



# 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

## PG & RESEARCH DEPARTMENT OF COMMERCE ORGANIZED AN INTERNATIONAL SEMINAR ON "INNOVATION AND EVOLVING TRENDS IN COMMERCE" ON 27.09.2018

### INVITATION

#### REGISTRATION FEE

- ❖ UG & PG Students - Rs. 150
- ❖ M.Phil & Ph.D Scholars - Rs. 200
- ❖ Academicians - Rs. 250
- ❖ No TA & DA will be paid
- ❖ Registration fee includes Seminar Kit, Lunch and Refreshment.
- ❖ The registration fee may be paid in the form of cash or DD in favour of "The Principal, Marudhar Kesari Jain College for Women", Payable at Vaniyambadi.
- ❖ Soliciting your proactive participation.

#### ORGANISING COMMITTEE

##### CHIEF PATRONS

Sri. M. Vimmal Chand Jain	President
Sri. J. Rathanal Jain	Vice president
Sri. C. Lickmichand Jain	Secretary
Sri. D. Utham Chand Jain	Joint Secretary
Sri. N. Sripal Kumar Jain	Treasurer
Sri. M. Sudarsan Kumar Jain	Trustee
Sri. K. Rajesh Kumar Jain	Trustee
Sri. N. Lalith Kumar Jain	Trustee
Sri. K. Anand Kumar Bafna	Trustee

##### PATRONS

##### Dr. M. SENTHILRAJ

Principal, Marudhar Kesari Jain College for Women, Vaniyambadi  
&  
Academic Council Member, Thiruvalluvar University

##### Prof. T. MOHAMED MUSTAFA

Facilitator, Department of Commerce & Commerce (CA)  
Marudhar Kesari Jain College for Women, Vaniyambadi

#### CONVENORS AND ORGANIZING SECRETARIES

##### Dr. C. NITHYA

Vice Principal  
Assistant Professor & Head,  
Research Department of Commerce  
Mobile Number: 9789683142

##### Ms. M. ASHTALAKSHMI

Assistant Professor & Head,  
PG Department of Commerce (CA)  
Mobile Number: 9789565577

##### Ms. B. VASANTHI

Assistant Professor & Head,  
PG Department of Commerce  
Mobile Number: 9786998894

#### CO - ORDINATORS

##### PG Department of Commerce

Ms. N. Karpagam, Asst. Professor  
Ms. M. Geetha, Asst. Professor  
Dr. P. Anandi, Asst. Professor  
Ms. J. Nuzhath Ara, Asst. Professor  
Ms. P. Thenmozhi, Asst. Professor  
Ms. E. Sangavi, Asst. Professor  
Ms. A. Kavitha, Asst. Professor  
Ms. S. Megala, Asst. Professor

##### PG Department of Commerce (CA)

Ms. M. Usha, Asst. Professor  
Ms. R. Chithra, Asst. Professor  
Ms. M. Revathi, Asst. Professor  
Ms. T. Vijaya Kumari, Asst. Professor  
Ms. L. Sumi, Asst. Professor  
Ms. A. Revathi, Asst. Professor  
Ms. S. Anitha, Asst. Professor  
Ms. A. Sindhu, Asst. Professor



**INTERNATIONAL SEMINAR**  
on  
**INNOVATIONS AND EVOLVING TRENDS IN COMMERCE**  
Date : 27<sup>th</sup> September 2018, Thursday @ 9.00 a.m.  
Venue : New Seminar Hall  
organised by  
**PG & RESEARCH DEPARTMENT OF COMMERCE & COMMERCE (CA)**

**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN**  
Approved by Government of Tamilnadu - Affiliated to Thiruvalluvar University  
An ISO 9001:2015 Certified Institution - Re-accredited with 'A' Grade by NAAC  
Marudhar Nagar, Chinnakallupalli, Vaniyambadi - 635 751

*Senthilraja*  
**PRINCIPAL**  
Marudhar Kesari Jain College  
for Women  
Vaniyambadi - 635 751



## ABOUT THE COLLEGE

The college is consecrated by Sri Marudhar Kesari Jain Trust and established by the very generous Jain Philanthropists. This college was established in 1994, is a premier self financing college for women with a vision to offer skill and value-based higher education and generate worthy human capital out of the rural population; to offer opportunities to identify latent talents in the students and teachers and help them self actualize their potentials; to upgrade the quality of life of rural and semi-urban women in and around Vaniyambadi, thereby contributing to the development of the socio-economic status of women. This college is situated in a sprawling campus of 25 acres which is located between Chennai and Bangalore & 10Kms from Jolarpet Junction. It has the pride of getting re-accredited with "A" Grade by NAAC. An ISO 9001:2015 Certified Institution. The college now offers 15 UG courses, 11 PG courses, 6 M.Phil. Research Programmes and 1 Ph.D. (Commerce) programme.

## ABOUT THE DEPARTMENTS

The department of Commerce was started in 1994 and became PG Department of Commerce in 1998. The department has been constantly metamorphosing itself to suit the requirements and expectations of the Corporates. Department of Commerce (Computer Applications) was started in the year 2010 and became PG Department of Commerce (CA) in 2016. It also offers research programmes namely M.Phil (Commerce) from 2012 and Ph.D. (Commerce) from 2017 onwards. The departments have staff strength of 19 and one guest faculty. The students' strength at present is 390.

True to the logo and motto of the departments, the departments have been organizing every year seminars/conferences, workshops, personality development programmes, faculty development programmes, Bank training programmes, Tally course and Industrial visits. In our on-going journey towards excellence, this year an International Seminar on "Innovations and Evolving Trends in Commerce" is being organized.

## ABOUT THE SEMINAR

Today's business can be splendid by continuous innovations in all areas of commerce like management, human resource, accounting and finance and so on. Marching towards success, the organizations must thrive in all functional areas to meet the challenges of globalization. Keeping this as the main theme, we organize an international seminar on "Innovations and Evolving Trends in commerce".

## EXPERT PANEL



**Dr. Desti Kannaiah,**  
Senior Lecturer, James Cook University, Singapore.

Dr. Desti Kannaiah worked in India, Malaysia, Dubai, Vietnam and Singapore. He has 35 years of teaching experience. Dr. Desti Kannaiah worked as a Senior Lecturer, Middlesex University London, Campus in Dubai and RMIT University Hanoi, Vietnam. Dr. Desti Kannaiah is an external examiner of Ph.D. Degree in leading South Indian Universities.

He prepared course materials and co-authored Cost Accounting book. He was awarded the Best Lecturer of the year 2013 by James Cook University, Singapore. He was awarded the title of the "Best Overall Lecturer Award" by the Thames Business School, Informatics Group Singapore.



**Dr. L. Augustin Amaladas**  
HOD and Professor, St. Joseph's College of Commerce (SJCC) Bangalore.

Dr. L. Augustin Amaladas having 29 years of teaching experience in Cost and Management Accounting, Income Tax, Statistics, Financial Management and Advanced Financial Accounts. He was presiding officer of Karnataka Legislative Assembly-2008. He is the Life member in Indian Commerce Association and Indian Council for Business Education.

He is the Visiting/Guest faculty of WELINGKAR Institute of Management, NIFT, MP Birla Institute of Management, TASMAR, CA Foundation and Intermediate Level and Madurai Kamaraj University, Bangalore Centre. He acted as Placement Officer, NSS Officer and Board of Studies Member in Colleges, University and Indian Business Academy, Bangalore. He published many Articles in leading Journals and Presented Papers in Seminars and Conferences at National and International level. He has published various books also.



**Dr. J. Srinivasan**  
Associate Professor & Research Supervisor,  
PG & Research Department of Commerce,  
Rajeswari Vedachalam Government Arts College, Chengalpattu.

Dr. J. Srinivasan has 22 years of teaching experience. He has produced 17 M.Phil. and 9 Ph.D. Scholars. Many research scholars pursuing research degrees. During 2009 to 2012 Dr. J. Srinivasan was a Academic Council member in Thiruvalluvar University. He got Major Research Project funded by UGC and Minor Research Project funded by Tamilnadu State Council for Higher Education. He has specialized in HRM, Marketing, and Cost & Management Accounting. He has presented and published many papers in National and International Seminars and Conferences. He has published various books also.

## SCHEDULE

09.00am	Registration
10.00am	Inaugural Session
10.30am to 11.30am	Session One
Key-note Address	<b>Prof. Dr. Desti Kannaiah,</b> Senior Lecturer, James Cook University, Singapore. on "Innovations and Challenges of Global Business Management"
11.30am to 11.45am	Tea Break
11.45am to 01.00pm	Session Two
Theme talk	<b>Prof. Dr. L. Augustin Amaladas,</b> HoD and Professor, St. Joseph's College of Commerce (SJCC), Bangalore. on "Global Tax and India's Latest Development and their Impact"
01.00pm to 02.00pm	Lunch Break
02.00pm to 03.15	Session Three
Theme talk	<b>Prof. Dr. J. Srinivasan,</b> Associate Professor & Research Supervisor, Rajeswari Vedachalam Government Arts College, Chengalpattu . on "Recent Trends in Human Resource Management"
03.15pm	Valediction

  
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## AGENDA

# MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI

PG & RESEARCH DEPARTMENT OF COMMERCE &

PG DEPARTMENT OF COMMERCE (CA)

## INTERNATIONAL SEMINAR

on

**"INNOVATION AND EVOLVING TRENDS IN COMMERCE"**

Date: 27/09/2018

### AGENDA

Prayer Song

Department Song

Welcome Address

: Dr.C.Nithya  
Vice Principal, MKJC

Introduction of Guest

: Ms.B.Vasanthi  
Head, Department of Commerce, MKJC  
Ms. N Karpagam  
Asst. Professor, Department of Commerce, MKJC  
Ms. M.Usha  
Asst. Professor, Dept. of Commerce (CA), MKJC

Honoring the Guest  
Felicitations

:Dr.M.Senthilraj  
Principal,MKJC.

Inaugural Address

:Prof.T.Md.Mustafa  
Facilitator,Dept. of Commerce&Commerce(CA)

### Session I

Chief Guest address by

: Dr. Desti kaanaiah , Senior Lecturer,  
James Cook University, Singapore

Tea Break

### Session II

Theme Talk By

:Dr. Dr. Augustin Amaladas, HOD and Professor,  
St. Joseph's College of Commerce (SJCC), Bangalore

  
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## LUNCH BREAK

### Session III

**Theme Talk By** : Dr. J. Srinivasan, Assistant Professor & Research  
Supervisor, PG & Research Department of Commerce,  
Rajeshwari Vedachlam Govt. Arts College, Chengalpattu.

**Valediction**

**Certificate Distribution**

**Feedback**

**Vote of Thanks** : Ms. Savitha, III B.Com  
Department Secretary, Commerce

**National Anthem**

  
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**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI**



**PG & RESEARCH DEPARTMENT OF COMMERCE ORGANIZED AN  
INTERNATIONAL SEMINAR ON “INNOVATION AND EVOLVING  
TRENDS IN COMMERCE” ON 27.09.2018**

**REPORT**

PG & Research Department of Commerce organized International Seminar on “Innovations and Evolving Trends in Commerce” on 27<sup>th</sup> September 2018. 498 participants participated and benefitted out of this seminar.

The programme has started with welcome address by Dr. C. Nithya, Vice Principal, and Felicitation was given by Dr. M. Senthil Raj, Principal, and Marudhar Kesari Jain College for Women, Vaniyambadi and inaugural address given by Prof. T. Mohammed. Mustafa, Facilitator, Department of Commerce and Commerce CA, Introduction of the chief guests was done by Ms.B.Vasanthi, Head. PG Dept of Commerce, Ms.N.Karpagam, Assistant Professor, Department of Commerce and Ms. M. Usha, Assistant Professor of Commerce (CA), Marudhar Kesari Jain College for Women, Vaniyambadi. Dr.Desti Kannaiah, Senior Lecturer, James Cook University, Singapore. Dr.L. Augustin Amaladas, HOD & Professor, St. Joseph's College of Commerce (SJCC), Bangalore. Dr. J. Srinivasan, Associate Professor & Research Supervisor, PG & Research Department of Commerce, Rajeshwari Vedachalam Govt. Arts College, Chengalpattu, were the resource persons and delivered lecture excellently. Key factors from the Session are latest innovations and trends in Commerce field. The session completed by vote of thanks and National Anthem.

*B. Vasanthi*

**Head of the Department**

*Senthil Raj*  
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## PHOTOS



*Principals*  
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