

# **Nineteenth International Seminar (Webinar)**

*on*

**DYNAMICS OF EMERGING BUSINESS INNOVATION AND  
TRENDS- ACADEMIA INDUSTRY ROLE (DEBIT AIR-2024)**

**Release of Twentieth Year Issue of SMART Journal**

**&**

**Fifteenth SMART Journal Annual Awards – 2023**

*6<sup>th</sup> and 7<sup>th</sup> January, 2024*

*Organized by*



**PG & RESEARCH DEPARTMENT OF COMMERCE**

**DEPARTMENT OF BUSINESS ADMINISTRATION**

**Cauvery College for Women (Autonomous), Trichy**

[www.cauverycollege.ac.in](http://www.cauverycollege.ac.in)

**Institute of Business Excellence**

*and*

**SMART Journal of Business Management Studies**

**(A Professional, Refereed, International and Indexed Journal)**

[www.smartjournalbms.org](http://www.smartjournalbms.org)

*All are cordially invited to the*  
**Nineteenth International Seminar (Webinar)**  
**Release of Twentieth Year Issue of SMART Journal &**  
**Fifteenth SMART Journal Annual Award Function – 2023**

Venue : Seminar Hall, Cauvery College for Women  
(Autonomous), Trichy

*06.01.2024 - Saturday*

10.00 a.m to 11.30 a.m. : **SMART Journal Annual Awards - 2023**  
**Twentieth Year Issue of SMART Journal &**  
**Inaugural Function of International Webinar**

Welcome Address : **Dr. V. SUJATHA**  
Principal,  
Cauvery College for Women (Autonomous)

**Presentation of Awards,  
Release of Twentieth year  
Issue of SMART Journal &  
Inauguration of Webinar** **Dr. M. SELVAM**  
Vice-Chancellor, Bharathidasan University

Key Note Address : *Industry 5.0*  
**Dr. ASHUTOSH MOHAN**  
Faculty of Management Studies,  
Banaras Hindu University, Varanasi

11.45 a.m. - 1.00 p.m. : *Plenary Session-I*  
Special Lecture on  
*Empowering Independence: Charting a path to  
Aging in Place with Dignity & Digitalisation*  
**Dr. GEETHA SUBRAMANIAM**  
Professor, Graduate School of Business,  
SEGI University Malaysia  
*Are we going through Globalization Reset in  
Terms of Outsourcing?*  
**Dr. BALASUNDRAM MANIAM**  
Professor, Sam Houston State University, USA

2.00 p.m. – 3.30 p.m. : **Plenary Session-II**  
Special Lecture on  
*India's Impending Economic Boom*  
**Dr. SANKARAN VENKATESWAR**  
Professor, Saint Mary's College of California, USA

3.45 p.m. – 5.00 p.m. : **Paper Presentation – Parallel Sessions**  
(Link will be sent through e-mail)

5.00 p.m – 6.00 p.m : **Cultural Functions by Students**

**07.01.2024 - Sunday**

10.00 a.m. – 11.30 a.m. : **Plenary Session-III**  
Special Lecture on  
*Navigating the Green Path: Strategies for Establishing and Managing a Sustainable Supply Chain Network*  
**VEERA PANDIYAN KALIANI SUNDARAM**  
Faculty of Business and Management,  
Universiti Teknologi MARA, Malaysia.

11.45 a.m. - 1.00 p.m. : **Plenary Session-IV**  
Special Lecture on  
*Measuring the Extent and Effectiveness of Innovation System*  
**Dr. JEBAMALAI VINANCHIARACHI**  
Former Principal Adviser to the Director  
General of UNIDO, Vienna  
Principal Adviser, Knowledge Management  
Associates, Vienna, AUSTRIA

2.00 p.m. – 3.30 p.m. : **Paper Presentation – Parallel Sessions**  
(Link will be sent through e-mail)

3.45 p.m. – 5.00 p.m. : **VALEDICTORY FUNCTION**

Valedictory Address : **Dr. S. IYYAMPILLAI**  
Senior Professor (Retd.)  
Department of Economics, BDU

Special Address : **Dr. ISAIAH ONSARIGO MIENCHA**  
Senior Lecturer, Accounting and Finance  
Department and Ph.D Coordinator, Graduate  
School, Bugema University, Uganda.

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## ***SEMINAR COORDINATORS***

**Dr. N. SAVITHRI**

Dean of Arts &  
Head Department of Commerce,  
Cauvery College for Women, (Autonomous),  
Trichy – 18

**Dr. J. TAMILSELVI**

Professor and Head, Department of BBA  
Cauvery College for Women (Autonomous),  
Trichy – 18

**Professor M. SELVAM**

Webinar Director,  
Retired Senior Professor and Head,  
Department of Commerce and Financial Studies  
Bharathidasan University, Trichy – 24  
&  
**Founder-Publisher and Chief Editor**  
**SMART Journal of Business Management Studies**

**Dr. V. SUJATHA**

Principal  
Cauvery College for Women  
(Autonomous), Trichy – 18.

***Note: i. E-Certificate will be issued only to the Registered Participants.***

***ii. For New Registration, visit and follow the instructions given in the Web link***

***<https://www.cauverycollege.ac.in/Admin/FileFolder/AcademicPage/DEBIT-AIR-2024.pdf>***