCE COLLEGE,  
MAILAM - 604 304.**

**(Affiliated to Thiruvalluvar University)  
Accredited by NAAC**

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