



# MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI

(A Project of Sri Marudhar Kesari Jain Trust)

Recognized u/s 2(f) & 12(B) by UGC Act, 1956–Permanently Affiliated to Thiruvalluvar University  
Re- Accredited by NAAC with “A” Grade – An ISO 9001:2015 Certified Institution



DEPARTMENT OF BUSINESS ADMINISTRATION ORGANIZES ONE DAY NATIONAL LEVEL CONFERENCE ON  
“STRATEGIES BY THE CORPORATE FOR BUSINESS SUSTENANCE AND EMERGENCE OUT OF THE COVID ERA”  
ON 25.06.2021

## INVITATION

**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI**  
Recognized Under sec. 2(f) & 12(B) of UGC Act, 1956 || Re-accredited by NAAC with “A” Grade  
Permanently Affiliated to Thiruvalluvar University || An ISO 9001:2015 Certified Institution

**Department of Business Administration**  
Organises One Day National Level Conference on  
*“Strategies by the Corporate for Business Sustenance and  
Emergence out of the COVID Era”*

**Mrs. JESEENTHA MATHEW M.COM., M.Phil.,**  
Assistant Professor, St. Francis de Sales College,  
Electronic City, Bengaluru.  
**Topic: Human Capital Management**  
**Time: 10:00 AM to 11:00 AM**

**Mr. B. IMRAN BASHA MBA., M.Phil., Ph.D**  
Head Department of Commerce & Management,  
Brindavan College, Yelahanka, Bengaluru.  
**Topic: Interview Skills and Career opportunities**  
**Time: 11:30 AM to 12:30 PM**

**Dr. C. THIRUMAL AZHAGAN, MBA., M.Phil., Ph.D**  
Assistant Professor SG, Anna University, BIT Campus,  
Tiruchirappalli.  
**Topic: Emotional Intelligence**  
**Time: 01:30 PM to 02:30 PM**

**FREE REGISTRATION**

- **Date: 25.06.2021**
- **E-Certificates will be provided**
- **Registration Link:**  
<https://forms.gle/skZsoMSxQNYMcbvc8>

**Admission  
open for  
A.Y 2021-  
2022.**

**LIVE IN**

**Link: <https://forms.gle/pavqKyPebP9tgPfd6>**

**C. Lickmichand Jain**  
Secretary

**Dr. M. Inbavalli**  
Principal

**Dr. G. Deepalakshmi**  
HOD & Convenor  
Ph.9486914774

**B. Sakthimala**  
Co-ordinator

Dr. M. INBAVALLI, M.Sc., MCA, M.Phil, Ph.D.  
PRINCIPAL  
Marudhar Kesari Jain College for Women  
Vaniyambadi-635 751.



# MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI

(A Project of Sri Marudhar Kesari Jain Trust)

Recognized u/s 2(f) & 12(B) by UGC Act, 1956–Permanently Affiliated to Thiruvalluvar University

Re- Accredited by NAAC with “A” Grade – An ISO 9001:2015 Certified Institution



**DEPARTMENT OF BUSINESS ADMINISTRATION ORGANIZES ONE DAY NATIONAL LEVEL CONFERENCE ON  
“STRATEGIES BY THE CORPORATE FOR BUSINESS SUSTENANCE AND EMERGENCE OUT OF THE COVID ERA”  
ON 25.06.2021**

## AGENDA

DATE : 25.06.2021

### PRAYER

### WELCOME ADDRESS

:

**Dr. G. Deepalakshmi,**

Head Department of Business Administration  
Marudhar Kesari Jain College for Women, Vaniyambadi

### FELICITATION

:

**Dr. M. Inbavalli**

**Principal,**

Marudhar Kesari Jain College for Women, Vaniyambadi

### INTRODUCTION OF CHIEF GUEST

:

**Ms. D.Archana, Asst. Professor**

Department of Business Administration  
Marudhar Kesari Jain College for Women, Vaniyambadi

**Mrs. JESEENTHA MATHEW M.COM., M.Phil.**

Assistant Professor, St.Francis de Sales College, Electronic City,  
Bengalore.

### RESOURCE PERSONS

:

**Mr. B. IMRAN BASHA MBA., M.Phil., Ph.D**

Head Department of Commerce & Management, Brindavan College,  
Bengalore.

**Dr.C.THIRUMAL AZHAGAN, MBA., M.Phil., Ph.D**

Assistant Professor SG, Anna University, BIT Campus, Tiruchirappalli.

### VOTE OF THANKS

:

**Ms. Ms. R.Swarnalakshmi, Asst. Professor**

Department of Business Administration  
Marudhar Kesari Jain College for Women, Vaniyambadi

  
Dr. M. INBAVALLI, B.Sc., M.A., M.Phil., P.D.,  
PRINCIPAL  
Marudhar Kesari Jain College for Women  
Vaniyambadi-635 751.



## MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI

(A Project of Sri Marudhar Kesari Jain Trust)

Recognized u/s 2(f) & 12(B) by UGC Act, 1956–Permanently Affiliated to Thiruvalluvar University

Re- Accredited by NAAC with “A” Grade – An ISO 9001:2015 Certified Institution



### DEPARTMENT OF BUSINESS ADMINISTRATION ORGANIZES ONE DAY NATIONAL LEVEL CONFERENCE ON “STRATEGIES BY THE CORPORATE FOR BUSINESS SUSTENANCE AND EMERGENCE OUT OF THE COVID ERA” ON 25.06.2021

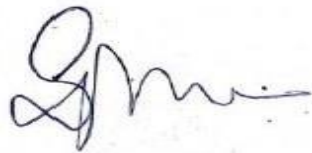
#### REPORT

ONLINE NATIONAL LEVEL CONFERENCE on “Strategies by the Corporate for Business Sustenance and Emergence out of the COVID Era” was held through online on 25.06.2021. The program started with the invocation of prayer song. The day’s event was planned in advanced and the arrangements were made for the same. At the outset Dr. G. Deepalakshmi Head department of Business Administration welcomed the gathering with grand and gladsome welcomeaddress. Felicitation was given by Dr. M. Inbavalli, Principal, MKJC Introduction of Chief Guest was given by Ms. Archana D, Assistant Professor, Department of Business Administration, MKJC.

We are inviting the chief guest **Mrs. JESEENTHA MATHEW M.COM., M.Phil.**, Assistant Professor, St.Francis de Sales College, Electronic City, Bengaluru, **MR. B. IMRAN BASHA MBA., M.PHIL., PHD** Head Department of Commerce & Management, Brindavan College, Yelahanka, Bengaluru and **Dr.C.THIRUMAL AZHAGAN, MBA. M.Phil., PhD**, Assistant Professor SG, Anna University, BIT Campus, Tiruchirappalli . Business Administration staff members rendered their helping hands for the successful completion of one day national level Conference.

The first Guest spoke about Human Capital Management; HCM addresses most organizations' biggest investment: people. Investing in human capital can boost employee creativity and productivity, and ultimately, an organization's profitability. Failure to practice HCM can result in missed opportunities, lost revenue and higher lab or costs. The Second Guest spoke about Interview Skills for Carrier. Interviewing in the contemporary business setting invariably takes place in an atmosphere filled with a sense of urgency. The time allocated to the interview is necessarily limited. Consequently, a nondirective approach finds little application; it is necessary to use the guided interview in the vast majority of situations. The 450 students and faculty were participated.

The Third Guest spoke about Emotional Intelligence Researchers suggest that there are four different levels of emotional intelligence including emotional perception, the ability to reason using emotions, the ability to understand emotions, and the ability to manage emotions. Vote of thanks was given by Ms. J. Shema Assistant Professor, Department of Business Administration, MKJC. Finally the day was ended with National Anthem.

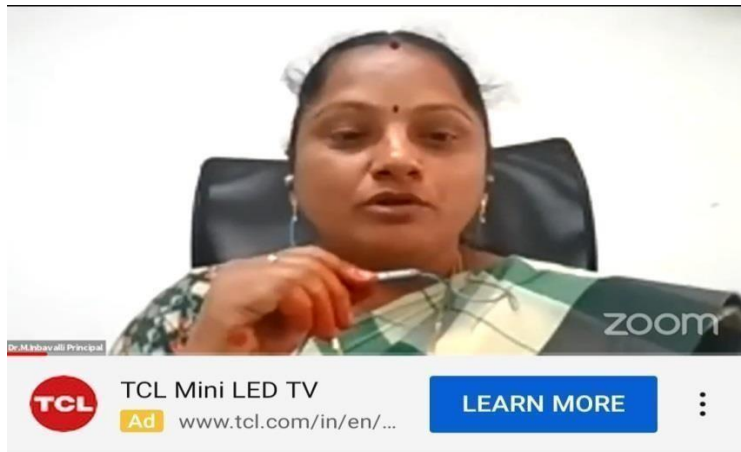


**Head of the Department**



**Dr. M. INBAVALLI**, M.Sc., M.C.A., M.Phil., Ph.D.,  
**PRINCIPAL**  
Marudhar Kesari Jain College for Women  
Vaniyambadi-635 751.

## PHOTOS

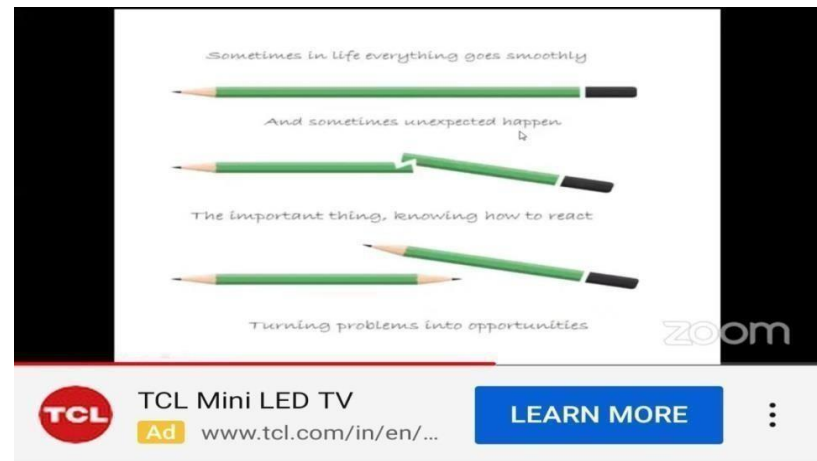


MKJC BBA Conference-25.06.2021



MKJC BBA Conference-25.06.2021

1.7K views · Streamed 11 months ago



MKJC BBA Conference-25.06.2021

  
Dr. M. INBAVALLI, M.Sc., M.C.A., M.Phil, Ph.D.,  
PRINCIPAL  
Marudhar Kesari Jain College for Women  
Vaniyambadi-635 751.