

ABOUT THE COLLEGE

Trinity College for Women (Arts and Science) is situated in Namakkal to Mohanur State highway (SH-95). This College is permanently affiliated to Periyar University, Salem - 636 011, Tamil Nadu, India. It was started in the year of 2000 by Trinity Academy Charitable Trust with the aim of imparting higher education to women students in general and belonging to economically weaker sections of the society in and around Namakkal in particular. Our Motto is "Knowledge is power". At present our college offers nine Under Graduate courses, six Post Graduate courses and three Research courses M.Phil. (Commerce, Computer Science & English). Beside that Part-Time Ph.D., (Tamil, Commerce and Computer Science) are functioning.

LOCATION

Our Trinity College for Women (Arts and Science) is located in Vagurampatti village (Namakkal – Karur state Highway (Via, Mohanur & Vangal), Namakkal Taluk and District). The distance of the College is 4 Kms from Namakkal, 58 Kms from Salem, 59 Kms from Erode, 28 Kms from Karur, 160 Kms from Coimbatore, 120 Kms from Tiruppur, 85 Kms from Trichirappalli, 175 Kms from Madurai, 260 Kms from Bengaluru and 370 Kms from Chennai. The nearest Bus Stand and Railway Station is Namakkal. The closest Air Port is Trichirappalli (Approximately 100 Kms from our College).

ABOUT PRIMAX FOUNDATION

Primax foundation R is Registered under the Karnataka society Reg. Act 1960 (12 A and 80 G), Bangalore, Karnataka, India. Primax is established with towering ideals imparting quality and non-profitable services to the society through Journals, Seminars, Workshops, Educational Training, Soft Skill Development Programme, Personality development Programme and Placement training etc. for the personality development in the society. Primax Foundation is an upcoming Training and Development Institute at Bangalore offering a variety of need based training programmes, through on and off campus modes. The primary aim is to ensure employability for the students and mold them to suitably fit into all aspects of corporate requirements. In addition, its intentions is to upgrade the quality of research work among the faculty members involved in science, Humanities, Commerce, Management Education and the allied fields to ensure that all the research work undertaken, is gainfully employed by the industry, society and corporate world. Its operational objective is to disseminate, strengthen and enhance knowledge, across all sections of the society.

ABOUT THE DEPARTMENT

The Department of Commerce was started from the very inception of the college in the year 2000 offering B.Com. B.Com (CA), M.Com., M.Phil., Ph.D., The PG & Research Department of Commerce is provided high quality education in the field of business and management at UG, PG and research level and to help the students in achieving self reliance to face the world. Seminars, Industrial visits, Conferences and Workshops are conducted at regular intervals. Most experienced faculty members are working here.

ABOUT THE CONFERENCE

Global Economic integration has been a powerful driver of increased economic efficiency and improved standard of living around the world. It has contributed to sizeable economic growth in global level. Economic growth of the country depends on the infrastructure facility available in the country. Over the last decade, the internet and online marketing have changed the many people buy and sell goods and services. Particularly, E-Commerce is an important role in our society. Today, Economics, Commerce and Management have been highly technology oriented and sophisticated.

OBJECTIVES OF THE SEMINAR

- To analyze the views of Economics, Commerce and Management in the Past, Present and Future aspects with a view to collect strength and weakness of the nation.
- To understand issues and challenges in the global competitions of the products and services.
- To disseminate knowledge and share experience in dealing with Liberalization, Privatization and Globalization.
- To formulate appropriate and effective strategies of upgradation of people's standard of living.

FOCUS OF THE RESEARCH PAPERS

- Economic Planning ➤ Business in India and abroad.
- Digital India ➤ Government sectors ➤ Agriculture.
- Social Responsibility of business
- E-Commerce ➤ Online marketing ➤ Industrial development
- Accounting Innovations and Standards.
- Environment -Demographic, Technological, Socio-Economic, Legal, Geographical and Ecological.
- Increase of pricing in petroleum products.
- Wholesale, Retail and Green marketing ➤ FDI.
- Service sectors-Banking, Education, Industries, Mutual Fund, Share market, Transport, Hotel and Catering, Health, Tourism, Telecommunication etc.,
- Growth and Innovations of Human Resources.
- Inflation of money ➤ Demonetization ➤ GST
- Global Warming ➤ Poverty and inequality
- Saving schemes-Real Estate, Jewellery, Bank Deposits, Share Markets, Mutual Funds, etc.
- Unemployment and Entrepreneurship

- Population growth and Environment pollution.
- Corruption ➤ Black Market ➤ Adulteration of Goods
- Information Technology, Nano & Bio Technology
- Utilization of Natural Resources.
- Natural Disasters-Flood, drought, earthquake, landslides, sinkholes, volcanic eruptions, tsunami, blizzards, etc.
- Growth of Press and Media.
- Success of Social Media-Twitter, Whats app, Face book, Google, Youtube etc., and other related topics

PUBLICATIONS FORUM

This conference offers a platform for intellectual discussion among faculty members/ Research scholars/ students and Corporate delegates on the given sub themes from Commerce, Management, Economics and other Department papers – Theoretical, empirical or case studies are invited. Papers with research focus will be selected for publication. The selected papers will be published in the reputed UGC LISTED JOURNAL: International Journal of Scientific Research and Review (IJSRR) ISSN: 2279-543X (UGC listed Journal: 64650, Impact Factor: 6.10) with additional cost of Rs.1700 (each co-author has to pay additional fee Rs.800 & maximum three authors are allowed per paper).

RESEARCH PAPER GUIDELINES

Papers with not more than 6 pages with an abstract of 250 words must be sent to the Convener, Trinity College for Women (Arts & Science), Namakkal-637002, Tamil Nadu state, India. Papers should be typed in A4 sheet, font size 12 (Times New Roman) and must be submitted through the email id of trinitycommex2019@gmail.com

| Registration Categories for Conference participation | Amount Details ₹ |
|--|---------------------|
| Students | 200/- |
| Research Scholars | 250/- |
| Faculty | 300/- |
| Industrialists | 500/- |

IMPORTANT DATES

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| Abstract & Submission of full paper | 03.01.2019 |
| Notification of acceptance of full paper | 07.01.2019 |
| Last date for submission of Registration form and fee payment | 10.01.2019 |
| Date of Conference | 24.01.2019 |

PARTICIPATION AND REGISTRATION

- One author and two co-authors are allowed.
- Author/ Co-author and participants have to register separately.
- Registration fee is included in conference kit, lunch and refreshment.
- Participants will be given certificate
- Spot registration is accepted