

## GUIDELINES

- ❖ Research Papers should be original and unpublished, not exceed 2000 words with proper citations and reference which is universally accepted.
- ❖ The Abstract should be within 250 words (drafted in A4 size sheet with 1.5 point line spacing with font size 12 in MS word using Times New Roman).
- ❖ Abstract should be sent to: [comconfsjc@gmail.com](mailto:comconfsjc@gmail.com)
- ❖ A team of experts will assess the Abstracts. Once an Abstract is accepted, the organizers will inform the authors concerned through mail.
- ❖ A maximum of one co author per paper is allowed. Registration must be separate for each author.
- ❖ In absentia and on the spot registration will be accepted.
- ❖ The fee covers the seminar kit, lunch and refreshment. No TA/DA will be paid.

## PUBLICATION

Original papers will be published in International Journal for Research in Engineering Application & Management (IJREAM), UGC Approved Number: 64077, ISSN: 2454-9150, Impact factor 2017 (5.646) with the additional payment of Rs.1750.

## REGISTRATION FEE DETAILS

Students : Rs.200

Research Scholars and Academics : Rs.300

In absentia Extra : Rs.100

## PAYMENT DETAILS:

Registration fee is to be paid through a Demand Draft, drawn in the favor of Principal, St. Joseph's College, payable at Tiruchirappalli.

## DATES TO REMEMBER

Abstract Submission : November 15, 2018

Intimation & Acceptance: November 17, 2018

Full Paper Submission & Fees: November 22, 2018

Conference Day: 30-11-2018

## PATRONS

Rev. Dr. Leonard Fernando, SJ- Rector  
Rev. Dr. A. Antony Pappuraj, SJ-Secretary  
Rev. Dr. M. Arockiasamy Xavier, SJ- Principal

## ADVISORS

Prof.K.A.Jayakumar, Deputy Principal  
Rev.Dr.K.Arockiam SJ, Dean of Management Studies

## CONVENERS

Dr. L J Chaarias, Head, Department of Commerce.  
Prof. S. Kirubakaran, Coordinator, Department of Commerce (Shift II).

## ORGANISING SECRETARIES

Prof. L. Georgia, Assistant Professor.  
Prof Dennis Edward Fernando, Assistant Professor

## ORGANISING COMMITTEE MEMBERS

Prof. C.Soundarya, Assistant Professor  
Prof. S. Gokila, Assistant Professor  
Prof.Arul Kaveeswarar Selvaraju, Assistant Professor  
Dr. S. Jerome, Assistant Professor

## FOR CONTACT DETAILS

Prof. L. Georgia - 9942059287  
Prof. Dennis Edward Fernando- 9600242286  
Department of Commerce Shift II,  
St. Joseph's College (Autonomous)  
Tiruchirappalli-620002  
Tamil Nadu.



## ONE DAY NATIONAL SEMINAR ON RECENT TRENDS IN COMMERCE AND MANAGEMENT

Date  
30 November, 2018

Venue  
Sail Auditorium  
St. Joseph's College

Organized by



Department of Commerce  
(Shift II)  
St. Joseph's College (Autonomous)  
Tiruchirappalli – 620002  
Tamil Nadu, India.

## About the college

St. Joseph's College is an affiliated First Grade College of the Bharathidasan University. It was established in 1844 by the Fathers of Society of Jesus (The Jesuits). It was affiliated to the Madras University in 1866. The College celebrated its centenary in 1944 and sesquicentenary in 1995 and acquired the Five Star status, awarded by NAAC in 2000. It was recognized by UGC as a College with Potential for Excellence (CPE) in 2004. The college is reaccredited at "A" Grade (3rd Cycle) by NAAC in 2012. This reputed institution has received the special heritage award from UGC in the year 2016. The year 2018-19, is a milestone in the history of the college as it celebrates Dodransbicentennial, 175 years of its existence. The college has been running with the motto of **Pro Bono ET Vero (for the Good and the True)**. St Joseph's College has produced a number of rare and remarkable geniuses, of whom the crown is the Former President of India, His Excellency Bharat Ratna Dr. A P J Abdul Kalam. Apart from regular syllabi the college inculcates courses in Ethics/Religion, basic moral, social and spiritual values necessary for building up character and developing personality of the student community.

## About the Department

The Department of Commerce was started in the year 1948, for offering the three-year B.Com degree course with the motive of inculcating professional ethics and competency in business and management. The B. Com course has been offered in Shift-II since 1972. The department is very proud to have introduced and taught Card Punching, BASIC, COBAL and FORTRAN - the most popular computer languages as early as 1970s. The Post Graduate course (M.Com) was started in 1988. The Department started a full time M.Phil Course in 2001 to cater to the need of scholars in pursuit of research. The department was elevated as the Research Department in 2003. Every year the department

conducts BIZMANFORUM, an intercollegiate state level event for commerce students. It has the distinction of introducing courses for holistic development of individuals with social thrust and prepares students to pursue professional courses such as CA, ICWA and ACS through feeder courses.

## About the conference

There is a fast change in trade, commerce and industrial activities leading to changes in commerce and management education. The new paradigm created after LPG in 1991 has posed amazing changes and challenges in commerce and managerial governance of business. Today's business is more dominated by technology that has taken a new sphere of business called e-commerce. The digitalization initiatives in every form of trading activities are giving a new dimension for commercial activities and business. The transformation in these fields through new ideas with creativity and innovation provides a new outlook.

The changing realm of business with the application of modern amenities transform the style of marketing of products (direct, online), the training, development and enhancement of human resource fitting to the current scenario of business. With the understanding of all these the department of commerce makes a modest attempt to invite industrial partners, academicians, research scholars, students and NGOs to contribute their proficient knowledge in recent trends of commerce and management.

## Core Areas to be concentrated in the conference:

- ❖ Traditional and Innovative Marketing
- ❖ Human Resource Management
- ❖ Financial Management
- ❖ Technology adoption in Business

## Areas to be welcomed

- A) Digitalization in Marketing
  - E-Commerce
  - E-Marketing
  - E-Branding

- E-Governance
- E-payment & Plastic Money
- Mobile commerce
- Retail Marketing
- Show marketing
- Green & Social marketing
- Agriculture Marketing
- Strategic Marketing
- International Service Marketing
- B) Human Resource Management
  - Human capital management
  - HR and sustainability
  - Green HRM
  - Organizational Culture and Leadership
  - Talent Management
  - Training and Development
  - Stress Management
  - HR and technology
  - Employee engagement and retention
  - Work life balance
  - Employee Amplification
- C) Finance
  - Financial innovation
  - Financial Instruments & Derivatives
  - Green Finance
  - Bullion Market.
  - Corporate finance, Mergers, Acquisitions,
  - Corporate Restructuring
  - Behavioral Finance
- D) Management
  - Customer Relation Management
  - Event Management
  - Time Management
  - Talent Management
  - Wealth & Health Management
  - Risk Management
  - Knowledge & Change Management
  - Technology Innovation Management
  - Management by Objectives
  - Agri-Business management
  - Corporate Social Responsibility

