

**One Day International Conference on
“Growth Strategies of Indian Industries
and Development for Economic Reforms
in India”**

Date : 28th February 2017



Organised by



Department of Commerce

**Muthayammal Memorial College of Arts
& Science (Approved by Government of
Tamil Nadu & Affiliated to Periyar
University, Salem, Tamil Nadu)**

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About the College :

Our Muthayammal Educational Trust started on 1983. Under this trust, Muthayammal Polytechnic College (incepted on 1984), Muthayammal Industrial Training Institute (incepted on 2000) and Muthayammal Memorial College of Arts & Science (incepted on 2014) are functioning. For the past 30 years M.R. Matric Hr. Sec. School, Nerkundram, Chennai is running under the Muthayammal Educational Society.

Muthayammal Memorial College of Arts & Science is situated in rural area. Now,

nearly 1000 students are studying higher education. The greatest number of students belong to agrarian family. At present, 42 faculty members and 40 non-teaching staff are employed in our institution. For the academic year (2016-17). The college offers UG courses. BA – English, B.Com, B.Com(CA), BBA, B.Sc – Mathematics, Physics, Chemistry and Computer Science.

Location of the College :

Our Muthayammal Memorial College of Arts & Science is located in Kakkaveri Village – (Rasipuram to Attur SH – 79). The distance of the college is 3 km from Rasipuram, 30 km from Salem, 61 km from Erode, 161 km from Coimbatore, 350 km from Chennai, 235 km from Bangaluru, 32 km from Namakkal, 82 km from Karur, 96 km from Kallakurichi, 118 km from Tiruppur, 50 km from Attur and 40 km from Tiruchengode, The nearest bus stand and railway station is Rasipuram.

About the Department :

The department of Commerce is one of the main departments in the college, Functioning from 2014-15 since the inception of the college. It offers B.Com, B.Com(CA) and BBA having a strength of nearly 300.

The department has a well-equipped computer centre and it offers courses Tally, Multimedia, etc.,

The department of Commerce Organizes a one day International Level Conference on ‘Growth Strategies of Indian Industries and Development for Economic Reforms in India’ on 28th February 2017 in order to deliberate the advancement in the

business sector, agriculture sector and service sector in India and Abroad. Subject and Field Experts in the Theme will share their expertise in the International Conference.

Theme of the Conference:

There are very high forecasts that India would be a major manufacturing hub in the region next to China. Such a distinction is not easy to earn. Liberalization, Privatization and Globalization are the Challenges of world economy. The world is becoming smaller. As globalization continues, business will be presented with opportunities and face challenges. In this regard, this seminar aims to highlight the emerging practices in the recent scenario of business sector, agriculture sector and service sector. Because of economic crises, Human Resources, Banking, Information Technology, Agriculture, Imports, Exports, etc., have been affected.

The conference will incorporate panel discussion by Eminent Personalities in the respective fields, which will provide a good platform for interaction among subject Experts, Academicians, Industrialists, Research Scholars and renowned professors from Various Universities, Colleges and other Higher Educational Institutions.

Objectives of the Conference :

- 1) To discover a energy or spirit of inquiry of research amongst the students and research scholars.
- 2) To carryout the recent trends in this subjects and to discuss or interact with the Academics, Industrialists, Subject Experts and the Professionals.

3) To make the participants expand a critical understanding to face the current changes and challenges.

Call for Papers:

- 1) Home Trade and International Trade.
- 2) Rural, Retail, Green and Online marketing
- 3) Industrial and Business Growth
- 4) Agriculture Economy
- 5) Banking, Insurance, Jewel, Real Estates and other Savings Schemes.
- 6) Consumer Protection & Awareness
- 7) Environmental changes & Global Warming
- 8) Demonetization of money.
- 9) Liberalization, Privatization and Globalization of Economy.
- 10) Human Rights & Consumer Rights.
- 11) Customer Relationship Management.
- 12) Foreign Direct Investments
- 13) Innovative Human Resource Development Practices.
- 14) Services of Hotel and Catering, Education, Health, Hospital, Tourism and Telecommunication.
- 15) Entrepreneurship
- 16) Press and Media
- 17) E-Commerce
- 18) Service Marking and other related topics.

Guidelines:

- 1) Paper should be of original and unpublished.
- 2) Research articles may be either in English or Tamil.
- 3) Tamil Font must be enclosed along with Tamil Research Papers. (Tamil ‘Unicode’ font is preferred)

