



**HYBRID MODE**

BODHI International Conference on

**“INNOVATION NEEDED IN COMMERCE,  
ECONOMICS AND MANAGEMENT  
TO MEET THE PRESENT CRISES AND CRAZE”**

**01 October 2022**



Jointly Organized by

DEPARTMENT OF COMMERCE AND COMMERCE WITH CA  
**MANGAYARKARASI COLLEGE OF ARTS AND SCIENCE FOR WOMEN**

(Affiliated to Madurai Kamaraj University)

ISO 9001-2015 CERTIFIED INSTITUTION

ACCREDITED WITH 'B' GRADE BY NAAC

Mangayarkarasi Nagar, Paravai, Madurai 625402

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DEPARTMENT OF BUSINESS INTELLIGENCE  
**B.K. SCHOOL OF PROFESSIONAL AND MANAGEMENT STUDIES  
GUJARAT UNIVERSITY**

Navarangpura Ahmedabad-380009

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**BODHI INTERNATIONAL JOURNAL OF  
RESEARCH IN HUMANITIES, ARTS AND SCIENCE (BIJRHAS)**

An online, Peer Reviewed, Refereed and Quarterly Journal, India

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**Dear Sir/Madam  
Greetings!**

We are extremely happy to invite you to make your impressive occurrence and ensure effective participation in the International Conference on **"Innovation needed in Commerce, Economics and Management to meet the present Crises and Craze"** scheduled to be held in Mangayarkarasi College of Arts & Science for Women, Madurai, Tamil Nadu.

With warm regards  
Organizing Committee

### **About the College**

Mangayarkarasi College of Arts and Science for women was started in the year 1997, by the founder Amaram Pitchiah Pillai, a great Philanthropist of the 20th century with the vision of offering academic support to rural students by providing quality education. The college is dedicated to the cause of women's education & endeavors to nurture their finest potentialities in all spheres of life in an effective & efficient way. It has grown into one of the top-notch self-financing institutions affiliated to Madurai Kamaraj University. The college is located at Paravai, Madurai, North Taluk. The campus sprawls over a 75-acre pollution free environment punctuated with green trees, lawns and the shrine of Goddess Meenakshi providing an enchanting and divine ambience that facilitate academic activities successfully. The college has won the credit of being the ISO 9001:2015 certified institution and Re-accredited with 'B' grade by NAAC in recognition of its quality standards. A steep rise in the excellence in higher education is always feasible in our institution due to the painstaking efforts of proactive management, dedicated principal and high caliber faculties.

Academically, the college offers 11 UG courses, 6 PG courses, 12 certificate courses, 4 Diploma courses, 1 Professional course in different disciplines. Along with an array of the exclusive add-on courses, our service have also extended to guide and train the students in Competitive Examinations and all Group Examinations with enormous focus on soft-skill and Placement training to make them industry-ready. The college has well-equipped modern laboratories, central library, seminar hall, open auditorium, and smart classrooms with audio-visual facilities along with seminars, guest lectures, and extension activities organized regularly. Fully Wi-Fi campus, well-maintained cafeteria, hostel facilities, industrial visits, and interactive teaching methodology by highly qualified and experienced faculty make our institute a much sought after college in Madurai.

### **About the Department of Commerce and Commerce with CA**

The Department of Commerce, one of the oldest in the college, has completed 25 years of existence, proving its excellence in the field of Commerce. The department came into existence with the launching of B.com degree course in 1997, Commerce with Computer Application course in the year 2000 and commerce with professional accounting in the year 2021. Ever since its inception, the department has maintained an exalted academic profile which is clearly reflected in the outstanding academic performance of the students. In the recognition of its remarkable achievements, it had been elevated to a Post Graduate Department of Commerce with CA in 2005 and Commerce in 2017. At Present 1070 Students are studying in our esteemed department. The department aims at developing knowledge, skill, attitude and values through dynamic and interactive methods of teaching. We have eminent & efficient faculty members to inspire the aspiring enthusiastic students by inculcating the academic and career disciplines besides the real value of life. The department regularly conducts guest lectures, seminars to imbibe provisions on value addition to the students and for the benefit of the academic fraternity.

### **About Gujarat University**

The Gujarat University was conceived in the nineteen twenties in the minds of public-spirited and learned men like Gandhiji, Sardar Patel, Acharya Anandshankar B. Dhruva, Dada Saheb Mavlankar, Kasturbhai Lalbhai and many others. However, the University could come into existence only after the achievement of independence. In 1949, the University was incorporated under the Gujarat University Act of the State Government 'as a teaching and affiliating University.' This was done as a measure of decentralisation and reorganization of University education in the then Province of Bombay. During the course of its life of more than seven decades, the University has seen the establishment of seven more Universities which were carved out of the jurisdiction of the Gujarat University, viz., Sardar Patel University, Saurashtra University, Bhavnagar University, South Gujarat University, Gujarat Ayurveda University, Gujarat Agricultural University and North

Gujarat University. Even then, the Gujarat University is the largest university in the state catering to the needs of higher education of more than four lakh students scattered over 286 colleges, 22 recognised institutions and 24 approved institutions. There are 36 Post-Graduate University departments and 221 P.G. Centres. New 140250 students are enrolled at under graduate level and Post Graduate level in academic year 2016-17. Gujarat University has developed phenomenally in the last 69 years to be recognized as a premier University in the country today. It provides education in one of the widest range of disciplines to about two lakh students.

### About Bodhi Journal

The Bodhi International Journal of Research in Humanities, Arts and Science is an Online, Peer Reviewed, Refereed and Quarterly Journal with Impact Factor. The Journal is committed to bring together academicians, research scholars and students from all over the world, who strive professionally to upgrade the status of academic career and the society by their innovative ideas. The journal also aims at promoting interdisciplinary studies in the fields of humanities, arts and sciences.

### Call for Paper

The organizing committee invites Empirical, Conceptual papers, case studies, PPP model, Meta analysis, and Field researches from leading academicians, Business peoples, Corporate Sectors, researcher scholars and students from academic institutions, research organizations, non – governmental organizations (NGOs), Corporate Sectors, Civil societies, industries, Entrepreneurs and other relevant aspirants from India and abroad.

Topics of interest for submission include various subthemes, but are not limited to the conference aims at providing an opportunity for exchange of ideas and dissemination of knowledge among Scholars for Sustainable Development. Contributions are invited from prospective authors from related areas. All contribution should be of high quality, Original and not published elsewhere or submitted for publication. During the review period, Papers will be reviewed by eminent scholars in the respective areas.

### Key Themes and Sub Themes:

- |   |  |
|---|--|
| 1. Economic Growth and Employability            | 28. Business Environment                                 |
| 2. Decision and Risk Analysis                   | 29. Business Leadership                                  |
| 3. Business Dynamics                            | 30. Organizational Behavior and Learning                 |
| 4. Contract Management                          | 31. Corporate and International finance                  |
| 5. Owner and Business Characteristics           | 32. Marketing Theory, Research and Applications          |
| 6. Knowledge Management                         | 33. Emerging Markets and Economic Development            |
| 7. Innovation & Implementation                  | 34. Retail Management                                    |
| 8. R&D strategies                               | 35. Business and Cross-Cultural Managerial Communication |
| 9. Social and Community Studies                 | 36. Financial Institutions, Services and Markets         |
| 10. Financing and Access to Capital             | 37. Company Accounting                                   |
| 11. Globalization and Trade                     | 38. Macro and Microeconomics                             |
| 12. Emerging Economies and Economic Development | 39. Business Strategy and Technology/Innovation          |
| 13. Evidence-Based Policy Analysis              | 40. Supply chain management                              |
| 14. Organizational Studies                      | 41. Social impact of business                            |
| 15. Production and Operations Management        | 42. Cost Accounting                                      |
| 16. MIS, E-commerce, Mobile Banking             | 43. Industrial Law                                       |
| 17. Project and Quality Management              | 44. Government policy on Companies                       |
| 18. Accounting and Financial Analysis           | 45. Financial planning and analysis                      |
| 19. Sustainable Management Practices            | 46. Exchange Economics                                   |
| 20. Advertizing and promotion management        | 47. Financial Institution and services                   |
| 21. Business Information Systems                | 48. Entrepreneurship Development                         |
| 22. Business Systems & processes management     | 49. Financing business                                   |
| 23. Business Law                                | 50. Enterprise / Ethics & CSR.                           |
| 24. Transportation, Logistics and Security      | (Apart from the above thematic concepts, papers          |
| 25. Corporate Social Responsibility             | will be accepted on the topics/ titles relevant to the   |
| 26. International Business Management           | main theme.)   |
| 27. Operations/Production Management            |  |

### Procedure for Submission of Articles

Articles should be in Times New Roman, size: 12 double-spaced and submitted only in MS Word 2003/ 2007 version. All papers should follow their discipline manuals. The abstract must not be exceeding 250 words and the full paper should not exceed 2500 words, including tables and references. The paper should comprise the following sections: Title Page, Abstract, Keywords, Introduction, Material & Methods, Findings & Results, Interpretation & Discussion and Conclusion. Authors should ensure that they use correct and complete references in their abstracts and presentation. Authors should submit manuscript through e-mail attachment to the review committee at **ecmcon2022@gmail.com**. A manuscript number will be emailed to the corresponding author.

### Review Process

Articles will be evaluated on parameters of originality, relevance, and contribution to the current academic scenario. They will be subject to a single-blind peer review.

### Plagiarism Alert & Disclaimer

Contributors are advised to be strict in academic ethics with respect to acknowledgment of the original ideas borrowed from others. The Conference team & editors will not be held responsible for any such lapse of the contributor regarding plagiarism. All submissions should be original and must be accompanied by a declaration stating the research paper as an original work and it has not been published anywhere else.

### Papers Presented In-absentia

Papers can be presented in-absentia also. It is an opportunity for the scholars who are unable to participate in-person and present their papers. Papers presented in-absentia is eligible for publication in the book with ISBN/Peer-reviewed Journal with ISSN subjected to the approval of the panel. A processing fee of **Rs.500/-** in addition to the registration fee has to be paid for each paper presented in absentia.

### Publication

Selected papers will be published in Chapter Edited Book with ISBN / Peer-reviewed & Refereed Journal with ISSN and it is not a Conference Proceedings. Hard copy of the published book will be couriered to all the scholars whose papers were selected and published.

### Registration Details

Participants should send the duly filled in registration form, along with the registration fee in favour of **"BODHI INTERNATIONAL JOURNAL"** payable at Madurai or credit through online transfer. Registration fees for co-authored papers should be paid separately. Separate registration fee should be paid for each of the papers by an author.

Account name	:	BODHI INTERNATIONAL JOURNAL
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The Registration & Publication fees are as below:

For Only Participation	: Rs.300/-
For Only Participation & Presentation	: Rs.500/-
Participation, Presentation & e-Publication	: Rs.900/-
Participation, Presentation, e-Publication & Hard Copy of the Book	: Rs.1500/-

### GENERAL INSTRUCTIONS TO THE PARTICIPANTS

- \* Last date for Registration, submission of Abstract & Full Paper: 26/09/2022.
- \* On the spot registration will also be accepted and those papers will be published.
- \* E-Mail ID: ecmcon2022@gmail.com
- \* Contact Number: 9786039463

- Authors should submit the filled in Registration Form and papers as an e-mail attachment to ecmcon2022@gmail.com
- For Further Details: 9786039463



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# BODHI International Conference on "INNOVATION NEEDED IN COMMERCE, ECONOMICS AND MANAGEMENT TO MEET THE PRESENT CRISES AND CRAZE"

01 October 2022

## Registration Form

Participant's Name : \_\_\_\_\_  
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Co-authors' Name : \_\_\_\_\_  
Designation : \_\_\_\_\_  
Institution Address : \_\_\_\_\_  
\_\_\_\_\_

Mobile No : \_\_\_\_\_  
Title of the Paper : \_\_\_\_\_  
\_\_\_\_\_

Status (Please Tick)

Paper Presentation : ☐ e-Publication : ☐ Publication & Hard Book : ☐ In "Absentia" : ☐

Postal Address : \_\_\_\_\_  
for Absentia : \_\_\_\_\_  
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Registration Details

Amount transaction Date : \_\_\_\_\_  
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I/We hereby declare that the paper submitted by me/us is based on the original work carried out by me/us. Any reference to work done by any other person or institution or any material obtained from other sources have been duly cited and referenced. I/We permit editors to publish the above mentioned paper in the book/journal or in any other means with editorial modification, if any. I/We agree to compensate the Editors, against all claims and expenses arising from any breach of warranty on my/our behalf in this agreement.

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Date :

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