

PAPER PRESENTATION AND PUBLICATIONS

| Name | Topic | Paper Presentation & Publication |
|---|--|--|
| | Green Marketing: Factors Influencing Consumer Buying Behaviour Towards Eco-Friendly Products | "Bonfring International Journal of Industrial Engineering and Management Science," Special Issue released in National Conference on "Sustainable Development in Corporate Sector- Perspectives, Problems and prognosis" ISBN 978-93-86176-39-4 (Sept 2016) held at Karpagam University ISSN 2250-1096 Volume 6/Special Issue/ Dec 2016 |
| J.Priya, and P.Swaathi M.Phil Commerce | E-Commerce and its Impact on Indian Society | International Conference on: Digital India-The Unfolding Opportunities & Challenges at Vivekananda Institute of Information and Management Studies & Mother Teresa Women's University ISSN: 2231-2501 Volume V/ Issue II/March 2017,"International Mangement Research Review" |
| J. Priya M.Phil Commerce | The Impact of Social Networking Sites on Education | "International Research Journal of Management and Humanities"-Listed in Ulrich & Cabell Directory, Texas, USA. ISSN. 2347-3274 Vol.4/Issue: 1Feb 2017 in International Conference held at Patrician College of Arts and Science |
| P. Swaathi M.Phil Commerce | Framework of Corporate Governance: Issues and Challenges | "International Research Journal of Management and Humanities"-Listed in Ulrich & Cabell Directory, Texas, USA. ISSN. 2347-3274 Vol.4/Issue: 1Feb 2017 in International Conference held at Patrician College of Arts and Science |
| T.Punitha & S.M.Anitha M.Phil Commerce | A Theoretical Framework on Relationship Marketing | National Conference on "Sustainable Development in Corporate Sector- Perspectives, Problems and prognosis" ISBN 978-93-86176-39-4 (Sept 2016) Karpagam University |
| | A Study on Consumer Perception towards Online Shopping in Chennai City | National Conference on "E-SERVICES: ISSUES AND CHALLENGES" held at Vivekananda College of Arts & Science for Women ISBN: 978-81-933316-5-1 (Feb 2017) |
| T.Punitha M.Phil Commerce | E-Tailing in India- Growth, Challenges and Opportunities and | "International Research Journal of Management Humanities"-Listed in Ulrich & Cabell Directory, Texas, USA. ISSN. 2347-3274 Vol.4/Issue: 1Feb 2017 in International Conference held at Patrician College of Arts and Science |
| | A Study on Digital Financial Services- Conceptual Framework | National Conference on "Sustainable Development in Corporate Sector- Perspectives, Problems and prognosis" ISBN 978-93-86176-39-4 (Sept 2016) Karpagam University |
| C.B Pavithra M.Phil Commerce | The Role of Information and Communication Technology (ICT) in Indian Banking Sector-An Overview College | "International Research Journal of Management and Humanities"-Listed in Ulrich & Cabell Directory, Texas, USA. ISSN. 2347-3274 Vol.4/Issue: 1Feb 2017 in International Conference held at Patrician of Arts and Science |
| Haseena Banu A.R M.Phil Commerce | A Study on Customer Satisfaction towards mobile service providers in Chennai (among youngsters in Chromepet region) | "VEI-International Journal of Social Sciences"- ISSN 2394-1316 Volume 03 (Special Issue: 06) (Feb 2017) held at Vivekananda College of Arts & Science for Women |
| Uma Maheshwari. A.M II M.A (HRM) | "An Empirical Study on Significance of Ergonomics and its Impact with Reference to Manufacturing Industry in Tamil Nadu" | "International Conference at Kalasalingam University |
| | A study on transferal of diversity into inclusion | National Conference conducted by Department of Adult and Continuing Education University of Madras, International Journal of Business Intelligence and Innovations) - Special Volume Issue 4 - March 2017 - ISSN23484705 |
| | An Empirical Study on Contemplate Branding and know its significance with reference to service sectors in Tamil Nadu | National Conference on Emerging Trends in Service sector issue and challenges at D.G. Vaishnav College. ISBN 978-81-929581-3-2 |
| | An Empirical Study on the Influxes of Internal Brain Drain with reference to Manufacturing Industries, Tamil Nadu | National Seminar on Latest Innovations in Management Science –A Global Perspective.at Shri Krishnaswamy College for Women, ISBN – 978-81-8209-473-4 |
| | An Empirical Study on Implication of Quality with reference to manufacturing industry in Tamil Nadu | National Conference on Business Analytics and Intelligence organized by Pentagon- The School of Business Studies. & Dr. MGR Janaki College of Arts and Science for Women E-ISSN –2349-6746 ISSN –2349-6738 International Journal of Management and Social Science Research Review. |
| | Structured Equation Modeling (SEM) Using SPSS & AMOS for Quantitative Data Analysis | National Level Workshop & Faculty Development Programme at Sairam Institute of Management Studies |
| | Structural Equation Modelling and preparation of Project Proposal for Funding | FDP at School of Management Studies, Vel's University |

| Name | Topic | Paper Presentation & Publication |
|--|---|---|
| | Com Tech 2016 | National Level Workshop at Annai Velankanni College for Women |
| A.Sowmiya IB.Com Day | Environmental and Ecological Awareness in Ancient India | Participated in National Seminar conducted by Kuppuswami Sastri Research Institute Bhimaratha Mahotsava |
| Deepa K. Jain – II BBA | Demonetization and its Impact on Economy | Best Paper Award |
| Gayathri. B- & Srinidhi P II B.Com (Hons) | Qualities of an Entrepreneur | Paper presentation at SRM University |
| Srinidhi P II B.Com (Hons) | Sanskrit | Paper presentation at ITM Business School |
| Mahalakshmi D, Malavika S. R & Priya Madhura S II B.Com (A & F) | Mantra for Self development | Paper presentation at GSS Jain college -I prize and Best paper award |

PRIZES WON IN INTER COLLEGIATE COMPETITIONS

| NAME OF THE STUDENT & CLASS | EVENT & VENUE | PRIZE WON |
|---|--|-------------------------|
| S.IIakiya, R.Megha, II B.Com (Day) | Katcopia 2K17 – An Inter – Collegiate National Level Management Meet – Quiz – SSS Jain College College | II |
| E.P.Priyadarshini, P.R. Srinidhi, S. Swathi, III B.Com (Day) | Sankalp 2K17 – Pro-Matriks – SSS Jain College | II |
| E.P.Priyadarshini, P.R. Srinidhi, S. Swathi, R. Harini, R. Nandhini, III B.Com (Day) | Drucker's Progeny & Prism – Sales Express – M.O.P. Vaishnav College for Women | II |
| S.Manisha, III B.Com (Day) | Western Group Dance - CTTE College | I – Cash Award |
| A. Vinothini BBA | Business Plan, MCC College | II-Cash Award Rs.2000/- |
| M. Sridhanya BBA | Singing Competition, Ethiraj College | I-Cash Award Rs. 1000/- |
| U. Aishavaryaa, P. Smithra III B.Com (Hons) | Thozhan - Traffic control – State level | Limca Book of Record |
| R. Indra III B.Com (Hons) | Marathon – State level | Runner |
| R. Indra III B.Com (Hons) | Pinkathon- State level | Finisher – Medal |
| S. Aarthi, V. Jayashree, N. Malarvizhi, N. Sivasakthi II B.Com (Hons) | Loyola College- Eminence:Eccentric | II |
| S. Suganya II B.Com (Hons) | Loyola College-Eminence: Photography | II |
| P. Srinidhi II B.Com (Hons) | Loyola College-Essay writing in Sanskrit | II |
| V. Akshara Sai I B.Com (Hons) | SSS Jain College - Connection | I |
| S. Sreenithi I B.Com (Hons) | Geetha Bhavan – Sanskrit Bhajan | I |
| U. Aarabi III B.Com (A & F) | Loyola College – Logo designing | I |
| M. Abhinaya III B.Com (A & F) | Loyola College – Logo designing | I |
| S. Sailakshmi II B.Com (A & F) | Master Mind Quiz | I |
| J. Krithika, D. Mahalakshmi II B.Com (A & F) | SSS Jain College-Connections | I |
| D. Mahalakshmi, J. Krithika II B.Com (A & F) | SSS Jain College –Word game | I |
| V. Swetha, S. Jayasree IB.Com (A & F) | Shree Geetha Bhavan- Sanskrit Bhajan | I |
| S. Vijayashree, S. Nithyashree, B. Com (Eve) | Shree Geetha Bhavan, Group Singing. | I |
| M. Gayathree, J. Kalki III B.Com (Eve) | Channel Surfing, GSS Jain College | I |
| V. Aarya, Ankita Sethiya, Jeywanthi, Sakthi Bharathi, Gayathri, Nithyashree, IB.Com (Eve) | MIME, Madras Christian College | II |
| M. Dharini IB.Com (Eve) Hand Ball, | University of Madras A-Zone women | II |
| J.S. Jayasree, II B.Com (C.S) | Creative writing , JBAS College | Cash prize |
| Atchya G II B.Com (C.S) | Participated in Republic day camp | Certificate Medal |
| Pragati Pani, R. Manisha II B.Com (ISM) | Antakshari, Stella Maris college for women | II |
| Pragati Pani II B.Com (ISM) | Debate, Loyola College | I |
| Yuheswari Ravichandran, II M.A (HRM) B.Com (Hons) | National Chess Tournament, YMCA, Golden Jubilee Chess Tournament, SIVET College of Arts and Science, National Open Chess Tournament, Madras University, Inter Collegiate Chess Tournament, St. Joseph College of Engineering, WCC Rolling Trophy, WCC, CM Trophy – Chess, YMCA | Winner |
| | Math Quiz (Cul De Sac), Infinity' National Level Actuarial Symposium, B. S. Abdur Rahman University | II |
| | SRM Math Zest, Creative Singing Competition, SRM Arts and Science College | I |
| | Theatre Art and Mime Competition, MSSW | II |
| | Math Zest, Creative Singing Competition, SRM Arts and Science College | II |

MOU IN PROGRESS



Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women



TATA CONSULTANCY SERVICES

Our College will be signing a MOU with Tata Consultancy Services to develop curriculum to meet the Industry needs. From the Academic year 2017 – 2018, BBA course will be restructured as BBA – BPS (Business Process Services) – to meet the industry needs.

Vaish Com News



A News Letter of Research Department of Commerce

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College For Women (Autonomous)

(Affiliated to the University of Madras, Re-Accredited with 'A+' Grade by NAAC) Chromepet, Chennai - 600 044.

Vol. 2

March 2017

From the Editor's Desk



I take this opportunity to thank our College Management and Principal Dr. V. Varalakshmi for their continuous support and encouragement. With the blessings of almighty we are releasing the second News letter of Research Department of Commerce. Let this be a continuous process of success and achievements for the faculty and students of the fraternity of Commerce of Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women.

Dr. R. Savithri, Head & Dean of Commerce.

Star Achievers



The Research Department of Commerce is very happy that ♦Dr.R.Valarmathi, Dr.S.Seethalakshmi, Dr.K.C.Hemalatha Dr.M.Revathy and Dr.D.Lalitha have been awarded Ph.D Degree this year.

♦Miss.P.Swathi, M.Phil student has passed State Eligibility Test for College teachers.

♦M.Sowmiya, III B.Com has been selected to attend the Asian Games Camp for Heptathlon. She has won Gold Medal in Heptathlon in the 89th Inter District Senior Athletic Championship held at Nehru Stadium, Chennai on 4/6/16 & 5/6/16. She got Gold Medal in the 56th Open Senior National Athletic meet held at Lucknow from 27/09/16 to 30/09/16. She also won Bronze Medal in Heptathlon at the All India Inter University Athletic Meet held at Coimbatore organized by Anna University from 11/01/17 to 15/01/17.

♦A.M Uma Maheswari of II M.A. (HRM) is the Best Outgoing P.G Student. She has attended & presented papers in 5 International Conferences, 9 National Conferences, 2 workshops & 2 FDPs. She has publications in 14 Reputed Journals and has won 4 Intercollegiate competitions.

NEW MILESTONES

SIGNING OF MOU WITH INSTITUTE OF COMPANY SECRETARIES OF INDIA

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women has signed a Memorandum of Understanding with Institute of Company Secretaries of India on 9th June 2016.



SIGNING OF MOU WITH INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA

Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women has signed a Memorandum of Understanding with Institute of Chartered Accountants of India on 12th January 2017.



STUDY CENTRE

Now are College is the only College in Chennai to have all the three study centres recognised by Institute of Chartered Accountants of India, Institute of Cost Accountants of India and Institute of Company Secretaries of India, 47 staff members are taking classes for slot 1 & slot 2 students separately for both foundation and intermediate CMA course, foundation and executive course of ICSI and CPT & IPCC classes of ICAI.

U.G.C SPONSORED SEMINAR ON WOMEN ENTREPRENEURSHIP



The Research Department of Commerce and Andhra Chamber of Commerce jointly organised a U.G.C sponsored seminar in “Women Entrepreneurship” on 25th Nov 2016. Smt. Nina Reddy, Joint Managing Director, Savera Hotels, Chennai was the chief guest. Smt. Rama Venugopal, Chairman, Women Entrepreneurship, Subcommittee, Andhra Chamber of Commerce delivered key note address. Smt. Kadambari Sathish, founder WEDO, Chennai, Dr. R. Shahjeevana, Additional Director, EDI ,Chennai , Mr. Anandan, Deputy Director, EDI, Chennai were the speakers for the technical session. Prof. V. Vasudevan, Director, Business Incubation Centre, Andhra Chamber of Commerce delivered the valedictory address.

NATIONAL CONFERENCE ON LEAN MANAGEMENT AND ORGANISATIONAL EFFECTIVENESS ORGANISED BY P.G. DEPARTMENT OF HUMAN RESOURCE MANAGEMENT



The PG Department of Human Resource Management, Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women, hosted a One Day National Conference on Lean Management and Organisational Effectiveness on 29.11.2016. Mr. M.

Manivanan, DGM-HR Renault- Nissan Automotive India private Limited, Oragadam inaugurated the event and released the journal “International Journal of Business Intelligence and Innovations” Special volume issue 3 ISSN:2348 4705. The Journal consists 50 articles from various authors in India. 20 students and research scholars from various colleges and universities presented their papers.

DEMONETISATION



Two students Kavipriya of II B.Com (Hons) and Divya of II B.Sc Chemistry were selected among 1000 student volunteers by the Ministry of Human Resource Development to attend the National Convention of Student Volunteers on 8th March 2017 at VigyanBhawan, New Delhi. They got certificate & PC

Tablet from the Minister of Human Resource Development.

INDUSTRIAL VISIT

Students of PG Department of Human Resource Management visited Bright Autoplast Ltd, Orgadam on 19th October 2016

Our College and Andhra Chamber of Commerce coordinated with Krishnampattinam Port and III year B.Com (Hons) students visited Krishnampattinam Port on 28th February 2017. The students visited container freight station and container depot. They saw huge containers, huge machineries, cranes, vessels and pipeline system through which LPG, crude oil are sent. Krishnampattinam Port is well connected with roadways, railways and airways and they provide 24/7 services to their customers. The students got practical knowledge in the field of Logistics and gained knowledge about container trackers and third party logistics.



HR TIDINGS -NEWS LETTER OF P.G. DEPARTMENT OF HUMAN RESOURCE MANAGEMENT

HR TIDINGS a newsletter was released on 23.09.2019 2016 by Shri. C.S. Shiva Kumar. P, Chairman, SIRC, Institute of Company Secretaries of India. HR TIDINGS pave the way for college students in self grooming for their career and guidance for career planning. HR TIDINGS has been circulated in more than 20 colleges in South India.



STUDENT CHAPTER OF THE MADRAS MANAGEMENT ASSOCIATION



The Student Chapter of the Madras Management Association was inaugurated on 13.10.2016, by GP Captain R Vijayakumar (Retd) VSM, Executive Director, MMA. The chapter consists of 50 student members. Priyanka of I MA (HRM) was selected as the President and Akshaya Kairali, was selected as the Secretary of the Chapter. A workshop on 1st February 2017 was conducted on the topic “You-The Brand”, Mr.M.K.Chandrasekar, Founder – MU Space was the chief guest. A workshop on “Derivative markets” was organised on 15th February 2017, Mr. M. Jeyaprakash, Trainer was the chief guest. A workshop was organised on 1st March 2017 on the topic “GST-Implications”, P. Raju Iyer was the chief guest. A one day seminar was organised on 3rd March 2017 on the topic “Business Communication”, Mr. V. Subramanian was the chief guest. A one day seminar was organised on 15th March 2017 on the topic “Stress Management” and Ms. Kuchalambal was the chief guest.

VAISH COMFEST



VAISH COMFEST - COMQUEER 2K16, the annual commerce extravaganza was held on 23th Sep 2016. CS Siva Kumar, Chairman, ICSI-SIRC was the chief Guest. Various inter-class and Inter-collegiate competitions like Treasure Hunt, Egg Head Economists, Best Deal, Business Quiz, Business Debate, Dumb

Charades, Product Packaging, Logo designing and Adzap were conducted. Students from nearly 30 colleges were participated and Dr.J.D sharma, former Director of Indian Overseas Bank, delivered the valedictory address and distributed the prizes

INVESTOR AWARENESS PROGRAM

Our college organized an investor awareness program in collaboration with SIRC-ICSI and Ministry of Corporate Affairs, Govt. of India. CS Siva Kumar, the Chairman, ICSI-SIRC inaugurated the program.Mr. A.R. Vasudevan, Regional Head, Central Depository Services Limited gave a lecture on Investment in Equities and benefits of depositories. Faculty and students from nearly 20 colleges participated.



FRUITS OF MOU WITH INSTITUTE OF COST ACCOUNTANTS OF INDIA

Ms Anjali R of III B.Com Day and Ms Akshaya S.III B.Com (Hons) have successfully cleared CMA Inter examination



CMA FOUNDATION EXAM

Ms S. Yeswanthani(Ebcom), Ms Subasree S. K.(Dbcom), Ms Archana R. (Hons), Ms Padmavathi B. (A&F), Ms Padmavathi C (Hons), Ms Renuka R.(Hons), Ms Srinidhi Ragunathan (Hons), Ms Sivapriya Bharathi R (Dbcom), Ms Archana V. (Hons), Ms Santhiya Murugavel (Ebcom), Ms Srividhya Sridhar (Hons), Ms Dhanalakshmi V (Ebcom), Ms Krithika V. (Dbcom), Ms Madhumitha R(Dbcom), Ms Vijayashree S.(Ebcom), Ms Nithiyashree S. (Ebcom), Ms Priyanka N. (Dbcom), Ms Aarthi S. (Hons), Ms Padmapriya M. (Hons), Ms Aarthi E. (Dbcom), Ms Subalakshmi N. (Dbcom), Ms Swetha E. (Hons), Ms Jayashree V. (Hons), Ms Aishwarya R. (Hons), Ms Sonia V. (Dbcom), Ms Varshini S. (Hons), Ms Priyadarshini R. (Bism), Ms Keerthika E. (Ebcom), Ms Hemalatha B. (Ebcom), Ms Nivedhitha D. S. (A&F) ,Ms Sruthi V. (Dbcom), Ms Lavanya S.(Hons), Ms Sri Ranjani R.(A&F) have passed CMA Foundation exam in December 2016

CMA INTERMEDIATE GROUP II EXAM JUNE 2016 BATCH

Four students R.Anjali, and Akshaya.AArumugam of III B.Com (Day), S.Akshaya of II B.Com (Hons) and K Shree Vishnu Priya of II B.Com (Day) passed CMA Intermediate Group II exam in June 2016.

CAREER AWARENESS PROGRAMME CONDUCTED BY ICSI

Career Awareness program for ACS course by conducted by CS Ramasubramaniam, Director, RAYS Consulting Private Limited., CS Sarah Arokiasamy, Joint Secretary, ICSI – SIRC, Mrs.ChitraAnantharaman, Deputy Director, ICSI – SIRC, CS Vasumathi, CS Prachi N. Shah, CS ShyamSundar, CS Mohan Kumar, CS Lakshman, CS Jeyanth Viswanathan created awareness for Company Secretary as a career from 20th to 22nd June 2016.



CAREER COUNSELLING PROGRAM FOR CMA COURSE

Career Counselling program for CMA course held on 15th Nov 2016. CMA V Murali, Chairman, SIRC-Institute of Cost Accountants of India and Mr. Ponnusamy, Dean, SIRC- Institute of Cost Accountants of India addressed the students.

CAREER AWARENESS PROGRAM FOR CA COURSE



Career Awareness program for CA course was held on August 2016. CA Padma Sankar and Mr.Sivanesan, BOS official SIRC-ICAI, CA Gopal Krishna Raju, Council Member, SIRC-ICAI, CA Rajasekaran, Chairman Kanchipuram District branch, SIRC – ICAI, CA Sathyanarayanan, Secretary, Kanchipuram District Branch, SIRC-ICAI and CA Geetha Kumar addressed the students.

MOU with Entrepreneurial development Institute of Tamil Nadu.



Our College has signed Memorandum of Understanding with Entrepreneurial development Institute of Tamil Nadu. Our College conducted an Entrepreneurship Orientation Programme in coordination with National Small Industries Corp. Ltd., on 18.01.2017. Ms Mahalakshmi Saravanan was the chief guest. Our faculty attended the FDP program conducted by Entrepreneurial development Institute of Tamil Nadu and Our College has conducted Course 100 for one batch of 50 students using the learnwise app of Wadhvani Foundation.

CONSULTANCY SERVICES

Vaishnav Bazaar was organized to tap the entrepreneurship traits on 17-11-2016, 24-11-2016, 01-12-2016 and 15-12-2016.

College had organized Indirect Taxation and e-filing courses conducted by INTELLI Expert Management solutions .90 Students of B.Com (Regular) and 204 students from B.Com (Self Supporting) benefitted and students are helping staff and students to get PAN card.

10% of the profit earned in Vaishnav Bazaar & PAN card was given to our College Management as a part of Consultancy Services.

BUSINESS ACCOUNTING PROCESS (BAP) EXECUTIVE ONLINE COURSE

All First Year Commerce Students are doing Business Accounting Process (BAP) Executive course online course given free of charge given by our College Management conducted by Arthavidya partnered with NSDC & e-palmleaf ITES Pvt Ltd. They will do BAP Executive + online Course in the II year and BAP Smart Pro in the III year

RESEARCH

Research Department of Commerce has 17 M.Phil Research Guides and 7 Phd Research Supervisors recognized by University of Madras. Every year 12 Full time students do M.Phil. There are 4 full time and 11 part time PhD Research Scholars. 6 of them have submitted Thesis and 1 has submitted synopsis. 16 staff members have acquired PhD and 7 staff members have submitted thesis.

✳ Mrs.P.Amirtha & Mrs.R.Harini both Asst Professors in the Department of B.Com(ISM) are doing a Minor Research Project on “Marketing Problems of Medicinal plants of Irula tribal women in Tamil Nadu- A special reference to Kancheepuram, Tiruvallur, Cuddalore and Villupuram Districts.” and our College Management Management has sanctioned Rs 1,00,000 for this project.

✳ Mrs. Poornima & Dr.S.Seetha both Asst Professors in the P.G. Department of Commerce are doing a Minor Research Project on “An Impact of Institutional support on Entrepreneurial Skill Development Programme and Entrepreneurial Intention- A study among College Students” and our College Management Management has sanctioned Rs 45,000 for this project.

✳ Dr.S.Subbulakshmi, Associate Professor in the P.G. Department of Commerce is doing a Minor Research Project on” The Role of Educational institutions in Development of Cognitive, Personal and Professional Skills among College students in Kancheepuram District” and our College Management has sanctioned Rs. 50,000 for this project

FREE NEWSPAPER DISTRIBUTION

Free newspapers (Deccan Chronicle, Times of India, Indian Express) are given to Commerce and hostel students.