THE MADURA COLLEGE (AUTONOMOUS)
(An Autonomous Institution affiliated to Madurai Kamaraj University)
Re-accredited (3rd Cycle) with ‘A’ grade by NAAC
Vidya Nagar, TPK Road, Madurai, Tamilnadu, INDIA - 625011.

Two-Day International Virtual Conference
Organised By
Post Graduate Department of Commerce
(Towards Platinum Jubilee Celebration @2022)
in Collaboration with
Global Research Conference Forum (GRCF), Pune

Theme
“Dynamics of Research in Commerce-A Solace to Sustainable Business Decisions”

Date: 19th & 20th March, 2021

Venue: E Chamber
Online Platform: Meet 60
Keynote / Invited Speakers

Dr. P. K. Joy
Multi-Disciplinary Academic and Consultant with Rich and Varied Experience
USA

Prof. Dr. Zachary Bolo Awino Resume
(B,Com,MBA, Ph.D)
Experienced Corporate, Global and Management strategist and a scholar,
University of Nairobi Business School
Kenya

Dr. June Bernadette D'souza
(Assistant Professor)
Suvarnabhumbi Institute of Technology Bangkok
Thailand

Dr. Noah Belraj
(MBA,PhD)
Dean
Asia-Pacific International University
Thailand

Dr. Prasanna Ganpatrao Deshmukh
Senior Educationist
(M.A,M.Com,M.M.S,Ph.D)
Principal & Head A T College and Research Center, Bhor Academic Council
Member Savitribai Phule Pune University,
Pune & YCMOU, Pune

Dr. Atul Ramgade
(DHMCT, BSC HTM, B.COM, LLB, MMS,Ph.D)
Principal
DR. DY Patil Insti. of Hotel Manag. & Catering Technology
Pune
The Madura College (Autonomous), Madurai, Tamil Nadu is an academic institution that stands like a towering titan between centuries. The Madura College, affiliated to Madurai Kamaraj University, was established in the year 1880. In 1978, University Grants Commission granted Autonomous status to The Madura College. This College is one of the first four colleges that were granted the status of Autonomy when the scheme was first introduced. The NAAC has re-accredited (3rd cycle) with “A” Grade. Over the years the college has grown into a centre of education and ever continues to enjoy the patronage of all segments of Tamil Nadu. The college has completed twelve decades of service to society and nation catering the needs of all sections of population in imparting higher education to the really needy people.

Post Graduate Department of Commerce

Department of Commerce is one of the pioneer institutions offering B.Com Degree course in South India. The Department of Commerce has been conducting 3-year undergraduate course in Commerce since the academic year 1947-48. The Department of Commerce is progressing ahead as Post Graduate Department of Commerce from the Academic year 2019-20 onwards with M.Com under Aided stream. The Department has been rendering yeomen service to the students’ community continuously in the field of Commerce education. The Department updates the syllabi periodically taking into account the recent developments in the field of Commerce and the global environment.

The Department is planning to celebrate Platinum Jubilee Celebration during the year 2022.

Courses Offered

<table>
<thead>
<tr>
<th>Aided Stream</th>
<th>Self Financing Stream</th>
</tr>
</thead>
<tbody>
<tr>
<td>B.Com</td>
<td>B.Com (Girls) / B.Com (Boys)</td>
</tr>
<tr>
<td>B. Com - A2</td>
<td>B.Com (Professional Accounting)</td>
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<tr>
<td>M. Com</td>
<td>B.Com (Banking &amp; Insurance)</td>
</tr>
<tr>
<td>Ph.D (Part-Time)</td>
<td>B.Com (Capital Markets)</td>
</tr>
</tbody>
</table>
Post Graduate Department of Commerce always takes a lead in conducting the various Seminars and Conferences on the relevant issues in Commerce and Industry every year. In this year, the PG Department of Commerce is planning to organize two-day International Virtual Conference on the theme “Dynamics of Research in Commerce - A Solace to Sustainable Business Decisions” in collaboration with Global Research Conference Forum (GRCF), Pune on 19th and 20th of March, 2021 through Meet 30 platform.

This International Virtual Conference will address and highlight all important issues pertinent to functional areas of Commerce and the outcome of the Conference will show the right direction towards achieving the desired goals and objectives.

India’s first Educational Policy was passed and implemented in the year 1986, after 34 years, under the leadership of Honorable Prime Minister Narendra Modi, National Educational Policy (NEP), 2019 for India has been updated, revised and approved on 29th July, 2020. The policy signifies the huge mile stones for India’s Education system, which will certainly make India attractive destination for Higher Education Worldwide. The Policy is based on the Pillars of “Access, Equity, Quality, Affordability and Accountability” that builds and transform India into vibrant India.

One of the major initiatives of NEP is creating National Research Foundation (NRF). It promotes high quality research and aims to fund researchers working across streams in India. In order to bring non-science disciplines of research in its ambit, the NRF will fund research projects across, for four major disciplines viz., Science, Technology, Social Science and Arts & Humanities. In recent Union Budget 2021, Honorable Finance Minister Mrs. Nirmala Sitharaman earmarked Rs. 50,000 core over five years for the creation of NRF. It will ensure that the overall research eco system in the country is strengthen with a focus to identify the National Priority trust areas.

Based on the above perspective & The PG Department of Commerce is planning to organize two-day International Virtual Conference on the theme “Dynamics of Research in Commerce - A Solace to Sustainable Business Decisions” in collaboration with Global Research Conference Forum (GRCF), Pune on 19th and 20th March, 2021 through Meet 60 platform.
Objectives of the Conference

1. To understand and gain knowledge on functional areas of research in commerce.
2. To envisage the five dimensions of Commerce arenas, viz., Marketing, Peoples Management, Operations and Production, Finance and Information Technology.
3. To enhance the research aptitude among the academicians, scholars towards dynamic changing environment.

Call for Papers

All full paper submissions will be peer reviewed and evaluated based on originality, technical and/or research content/depth, correctness, relevance to conference, contributions, and readability. Selected paper will be published in peer reviewed UGC Care Journal / Scopus Indexed Journals on payment basis. Topics of interest for submission include, but are not limited to:

Sub Themes

- Global Reporting Initiative
- Indian Accounting Standards / Ind AS
- IFRS
- Forensic Accounting
- Corporate Social Responsibility
- Corporate Governance
- Environmental Sustainability
- People Management
- Ethics in Management
- Entrepreneurial Development and Start-Ups
- Upskills in Accounting & Finance
- Strategic Cost Management
- Sustainable Environment
- Activity Based Cost / Management
- Life Cycle Cost
- Logistics and Supply Chain Management
- FinTech

- Green Initiatives in Business
- Economic Value Added (EVA)
- Values, Culture & Ethics in Business
- Six Sigma Applications
- Balance Score Card
- Wealth Management
- Business Combination
- Business process in re engineering / Reverse engineering
- Kaizen Management
- Artificial Intelligence (AI)
- Internet of Things (IoT)
- Block Chain
- Taxation
- Indirect Taxation (GST)
- International Taxation
- Anti Money Laundering
- Capital Market Operation
- Venture Capital
Due to current concerns on COVID-19 Pandemic Situation, the Committee has decided to withdraw the face-to-face presentation session for presenter category.

1. **VIRTUAL PRESENTATION**
   meet60.com/ Google meet: For real-time interaction between presenter and audience

2. **ONLINE VIDEO PRESENTATION (NEW!!!)**
   Now you can present your paper from the comfort of your home. Just send us your 10-15 minutes pre-recorded video presentation and slides. The video will be posted in our YouTube channel and Facebook page on the conference day.

   It saves time, money and more importantly, we stay safe. It's the New Normal!

**IMPORTANT ANNOUNCEMENT**

Due to current concerns on COVID-19 Pandemic Situation, the Committee has decided to withdraw the face-to-face presentation session for presenter category.

**For the benefit of the audience, the presentation should at least cover the following area:**

- The objective/purpose/rationale of the study
- Background/overview of the topic
- Theoretical framework
- Research design and methodology
- Overview of findings and results
- Conclusion/Discussion

**Full Paper:**

- Full papers must be uploaded in MS Word format.
- Papers must not be more than 10 pages long. This is inclusive of all text, tables, figures, and any appendices. A fee of Rs.500/- per page will be imposed for each additional page beyond this limit. A separate invoice will be issued to the author if this limit has been exceeded.
- The author will be notified via email if his/her paper has been accepted. Acceptance notifications will normally come with suggestions and remarks from the paper’s reviewer.
- Presenters may opt to NOT publish their papers in the conference proceedings. If this is the case, please inform the conference secretariat of your intentions as early as possible to prevent any issues after the official publication of the proceedings.

Fee for Registration and Presentation – Rs. 200 per participant
### Important Date

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Date</th>
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</thead>
<tbody>
<tr>
<td>Abstract or Full Paper Submission</td>
<td>March 5, 2021</td>
</tr>
<tr>
<td>Notification of Acceptance</td>
<td>March 10, 2021</td>
</tr>
<tr>
<td>Final/Revised Paper Submission</td>
<td>March 12, 2021</td>
</tr>
<tr>
<td>Last Date of Regular Registration</td>
<td>March 15, 2021</td>
</tr>
<tr>
<td>Conference Dates</td>
<td>March 19th &amp; 20th, 2021</td>
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### Registration Fee

<table>
<thead>
<tr>
<th>Registration Fee</th>
<th>Early Bird Rate</th>
<th>Normal Rate</th>
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<tbody>
<tr>
<td><strong>International Delegates:</strong></td>
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<tr>
<td>International Delegates</td>
<td>USD $ 150</td>
<td>USD $ 200</td>
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<tr>
<td>International Students (Proof on Student card is required)</td>
<td>USD $ 100</td>
<td>USD $ 150</td>
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<tr>
<td>Participant (Without paper) / Listeners</td>
<td>USD $ 50</td>
<td>USD $ 100</td>
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<tr>
<td><strong>Indian Delegates:</strong></td>
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<tr>
<td>Regular Presenter (UGC Care Publication free)</td>
<td>INR 3500</td>
<td>INR 4000</td>
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<tr>
<td>Regular Presenter (Scopus Publication free)</td>
<td>INR 5500</td>
<td>INR 6000</td>
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<tr>
<td>Participant (Without paper)/Listeners</td>
<td>INR 200</td>
<td>INR 250</td>
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</table>

**Account Name**: Global Research Conference Forum  
**Account Number**: 238705001446  
**IFSC Code**: ICIC0002387  
**MICR Code**: 411229049  
**Swift Code**: ICICINBBCTS

**Branch Name**: Thermax Chowk Branch  
**Address**: ICICI Bank Ltd, Uttam Complex, GP75, G Block, MIDC, Sambhajinagar, Tharmax Chowk, Pimpri-Chinchwad, Pune, India - 411019.

Paper Submission by Email
Email the formatted paper according to the sample paper in .doc or .docx format at globalresearchconference@gmail.com, commercemaduracollege@gmail.com

### Submit Your Research Paper

Submit by email: globalresearchconference@gmail.com, commercemaduracollege@gmail.com
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Convenor
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A. Suganya
P. Sindhu
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B. Sri Vidya
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B. Shanmuga Priya
S. Praveenkumar

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Organising Secretaries

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