

## GUIDELINES FOR PAPER SUBMISSION

Original Research papers/ articles are invited. An abstract of the article in about 200 words must accompany the papers. The length of papers shall be maximum of 2000 words. The papers should be in A4 size with 12 font size and Times new Roman. The full paper along with abstract shall be sent to mail id: corpqmc@gmail.com. The Papers will be peer reviewed and Selected papers will be published in UGC-CARE listed journal or SCOPUS with additional publication fee.

## IMPORTANT DATES:

Submission of Abstract : 30-06-2021  
Submission of Full Paper : 10-07-2021

## REGISTRATION FEES

Students UG & PG – Rs. 300  
Academicians & Research Scholar – Rs. 500  
Delegates from Industry - Rs. 1000  
Spot Registration will be accepted.

## PAYMENT DETAILS

Name of the Account:  
Quaide Milleth College Career Oriented Courses  
Current Account No- 510101006602370  
Name of the bank: Union Bank of India  
Medavakkam Branch  
MICR Code -600026172  
IFSC Code - UBIN0911283

## FOR FURTHER DETAILS CONTACT:

8015147913, 9976968208, 9841651696  
Mail Id – corpqmc@gmail.com

## ORGANIZING COMMITTEE

### CHIEF PATRON

Janab. M.G. Dawood Miakhan  
Secretary and Correspondent

### PATRON

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Director

### CONVENER

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Principal

### ORGANIZING SECRETARY

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Assistant Professor & Head

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Assistant Professor

Mr. K. Imran Basha  
Assistant Professor

Dr. R. Abdul Saleem  
Assistant Professor

## NATIONAL CONFERENCE ON

## DYNAMIC APPROACHES AND RECENT

## TRENDS IN CURRENT BUSINESS SCENARIO

**21-07-2021**



## Organized by

## **Department of Corporate Secretaryship**

## **The Quaide Milleth College for Men**

(Reaccredited by NAAC)

A Govt. Aided Research & Post Graduate Co- Educational Institution

Affiliated to University of Madras

Tambaram – Velachery Main Road, Medavakkam, Chennai -600 100

## Advisory Committee

<p><b>Dr. R. Rangarajan</b></p> <p>Professor &amp; Head Dept. of Commerce University of Madras Chennai</p>	<p><b>Dr. S. A. Sajid</b></p> <p>Principal C Abdul Hakeem College, Melvisharam</p>
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<p><b>Dr.M.Prakash</b></p> <p>Asst Professor &amp; Head, Department of Corporate Secretaryship, Salem Sowdeswari College, Salem - 636 010.</p>	<p><b>Dr.K.Sayee Manohar</b></p> <p>Associate Professor Dept of Management and Commerce Sri Sathya Sai Institute of Higher Learning (SSSIHL), Muddenahalli, Karnataka.</p>
<p><b>Dr. K. Prabhakar Rajkumar</b></p> <p>Associate Professor, Dept. of Commerce, Periyar University, Salem 11.</p>	<p><b>Dr.S.Sivasankari</b></p> <p>Assistant Professor Dept of Management Studies Alliance School of Business, Bangalore.</p>

### ABOUT THE COLLEGE:

The Quaide Milleth College for Men was established in memory of the exemplary leader Quaide Milleth Alhaj. M. Mohammed Ismail Sahib, in the year 1975. The college aims to foster the attitudes and values needed for the development of good life in individuals and society with an enhanced focus on educating underprivileged and downtrodden communities.

The college is managed by the Quaide Milleth Educational & Social Trust. It is administered by Janab M.G. Dawood Miakhan Sahib, Secretary and Correspondent. He is the grandson of Quaide Milleth. He has a vast experience in managing Business, Institutions and Social Organisations both in India and abroad and he is an Educationist.

To achieve the vision, we impart state of the art education to the students. Sizeable number of students of this college are from minorities, backward and SC/ST communities. We make the students excel in academics and also to enhance their social and economic commitment and career competence.

The Quaide Milleth College was emanated with the Department of Commerce in 1977. In the subsequent years, various job-oriented degree courses like Corporate Secretaryship, Mathematics and Co-operation were also established. The Department of Commerce was elevated to Research Department in the year 2010

### ABOUT THE DEPARTMENT:

The Department of B.Com Corporate Secretaryship was established in the year 1981. The faculty members possess doctoral degree and are well qualified in teaching. This program provides a better curriculum in order to develop qualified professionals required in corporate sectors.

This program also helps in understanding the key skills that are required for an efficient administration and enable the students to face the global challenges in the corporate sector.

Students undergo practical training in reputed corporate organizations to Gain practical exposure in Secretarial practice, Accounting & Corporate administration.

### ABOUT THE CONFERENCE:

The Conference theme intends to explore the business excellence related to strategic innovation, emerging perspectives among the participants in this competitive global scenario.

### OBJECTIVES OF CONFERENCE

1. To identify the upcoming trends in current Business Scenario through quality Research.

2. To create a platform for researchers, industrialist to discuss their research inputs on emerging trends in global business arena
3. To provide a holistic vision on sustainable development in current business scenario.

### CALL FOR PAPERS:

The essence of National Conference is to provide a platform for Researchers, Academicians, Industrialists and students to present their views in following areas,

<p><b>Human Resources</b></p> <ul style="list-style-type: none"> <li>● Digitalization in HR</li> <li>● HR Analytics</li> <li>● Impact of AI on HR</li> <li>● Talent Retention</li> <li>● HR Outsourcing</li> <li>● Green HRM</li> <li>● Employee Training and Development</li> <li>● CSR</li> <li>● Change management</li> <li>● Leadership</li> <li>● Employee Experience &amp; Engagement</li> <li>● Emotional Intelligence</li> <li>● Event Management</li> <li>● Stress Management</li> <li>● Socializing and Networking</li> </ul>	<p><b>Marketing</b></p> <ul style="list-style-type: none"> <li>● E-marketing</li> <li>● Advertising</li> <li>● Branding</li> <li>● Research methods</li> <li>● Promotion</li> <li>● Pricing</li> <li>● Product development</li> <li>● Marketing management</li> <li>● Retailing</li> <li>● Channels of distribution</li> <li>● Value creation</li> </ul>
<p><b>Finance</b></p> <ul style="list-style-type: none"> <li>● Indian Financial System and Economic Development</li> <li>● Financial Markets- International Financial Economics</li> <li>● Financial &amp; Commodity Derivatives</li> <li>● Mutual Funds, Insurance and Other Financial Services</li> </ul>	<p><b>Production &amp; Operation</b></p> <ul style="list-style-type: none"> <li>● SME and entrepreneurship</li> <li>● Social capital</li> <li>● Social entrepreneurship</li> <li>● Strategic entrepreneurship</li> <li>● Production Control</li> <li>● Strategic Cost</li> </ul>