

INVITED SPEAKERS

Dr. DESTI KANNAIAH

Senior Lecturer, School of Business,
James Cook University, Singapore.

Dr. M.MUNI NARAYANAPPA

Professor, Dean & Chairman, BUB
PG Department of Commerce
Bangalore University, Karnataka

Dr. G.RAJU

Professor, School of Business Management and Legal Studies
University of Kerala, Kerala

Dr. RAJESH C.JAMPALA

Dean (Academic & Administration)
PG Department of Commerce and Business Administration
P.B. Siddhartha College, Vijayawada, Andhra Pradesh

Dr. A.ELANGOVAN

Professor & Head, Department of Commerce
Periyar University, Salem, Tamilnadu.

Dr. M.SUMATHY

Professor & Head, School of Commerce
Bharathiar University, Coimbatore, Tamilnadu.

ADVISORY & PAPER REVIEW COMMITTEE

Dr. V.SUNDAR

Associate Professor, Department of Commerce,
Annamalai University, Chidambaram.

Dr. V.PRASANNA VENKATESAN

Professor & Head, Department of Banking Technology,
School of Management
Pondicherry University.

Dr. A.MARTIN

Assistant Professor, Department of Computer Science,
School of Mathematics and Computer Science,
Central University of Tamilnadu, Thiruvannamalai.

Dr. G.SASIKUMAR

Principal, Sun Arts and Science College
Thiruvannamalai.

Dr. K.SENTHIL KUMAR

Associate Professor, Department of Commerce,
Laxmi Narayanan Women's College Dharmapuri.

ORGANISING TEAM

Patron

Rev. Fr. G.PETER RAJENDIRAM, Secretary, St.Joseph's College, Cuddalore.

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Head, Department of B.Com. (Bank Management)
& Department of Business Administration

Conference Secretary

Mr. R.PUNNIYASEELAN

Asst. Professor,
Department of B.Com. (Bank Management)

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Department of B.Com. (Bank Management)

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Department of B.Com. (Bank Management)

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Department of Business Administration

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Asst. Professor,
Department of B.Com. (Bank Management)

Mr. D.VIGNESHWARA RAJ

Asst. Professor,
Department of Business Administration

STUDENT ORGANISERS

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--- III BBM

S. Bharath Kumar

--- III BBM

D. Muthamizhan

--- II BBM

P. Karthikeyan

--- I BBM

V.Manivasagam

--- I BBA

Shift II

R.HariPriya

--- III BBM

G.Nandhini

--- III BBM

B.Dharanya

--- II BBM

J.Haritha Devi

--- II BBM

A. Lilly

--- I BBM

FOR REGISTRATION / FURTHER DETAILS

Mr. R.PUNNIYASEELAN, Conference Secretary

8608001500 Mobile : 7904881784 E-mail : 2017bankmanagement@gmail.com

Brochure and Registration Forms are Available in : www.sjctnc.edu.in



2nd INTERNATIONAL CONFERENCE

"Current Strategies and Innovative Practices of Business and Banks in the Digital Epoch"

FEB 17, 2018

(Saturday)



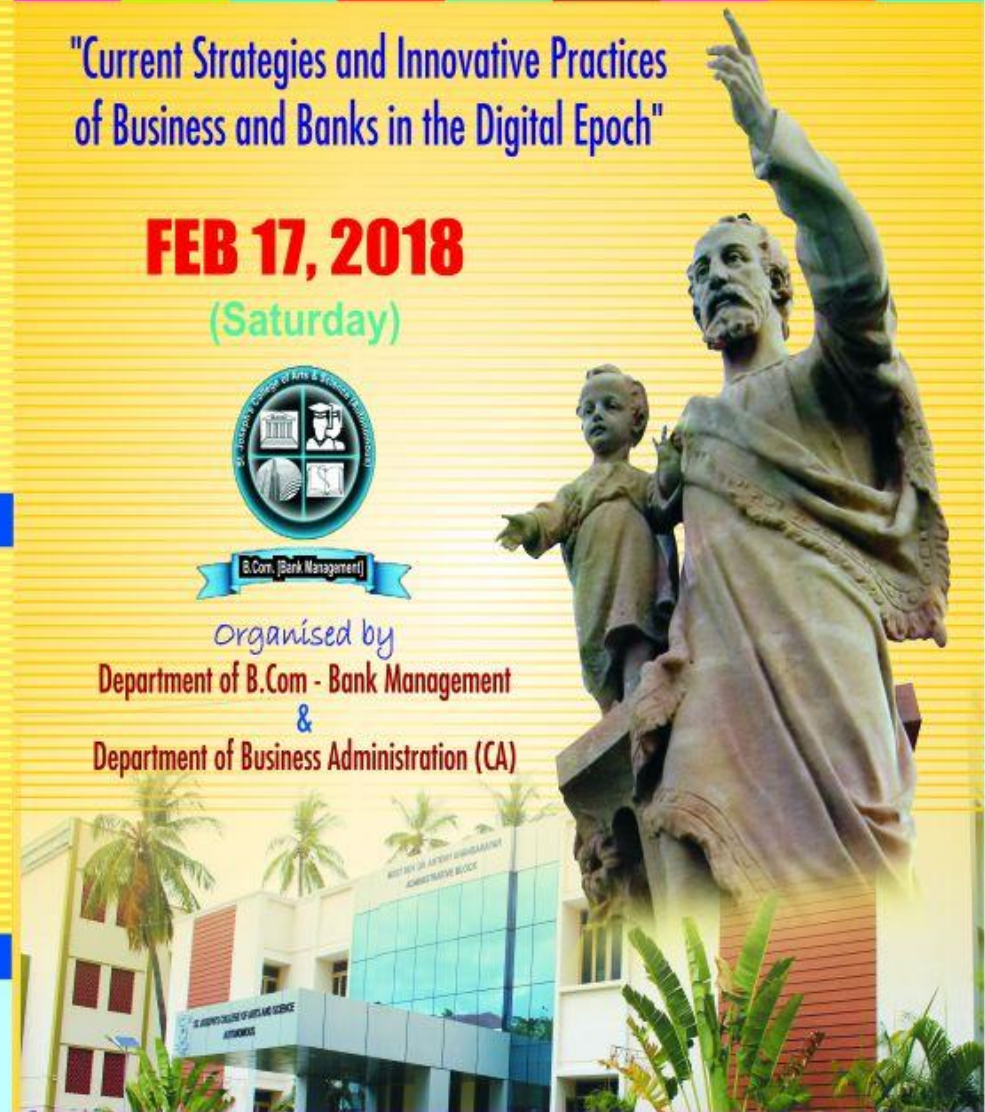
B.Com. (Bank Management)

Organised by

Department of B.Com - Bank Management

&

Department of Business Administration (CA)



ST. JOSEPH'S COLLEGE OF ARTS AND SCIENCE (Autonomous)

A Christian Minority Institution | Affiliated to Thiruvalluvar University, Vellore.

Re-Accredited by NAAC with "A" Grade, (3rd Cycle)

Recognised u/s 2 (f) & 12 (B) of UGC Act 1956

Manjakuppam, Cuddalore-607 001. Tamil Nadu, India www.sjctnc.edu.in

About the College

St. Joseph's College is a legacy of the 19th century handed down to Pondicherry Diocese by the venerable MEP fathers. Its nucleus St. Joseph's High School was started 148 years ago in 1868 A.D. This school was elevated to a college in 1884 A.D. The District Gazetteer, South Arcot district has recorded St. Joseph's College as prime educational institution and the only College in the District in 19th century. It once again reverted as "ST. JOSEPH'S COLLEGE OF ARTS AND SCIENCE" in 1991. The College was affiliated to the University of Madras from 1991 to 2002 and later the college was affiliated to Thiruvalluvar University, Vellore. The College obtained permanent affiliation and Autonomous status in 2008. The College has been Re-Accredited by NAAC with "A" Grade in 2011. The College has been included under section 2(f) & 12(B) of UGC Act 1956 and it also obtained minority status in 2012. The College offers 11 Under Graduate, 12 Post Graduate, 9 M.Phil. and 3 Ph.D. programmes. At present, 5932 Students are undergoing UG, PG, M.Phil. and Ph.D. Courses, out of which 2590 are Boys and 3342 are Girls. Total Strength of Work Force both teaching and Non-teaching is 245, who are taking tireless efforts for the betterment of students community. Cuddalore is situated in the East Coast of Tamil Nadu, near Pondicherry and is at a distance of 180 Kms from Chennai.

About the Department

The University of Madras granted order to start B.Com (Bank Management) course in 1994. However, the admission was opened from 1995 onwards. It functioned as a part of commerce department from its inception. In 1999, the department was bifurcated and functioned under separate headship. Due to administrative reason, it was again merged with department of commerce from the year 2004-16. As number of students reach nearly 1400, separate concern for students is inevitable. It was bifurcated second time and started functioning as a separate department under the headship of Rev. Fr. A. Alex from 14th June 2016. The department consists of eight faculty members out of whom 2 members hold Ph.D., 4 members have NET and SLET. Nearly 260 Boys and 205 Girls are undergoing the course as of now. After emerging as a separate department, it conducted 1st international conference successfully on Sep. 10, 2016. The Department of BBA (CA) is also attached with this department on August 30, 2017. Adding another feather in its golden cap of the department is that it is organizing the 2nd international conference to enrich the knowledge of the students and take them to a higher level of quality education.

Background of the Conference

The digital epoch is the times of net genres, shifting the conventional outlook of the business to a technology driven one. The technological change has led to a change in the working pattern of the organization. A radical transformation has occurred in the business, shopping pattern and banking operations. The present epoch has brought a cultural change in the management of employees and the outlook of the employers towards the employees. The tech savvy world is moving at an incredible velocity; new-fangled innovations are substituting the primitive ones. India is also on the pinnacle of digitization: Make in India for digital manufacturing units, Smart cities for digital infrastructural space, and start-ups for digital India. The impact of demonetizations of 500 and 1000 currency have changed the strategy of the companies. The companies have been going digital. Most of the financial transaction has been changed to digital. Web usage has increased with all major public utility transaction going digital and high speed mobile networking. Even the perishable articles have entered into the digital world. The digitization has been a challenge for the companies and banks. In this juncture, this conference gives an open platform to discuss and to present the strategies and innovative practices adopted by business and banks to overcome challenges of digitization.

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

- CONFERENCE THEMES**
1. Banking Operations, Products & Technologies
 2. Insurance
 3. Financial Management
 4. Taxation
 5. Operations Management
 6. Entrepreneurship & Project Management
 7. Marketing
 8. Export & Import
 9. Foreign Exchange Market
 10. Human Resource Management
 11. Health Care
 12. Tourism
 13. Other Management Concepts

GUIDELINES FOR PAPER SUBMISSION

GENERAL RULES :

- o Abstract -- Not More than 300 words
- o Full paper -- Not More than 3000-3500 words
- o Font style -- Time New Roman
- o Font size 12 o Line Spacing 1.5
- o Document size A4 o Margin 1 on all sides

CONTENTS OF THE PAPER :

- o Paper Title
- o Name, Designation, Institution, mailing address, and e-mail address for all authors. o Abstract
- o Key words o Introduction o Body of Paper,
- o Table, Figures, etc. in their proper position in the paper (if Applicable) o Conclusion
- o Reference as per APA Format.

Soft Copy of the Abstract and Full Research paper in Ms-Word to be submitted to :
2017bankmanagement@gmail.com

SELECTED PAPERS WILL BE PUBLISHED IN THE REPUTED JOURNALS

Journal of Exclusive Management Science
(impact factor 2.76)

AE International Journal of Multi-disciplinary
Research (impact factor 2.72)

IMPORTANT DATES

Registration starts from	: Dec. 11, 2017
Abstract Submission starts from	: Dec. 11, 2017
Notification of Acceptance	: Within 2 days after submission
Last Date for full paper	
Submission	: Jan. 31, 2018
Registration Deadline	: Feb. 05, 2018
Conference Date	: Feb. 17, 2018

REGISTRATION FEE

Registration fee includes :

- o CONFERENCE KIT o CONFERENCE JOURNAL
- o CONFERENCE CERTIFICATE o HIGH TEA & LUNCH

Category	Presentation & publication	Presentation only	Participation only
Research Scholars	Rs.450	Rs.300	Rs.200
Academicians	Rs.650	Rs.400	Rs.250
Corporate professionals	Rs.750	Rs.500	Rs.250
International Delegates	15 Dollars	15 Dollars	-

- o Multi authors, Desires of certificates, all authors will have to register separately
- o Single Author presenting Multi papers should register for each paper separately.
- o No TA / DA will be paid to any delegate participating in the conference.

PAYMENT MODE :

The Registration Fee can be paid through :

A) DD DRAWN IN FAVOUR OF

"The Secretary, St. Joseph's College, Department Seminars and Meetings" payable at cuddalore must be sent by speed post / courier along with filled Registration Form to the conference secretary.

B) ONLINE BANK TRANSFER (NEFT / ON CASH DEPOSIT)

Account Name : The Secretary, St. Joseph's College,
Department Seminars and Meetings
Bank Name & Branch : DENA BANK, Cuddalore.
Account Number : 163010040727
Type of Account : Saving Bank
IFSC code : BKDN0621630
MICR code : 605018003

ACCOMMODATION :

Free Accommodation is provided in Hostel for the paper Presenter from other States.

Separate Hostel Facility is Available for Gents and Ladies

However if the paper presenters wish to stay in Hotels, Arrangement is Made on request and earlier payment basis.

Rs. 1200 per day for A/C double room and
Rs. 850 for Non A/C double room

2nd International Conference

on

"Current Strategies and Innovative Practices of Business and Banks in the Digital Epoch"

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