



# PEREDU

Newsletter

2021-2022

Department of Commerce  
Central University of Tamil Nadu

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## MESSAGE FROM THE DEAN



**Prof. Dr. Annavarapu Chandra Mohan**

Dean, School of Commerce and Business Management  
Central University of Tamil Nadu  
Thiruvarur – 610005

It gives me an immense pleasure to write a message for the Newsletter '**Peredu**' being published by the Department of Commerce, Central University of Tamil Nadu. This Newsletter highlights the various activities carried out by the Department of Commerce during the period of the Newsletter. Further, it presents the awards and achievements received by the faculty members, research scholars and the students of the Department of Commerce. The contents of the Newsletter are the evidences for the great initiatives taken by the Department to reach great heights. I congratulate the members of the entire team for their sincere efforts in bringing this Newsletter. I hope that the Newsletter will be useful to the students, research scholars and faculty members to motivate them and involve to do many more events in the forthcoming academic years. I wish the Department of Commerce to bring many more Newsletters with contents of great initiatives and achievements in the forthcoming days.

with best regards,

Prof. Dr. Annavarapu Chandra Mohan

## MESSAGE FROM THE HEAD



**Dr.A.Vinodan**

Associate Professor and Head, Department of Commerce  
School of Commerce and Business Management  
Central University of Tamil Nadu  
Thiruvarur – 610005

I am delighted to present the publication of the third issue of our Department Newsletter '**Peredu**'. Peredu is the platform to showcase all curricular and extracurricular activities of the Department of Commerce. A comprehensive report on the contribution and achievements of the teachers and students as well as an array of activities conducted by the department for the last year is presented before you. I am sure the record of the activities reflects the commitment and dedication of the editorial team. We reiterate our obligation to students and the academic community and strive for more results-oriented actions in the future.

with best regards,

(Dr.A. Vinodan)

## MESSAGE FROM THE EDITOR



**Dr.S. Rameshkumar**

Assistant Professor, Department of Commerce  
School of Commerce and Business Management  
Central University of Tamil Nadu  
Thiruvarur – 610005

It is my pleasure to state that the Newsletter '**Peredu**' is the record of the various activities carried out by the Department of Commerce during 2021 - 2022. As an Editor of this Newsletter, I deem it my duty to extend my sincere gratitude to all the stakeholders for their valuable inputs, guidance, support and help in bringing out this Newsletter. I would be happy to receive your valuable feedback for enhancing both the contents and quality of the Newsletter in the days to come..

best wishes,

(Dr.S. Rameshkumar)

## DEPARTMENT OF COMMERCE

The Department of Commerce was started in 2017. The Department has emerged as one of the unique Departments of the University within the short span of time. The Department offers two research programmes viz Ph.D., and M.Phil., and also two-year full-time Master of Commerce (M. Com) programme under the Choice Based Credit System (CBCS). The main aim of the PG program is to develop the young trained professionals to grab the opportunities in the highly competitive market environment. The curriculum for this programme has been designed carefully in accordance with the changing needs of the society in general and the industry in particular. The students are provided with great exposure through different types of academic and extra-curricular activities. The real strength of the Department is its faculty members whose experience, expertise and research capabilities motivate the students to become an innovative thinker, problem solver and inspired leader for the corporate world.

### Vision

Develop a world-class centre of excellence in Business Education.

### Mission

- To provide an opportunity for higher education business studies.
- To develop and disseminate Innovative business Practices to excel in the field.
- To develop case-based learning using ICT and emerging technologies and its application.

### Thrust Areas of the Department

Finance, Derivatives, Taxation, International Trade, Banking, and Marketing

### Unique Features of the Department

- Industry-Academia collaboration,
- Case study-based curriculum,
- Field study/Internship Training
- Practice-based teaching /learning in tune with contemporary business development,
- Compulsory experiential projects,
- Vibrant study environment and
- Availability of faculty with international exposure.

## FACULTY MEMBERS



**Dr.A.Vinodan**  
Associate Professor  
and Head

### Areas of Specialization

Human Resource Management

### Areas of Research Interest

Skill Development  
Micro-finance  
Tourism  
Sustainability



**Dr.Velmurugan.P.S**  
Associate Professor

### Area of Specialization

Finance

### Areas of Research Interest

Financial Derivatives  
International Finance  
International Trade  
Security Market Operations



**Dr.S.Rameshkumar**  
Assistant Professor

### Areas of Specialization

Banking and Finance

### Areas of Research Interest

Financial Literacy  
Ease of Doing Business & FDI  
Digital Banking  
Bank Profitability



**Dr.S.Mahalakshmi**  
Assistant Professor

### Area of Specialization

Finance

### Areas of Research Interest

FDI  
Equity Derivatives  
Commodity Derivatives  
Stock and Forex Markets

## RESEARCH AND ACADEMIC ACTIVITIES OF THE FACULTY MEMBERS

### Dr.A.Vinodan

#### Publication of Book

- Handloom and Marketing, 2022, 978 -93 -92403 -02 – 6, V.K.P New Delhi.

#### Book Chapter

- Thomas, B., & Vinodan, A. (2022). Local Economic Incentives of Art Events: A Case Study of Kochi–Muziris Biennale. In *Event Tourism in Asian Countries* (pp. 235-248). Apple Academic Press.

#### Publication of Research Papers

- Vinodan, A., & Meera, S. (2022). Integrated management of heritage sites: scale development and validation. *Journal of Cultural Heritage Management and Sustainable Development*. Emerald (ABDC/Scopus-SJR-Q1/ESCL). <https://doi.org/10.1108/JCHMSD-09-2021-0158>
- Vinodan, A., & Meera, S. (2022). Case Study on Self-Help Groups Intervention and Destination Sustainability in Kerala: Input-Output-Outcome Model. *Tourism: An International Interdisciplinary Journal*, 70(2), 201-222. (ABDC/Scopus-SJR-Q3/ESCL). <https://doi.org/10.37741/t.70.2.4>
- PJ, S., Vinodan, A., Sadekar, P., Sethu, M., & Lama, R. (2021). Determinants of online learning efficacy and satisfaction of tourism and hospitality management students during the COVID-19 pandemic. *Journal of Teaching in Travel & Tourism*, 21(4), 403-427.(ABDC-B/Scopus-SJR-Q3/ESCL). <https://doi.org/10.1080/15313220.2021.1998941>
- Shyju, P. J., Vinodan, A., Meera, S., & Kokkranikal, J. (2021). Women’s Experiences in Religious Tourism: An Investigation into Women’s Involvement in Sabarimala Pilgrimage, Kerala. *The international journal of religious tourism and pilgrimage*, 9(5), 13-25. (Scopus-SJR-Q3). <https://doi.org/10.21427/X60X-P920>
- Vinodan, A., & Meera, S. (2021). Potential for social entrepreneurship in tourism in the city of Chennai. *International Journal of Tourism Cities*. (ABDC-B/Scopus-SJR-Q2/ESCL). <https://doi.org/10.1108/IJTC-08-2020-0171>



### Reviewer

- Journal of Heritage Management, Sage
- Journal of Hospitality and Tourism Insights, Emerald Insights, Emerald Group
- Journal of Environment Development and Sustainability, Springer
- Current Issues in Tourism, Taylor and Francis
- Journal of Tourism Futures, Emerald
- Journal of Ecotourism, Taylor and Francis
- FIIB business review- Sage
- I.G.I. Global Peer Reviews
- The Institute for Global Business Research (IGBR)

### Membership/Affiliation in Academic Institutions/ Organizations

- Member Travel and Tourism Research Association: MI, MI, U.S.
- Member Sustainability Accounting Standards Board: San Francisco, California, U.S.
- Member Leisure Studies Association: Leeds, GB
- Fellow of Sustainable Tourism, E.W.I.
- Member, The International Ecotourism Society, Washington, DC, U.S.A.
- Member, South Asian Network for Development and Environmental Economics, Nepal
- Member, Global Development Network New Delhi.

### FDP

- F.D.P. in Design Thinking at I.I.T. Madras and NPTEL from July-August 2021.

### Dr.Velmurugan.P.S

#### Publication of Research Paper

- Velmurugan, P. S., & Gagana, D. S. (2022, May). Current status of research on farmer producer organizations: A systematic review based on Scopus database. In *AIP Conference Proceedings* (Vol. 2393, No. 1, p. 020015). AIP Publishing LLC. <https://doi.org/10.1063/5.0074872>

## Dr.S.Mahalakshmi

### Publication of Research Papers

- Mahalakshmi, S., Thiyagarajan, S., Vasudevan, G., & Naresh, G. (2022). Return and Volatility Spillover Effects between Rupee–Dollar Exchange Rate and Asian Stock Indices. *Journal of Emerging Market Finance*, 09726527221100467. (Impact factor - 0.322) (Scopus & ABDC-B) <https://doi.org/10.1177/09726527221100467>
- Mahalakshmi, S., Thiyagarajan, S., & Naresh, G. (2021). Financialisation of agricultural commodity and its trading during COVID-19 pandemic. *International Journal of Electronic Finance*, 10(4), 260-269. ISSN 1746-0069 (Impact Factor – 0.179) (Scopus & ABDC-C) <https://doi.org/10.1504/ijef.2021.119785>
- Thiyagarajan, S., Mahalakshmi, S., Kirithiga, S., & Naresh, G. (2021). Price dissemination of international and domestic commodity markets. *International Journal of Bonds and Derivatives*, 4(3), 179-195. ISSN 2050-2281(ABDC-C). <https://doi.org/10.1504/ijbd.2021.116959>

### Best Paper Award

- Best paper Award in General Management and Operations for the paper titled “The Termination of BIT by India: Impact on FDI Flows, Truth or Myth?” in the 7<sup>th</sup> International Management Conference organized by Fortune Institute of International Business, New Delhi held on 7<sup>th</sup> and 8<sup>th</sup> January- 2022.

### Reviewer

- IIM Ranchi Journal of Management Studies
- International Journal of Business Innovation and Research
- International Journal of Management Practices
- Qualitative research in Financial markets
- South Asian Journal of Business Studies
- PRAGATI: Journal of Indian Economy
- IGI Global

### UGC-HRDC Course

- Participated in Refresher Course on Commerce and Management Organized by the HRDC, University of Hyderabad from 20-09-2021 to 03-10-2021.

### Resource Person

- International Professional Development Programme on Regression Analysis (Online) Organized by Patrician College of Arts and Science, Chennai, Tamil Nadu, 27<sup>th</sup> June, 2021.
- ICSSR Sponsored Ten Day 'Research Methodology Course' for M.Phil. / Ph.D. / PDF Scholars' organized by the Department of Commerce, Central University of Tamilnadu, Thiruvavur from 20<sup>th</sup> to 30<sup>th</sup> December, 2021.

### Dr.S.Rameshkumar

#### Publication of Research Paper

- KA, A. A., & Subramanian, R. (2022). Current Status of Research on Mobile Banking: An Analysis of Literature. *Vision*, 09722629211073268. Journal of Business Perspective' (Sage Journal). Web of Science (Emerging Sources Citation Index) and Scopus; UGC-CARE Group II journal. (ABDC-C).  
<https://doi.org/10.1177%2F09722629211073268>

#### Lectures Delivered

- Resource Person, Current Status of Research on Financial Literacy in India, Refresher Course in Commerce, UGC –Human Resource Development Centre, Madurai Kamaraj University, 10th November 2021.
- Resource Person, National Webinar on Financial Literacy, MES College Erumely, Kerala, 30th October 2021.
- Resource Person, National Webinar on Investors Awareness & Career Opportunities in Financial Market Amidst Pandemic, Pranabananda Women's College, Dimapur, Nagaland, 7th August 2021.

#### Research Papers Presented

- Studies on Mobile Banking: A Systematic Analysis of Literature, International Conference on Commerce, Management & Interdisciplinary Subjects (ICCMIS), Central University of Kerala in Association with IQAC, IEDC & CUKAA, October 28-29, 2021.
- Impact of PMJDY on Financial Behaviour of Its Beneficiaries: An Empirical Study in Madurai District of Tamil Nadu, XVI International Conference on Public Policy and Management, Centre for Public Policy, IIM Bangalore, August 23-25, 2021.

### Participation in FDP/Workshop/Seminar/Conference

- FDP on Citation Styles and Reference Lists, Siva Sivani Institute of Management, Telangana, June 21-23, 2021.

### Projects Guided

- Saumya (M181704), Bankers' Perception towards NPAs – A Study of Bank Branches in Thiruvarur City, Completed in July 2021.
- T.P.Arjun (M191702), Financial Literacy and Financial well-being of Kudumbashree Neighbourhood Group – The Case of Panangad Grama Panchayat in Kerala, completed in December 2021.
- Monisha (M191706), Borrowers' Perception towards Housing Loan Services of SBI and Muthoot Fincorp Limited in Kozhikode Corporation, Kerala, completed in July 2022.

### Refresher Course Attended

- Online Two Week Refresher Course in Commerce and Management, Teaching Learning Centre, Ramanujan College, University of Delhi, under the aegis of Ministry of Education, PMMMNMTT, June 25-July 08, 2021, Grade 'A'.

### Membership in Professional Bodies

- Life member, Indian Commerce Association (ICA).
- Life member, Indian Accounting Association and Research Foundation (IIA&RF).

## RESEARCH AND OTHER ACADEMIC ACTIVITIES OF THE SCHOLARS

### Publication of Research Papers

- **Ashique Ali.K.A** – KA, A. A., & Subramanian, R. (2022). Current Status of Research on Mobile Banking: An Analysis of Literature. *Vision*, 09722629211073268. Journal of Business Perspective' (Sage Journal). Web of Science (Emerging Sources Citation Index) and Scopus; UGC-CARE Group II journal. (ABDC-C). <https://doi.org/10.1177%2F09722629211073268>
- **Thalhath P-** Velmurugan, P. S., & Thalhath, P. (2021). Research on the Antecedents and Outcomes of Brand Love: An Exploratory Study. *IUP Journal of Brand Management*, 18(4), 39-57.

### Presentation- International Conference (Online and Offline)

- **Ashique Ali.K.A** – Paper titled ‘Studies on Mobile banking: A Systematic Analysis of Literature’ was presented at the Two-Day International Conference on ‘Commerce, Management and Interdisciplinary Subjects’ Organized by the Department of Commerce and International Business, Central University of Kerala on 28.10.2021.
- **Gagana D. S.** -Paper Titled: “Shareholders’ Attitude towards Farmer Producer Company in Selected Districts of Cauvery Delta Region: An empirical study” Presented at International Conference on Commerce, Management and Interdisciplinary Subjects (ICCMIS) Organized by Department of Commerce and International Business, School of Business Studies, Central University of Kerala, during October 28-29, 2021.
- **Gagana D. S.** - Presented a paper titled Mandatory CSR spending and Its Impact on Profitability: An analysis on NSE – 200 Companies at 9<sup>th</sup> International Conference on “Multiversant Innovative Research Approaches for Sustainable Global Development Organized at Adaikalamatha Institute of Management and Research, Vallam, Thanjavur, during June 30, 2022.
- **SABIRALI K P** - Presented a paper titled Mindfulness and Responsible Investment: A Conceptual Investigation in the International Research Conference on Mindfulness-2022 hosted virtually by IIM Bodh Gaya, during
- **Thalhath P-** Presented a paper titled Influence of Big-Five Personality Traits on Brand Love: The Case of Clothing Brands in the Seventeenth Annual International Seminar (Webinar) on Dynamics of Emerging Business Innovation and Trends – Academia Industry Role (DEBIT AIR-2022)- Department of Commerce and Financial Studies, Bharathidasan University during January 7-8, 2022.
- **Thalhath P-** Influence of Demographic Characteristics on Consumer Brand Relationship Dimensions of Indian Clothing Fashion Brand Consumers- International Conference on Commerce, Management & Interdisciplinary Subjects (ICCMIS) Organized by the Department of Commerce and International Business, School of Business Studies, Central University of Kerala, held on 28-29 October 2021.

### Research Methodology Course

- **Ashique Ali.K.A** –Participated in ICSSR Sponsored Ten Day Research Methodology Course Organized by Department of Commerce, CUTN during December 20-30, 2021.
- **Gagana D. S.** –Participated in ICSSR sponsored Ten Day Research Methodology Course conducted by the Department of Commerce, CUTN during December 13-21, 2021.
- **Arunima P** -Participated in Ten Day Online Research Methodology Course Organized by Central University of Tamil Nadu from 20<sup>th</sup> to 30<sup>th</sup> December 2021.
- **Arunima P** -Participated in 2 Day Course on Writing and Publishing Conceptual Papers Organized by My Inner Log from 26<sup>th</sup> to 27<sup>th</sup> July 2021.
- **Arunima P** -Participated in One Week Research Methodology Course in Social Sciences, Humanities, Commerce and Management Organised by Providence Women’s College, Calicut from 13<sup>th</sup> to 19<sup>th</sup> July 2021.
- **Arjun**- Participated in ICSSR Sponsored Ten Day Research Methodology Course Organized by Department of Commerce, CUTN during 20-30 December 2021.

### Faculty Development Programme

- **Gagana D. S.** - Attended Ten Day Virtual FDP on “Mitigating Climate Change” Organized by Central University of Tamil Nadu - UGC STRIDE from 26<sup>th</sup> April to 6<sup>th</sup> May 2021.
- **Arunima P** - Participated in 2 Day Faculty Development Programme on Advanced Quality Research Organised by Loyola Institute of Business Administration (LIBA) on 25<sup>th</sup> February and 4<sup>th</sup> March 2022.
- **Arunima P** - Participated in 2 Day National Level Faculty Development Programme on Research Writing and Publication Organised by the Research Centre, St. Joseph’s College of Commerce, Bengaluru on 10<sup>th</sup> and 11<sup>th</sup> August 2021.
- **Arunima P** - Attended Ten Day Virtual FDP on “Mitigating Climate Change” Organized by Central University of Tamil Nadu - UGC STRIDE from 26<sup>th</sup> April to 6<sup>th</sup> May 2021.
- **Liya Teressa Alex** –Participated in Online Faculty Development Programme on Research Methodology in Rural Development Organized by National Institute of Rural

Development & Panchayat Raj (NIRD & PR), North Eastern Regional Office, Ministry of Rural Development, Government of India, during June 21-25, 2021.

#### Webinar

- **Arunima P** -Participated in 2 hours Comprehensive Training Webinar on Research Paper Writing for Ph.D Scholars Organised by Research Graduate on 11<sup>th</sup> July 2021.

#### Workshop

- **Ashique Ali.K.A** –Participated in ‘Three Day Online Workshop on Structural Equation Modelling with AMOS’ Organized by Faculty of Management & Commerce, ICFAI University, Tripura during 24-26 May 2021.
- **Arunima P** - Participated in 2 Day Workshop on Identification and Formulation of Research Problem, Questions and Objectives Organised by My Inner Log on 11<sup>th</sup> and 12<sup>th</sup> March 2022.
- **Arunima P** - Participated in 2 Day Workshop on Bibliometric Literature Review Organised by My Inner Log on 5th and 6th March 2022.
- **Arunima P** - Participated in National Webinar on Using Mendeley for Systematic Review Organised by St. Mary’s College, Sulthan Bathery on 27<sup>th</sup> November 2021.
- **Arunima P** - Participated in 2 Day Workshop on How to Write Research Article Organised by My Inner Log from 21st and 22nd November 2021.
- **Arunima P** - Attended the ICSSR Sponsored Two Week Capacity Building Programme on “Data Analysis and Research Methodology in Social Sciences” Organized by the Department of Commerce, Alagappa University, during September 03-14, 2021.
- **Arunima P** - Participated in One Week Online Workshop on Econometrics using Eviews Organised by Centre for Sustainable Development and Policy Research Analysis from 23<sup>rd</sup> to 28<sup>th</sup> August 2021.
- **Arunima P** - Participated in 4 Day International Online Workshop on Data Analysis using Python and R Organised by Institute for Statistical and Analytical Research from 5<sup>th</sup> to 8<sup>th</sup> July 2021.

- **Arunima P** - Participated in 2 Day Workshop on Systematic Literature Review and Meta-Analysis Organised by Vadodara Psychology Club from 3rd to 4th July 2021.
- **Sivaiah P**- Participated in the ICSSR Sponsored Two Week Capacity Building Program on “Research Methodology in Social Sciences for Faculty Members/Research Scholars”, Organized by the Department of Education, Guru Ghasidas Vishwavidyalaya (A Central University) Bilaspur (C.G) during May 18-31, 2022.
- **Bikram Kishore Behara**- Participated in the ICSSR Sponsored Two Week Capacity Building Program on “Research Methodology in Social Sciences for Faculty Members/Research Scholars”, Organized by the Department of Education, Guru Ghasidas Vishwavidyalaya (A Central University) Bilaspur (C.G) during May 18-31, 2022.

#### Field Experience of the Research Scholars

**Gagana D.S**

**Research Scholar (JRF)**

#### **My Experience in Field Work**

“The thing women have yet to learn is nobody gives you power. You just take it.”

-Roseanne Barr

I am carrying on research leading to Doctoral Degree in Commerce under the guidance and supervision of Dr. Velmurugan P.S, Associate Professor of the Department of Commerce, School of Commerce and Business Management, Central University of Tamil Nadu. My research topic is Farmer Producer Company in Cauvery Delta Region: Stakeholders and Financial Perspectives. As the nature of my research work involves extensive use of primary data, I had visited different places in eight districts (Ariyalur, Cuddalore, Perambalur, Pudukkottai, Thanjavur, Thiruvarur, Trichy and Nagapattinam) of Cauvery Delta Region for the purpose of collecting primary data. The field work undertaken from July 2021 to January 2022 was really interesting which not only resulted in the collection of the relevant information but also provided the practical exposure towards my research topic. Further, I



had an opportunity to interact and discuss with various stakeholders relating to Farmer Producer Companies (FPCs). A serious discussion and interaction with the aforementioned stakeholders inspired me to seek more clarifications on my topic. The inputs received from them have actually laid a strong foundation for my research study and sharpened my insights on various core aspects of my topic. Even though, I interacted with the CEOs, Executives, Officers, and Business Leaders, my interaction with farmers was the unforgettable one.

As shown in the photos, I had a fabulous time. People belong to the study area showered me with their love, care, and grace which made me to feel more energetic and enthusiastic. I used to travel around 100 kilometers a day with my translator Ms.Arthira whose fluency in Tamil language and familiarity with the culture and life style of the people in the Cauvery Delta Region made the data collection process more easy as I basically from Karnataka. Usually, my data collection work will start in the early morning and sometimes it will continue till 9 pm. Moreover, I had several unpleasant experience during my fieldwork; a few families were not ready to provide the necessary data and they have raised a lot of questions with regard to the purpose and use of my research work. I used to take a diversion from data collection work and delve into cultivation and marketing activities of the farmers when they get bored during data collection process. All the respondents in the study area accepted me and gave me valuable information. Finally, I was able to collect data from 760 respondents comprising members, non-members and businesses. I have learned a lot from the field work. I sincerely thank all the respondents with lots of respect.



Discussion with CEO & Executives at Nagapattinam and Trichy



Data Tracking from Members and Non-Members of FPC



Enjoying the Joy of Greenery and Fishing

***DATA COLLECTION - A BETTER AND BITTER EXPERIENCE***

I am Thalhath P and doing research in the area of Consumer Brand Relationship. How the consumers' personality characteristic affects the relationship between antecedents and outcome of Brand love among the clothing brand consumers is my research topic. As South India is my study area, I have collected data from consumers who are using a particular clothing brand from south India's five metropolitan cities, namely Hyderabad, Bangalore, Chennai, Kochi and Pondicherry. Mall interception technique is used for data collection. For measuring the validity and reliability of my questionnaire I went for the pilot study during October 2021 and collected data from 40 respondents who visited malls in Chennai namely Express Avannue, Phoenix, Spenser and VR mall. I have given chocolates to the respondents for filling the questionnaire and giving the suggestions. I got a good response from the respondents and it motivated me to do further. Based on the reliability analysis and suggestions from the respondents, I have carried out necessary corrections in the questionnaire and went for the final data collection from the first week of November 2021. I have started data collection from Hyderabad City. I stayed in Tarnaka along with my friend Niyas who is working an assistant Professor in NMIMS (Deemed to be University), Hyderabad and he obtained Ph.D from CUTN in 2021. It was a better and bitter experience for me to collect data from Hyderabad. Language was the main problem I faced as well as some of the malls executives' behaviour also given some pain while collecting the data. But the respondents gave me more support and they have motivated and congratulated my work when they came to know about my native state. I have collected data from the respondents who made a visit to 9 big malls and 12 branded outlets in Hyderabad. It took one and a half months to complete my data collection work at Hyderabad. I came home and started my journey to Bangalore that is the second destination for data collection. My data collection work started at Bangalore from the first week of December. I have stayed there in a mosque near Ulsoor. One of my friends had made necessary arrangements for my stay over there. I stayed in Bangalore for around 15 days to corrected my data collection work. The next destination for data collection was Chennai, comparatively easy for me because I already



visited most of the places and Tamil language also familiar for me. I stayed at Mount Gate lodge-Triplicane- Chennai and I visited 10 biggest malls for collecting the data from 150 respondents. On the first week of January 2022, I went to Pondicherry, that is, the fourth destination for my data collection. I stayed at Pondicherry University during the period of data collection. University students helped me for the data collection. I have collected data from 100 respondents. As the third wave of covid spread all over the India, it affected my data collection work.



## DEPARTMENT PROGRAMMES

### Welcome Party for the Students of 2021- 2023 Batch

The Department of Commerce has hosted the Welcome Party for the Students of the 2021-23 batch on 19<sup>th</sup> March 2022. The second-year students have made all the necessary arrangements for the function. The faculty members, research scholars, students, and other staff attended this function. The Head of the Department and other faculty members welcomed the newcomers and briefed them about the unique features of the Department. The freshers' day was filled with excitement, joy, music, enthusiasm, laughter, and happiness.





## Farewell Party for the Students of 2020 – 2022 Batch

Farewell Party to the students of 2020-22 Batch was hosted by the Department of Commerce on 21<sup>st</sup> May 2022. The first year students of M. Com have made necessary arrangements for hosting farewell party. The first year students wished their seniors and the seniors have extended their gratitude to their juniors for arranging such a wonderful farewell party. The faculty members, research scholars, students and other staff have also attended the farewell party. Juniors performed some cultural events like singing, dancing and some games.



## ONLINE WEBINAR ON INVESTOR BEHAVIOUR AND EQUITY MARKET OUTLOOK



BSE StAR MF, India's largest online MF Platform invites you to an insightful webinar



# INVESTOR BEHAVIOUR AND EQUITY MARKET OUTLOOK

**EVENT DETAILS**

**FRIDAY, 25<sup>TH</sup> JUNE 2021 | 4:00 PM - 5:00 PM**

**OPENING REMARKS**



**SHRI TG SENTHILVELAN,**  
REGIONAL HEAD - SOUTH, BSE

**SPEAKER**



**SHRI ASHOK NANJUNDARAJ,**  
ZONAL BUSINESS HEAD - SOUTH  
NIPPON INDIA MUTUAL FUND

**JOIN HERE**

**WEBEX MEETING**  
Session number: 184 166 7681 | Session password: 1234

Disclaimer: The views expressed by the speakers are their own personal views. BSE StAR MF does not subscribe to any individual's views or opinions, whatsoever.

Department of Commerce has arranged an Online Webinar on Investor Behaviour and Equity Market Outlook on 25<sup>th</sup> June 2021. Shri. TG Senthilvelan, Regional Head-South, BSE and Shri. Ashok Nanjundaraj, Zonal Business Head-South, Nippon India Mutual Fund have enlightened the audience with their Practical knowledge in the field of Stock Investing.

**ONLINE WEBINAR ON HOW TO CHOOSE STOCKS USING FUNDAMENTAL AND TECHNICAL ANALYSIS**

The poster is for a webinar titled "HOW TO CHOOSE STOCKS USING FUNDAMENTAL AND TECHNICAL ANALYSIS". It is presented by the Central University of Tamil Nadu, School of Commerce and Business Management, Department of Commerce. The webinar is scheduled for July 15, 2021, from 10:30 AM to 12:30 PM. The resource person is Dr. M. Kochadai, Associate Professor & Head, Dept of Commerce, KMGIPSR, Govt. of Puducherry. The poster includes a QR code for joining and a meeting link: <https://cutn.webex.com/cutn/j.php?MTID=m7305c5b9d0a5ee0d63e06506c62ff298>. The Webex logo is also present.

**Central University of Tamil Nadu**  
School of Commerce and Business Management  
Department of Commerce

PRESENTS WEBINAR ON

**HOW TO CHOOSE STOCKS  
USING FUNDAMENTAL AND  
TECHNICAL ANALYSIS**

**JULY 15 2021**  
**10:30 AM TO 12:30 PM**

**DR. M. KOCHADAI**  
ASSOCIATE PROFESSOR & HEAD,  
DEPT OF COMMERCE,  
KMGIPSR, GOVT. OF PUDUCHERRY.

Join from the meeting link  
[https://cutn.webex.com/cutn/j.php?  
MTID=m7305c5b9d0a5ee0d63e06506c62ff298](https://cutn.webex.com/cutn/j.php?MTID=m7305c5b9d0a5ee0d63e06506c62ff298)

webex

Scan here to join

Dr. M. Kochadai, Associate Professor & HEAD, Department of Commerce, KMGIPSR, Govt. of Puducherry was the Resource Person for the program. The students from the Department of Commerce have attended the Webinar and made the session more interactive.



## ONLINE WEBINAR ON SENSEX & INDIAN STOCK MARKET



The image is a promotional flyer for a BSE webinar. At the top, it features the BSE logo with the tagline 'EXPERIENCE THE NEW'. Below the logo, it says 'BSE KNOWLEDGE SERIES'. The main title is 'BSE INVITES YOU TO JOIN A WEBINAR ON SENSEX & INDIAN STOCK MARKET'. Underneath, there is a section for 'EVENT DETAILS' with the date 'Monday, 31<sup>st</sup> May 2021' and time '4.30 pm'. Two speakers are listed: 'SHRI SAMEER PATIL, Chief Business Officer, BSE' and 'SHRI P R SUNDAR, Director, Mansun Consultancy Pvt. Ltd.'. A 'JOIN HERE' section provides a URL and session details: 'SESSION ID: 184 377 5536 | PASSWORD: SENSEX'. A disclaimer at the bottom states that the views expressed are personal and BSE does not subscribe to them.

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**BSE INVITES YOU TO JOIN A WEBINAR ON**  
**SENSEX &**  
**INDIAN STOCK MARKET**

**EVENT DETAILS**

DATE | TIME  
Monday, 31<sup>st</sup> May 2021 | 4.30 pm

**OPENING REMARKS**

**SPEAKER**

  
**SHRI SAMEER PATIL,**  
Chief Business Officer, BSE

  
**SHRI P R SUNDAR,**  
Director, Mansun Consultancy Pvt. Ltd.

**JOIN HERE**

<https://bsebcpc.webex.com/bsebcpc/k2/j.php?MTID=t6e935dedec0eefea11c045cb7200370b>  
**SESSION ID: 184 377 5536 | PASSWORD: SENSEX**

Disclaimer: The views expressed by the speakers are their own personal views.  
BSE does not subscribe to any individual's views or opinions, whatsoever.

The Online Webinar on 'SENSEX & Indian Stock Market' was Organized by the Department of Commerce on 31.05.2021. The students of the M. Com Programme were the target audience for this Programme. This programme was inaugurated by Shri. Sameer Patil, Chief Business Officer, BSE and Shri. P R Sundar, Director, Mansun Consultancy Pvt. Ltd., has delivered the keynote address. As the participants for this programme, the students of M. Com programme were able to get more insights on Stock Market Operations.

**ONLINE WEBINAR ON FUNDAMENTAL AND TECHNICAL OUTLOOK ON SENSEX 50 & GOLD  
MINI**

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**BSE INVITES YOU TO JOIN A WEBINAR ON  
FUNDAMENTAL AND TECHNICAL  
OUTLOOK ON SENSEX 50 & GOLD MINI**

**EVENT DETAILS**

|                                   |                    |
|-----------------------------------|--------------------|
| <b>DATE</b>                       | <b>TIME</b>        |
| Friday, 28 <sup>th</sup> May 2021 | 4.30 pm to 5.30 pm |

**OPENING REMARKS**

**SPEAKER**

**SHRI TG SENTHILVELAN,**  
Regional Head - South, BSE

**SHRI K.KARTHIK RAJA,**  
Founder & Senior Research Analyst  
Rupeedesk Consultancy

**REGISTRATION DETAILS**

Cisco Webex: <https://webex.co.in>

**JOIN HERE**

<https://bsebcpc.webex.com/bsebcpc/k2/j.php?MTID=ta023f212a0025aeb15922030391bdcc4>  
**SESSION ID: 184 018 8004 | PASSWORD: ABC@123**

Disclaimer: The views expressed by the speakers are their own personal views.  
BSE does not subscribe to any individual's views or opinions, whatsoever.

Online Webinar on 'Fundamental and Technical Outlook on Sensex 50 & Gold Mini' was Organized by the Department of Commerce on 28.05.2021 for the benefits of the students. Shri. TG Senthilvelan, Regional Head – South, BSE has delivered the inaugural address and Shri. K. Karthik Raja, Founder and Senior Research Analyst, Rupeedesk Consultancy, has delivered the key note address. Students have got the practical exposure towards Fundamental and Technical outlook on Sensex 50 and Gold Mini.

## ACHIEVERS

M. Com students have participated in many events conducted as part of the Women's Day Celebrations 2022 and won many prizes in Sports, Photography and Short-film competitions.

# CENTRAL UNIVERSITY OF TAMIL NADU WOMEN'S DAY CELEBRATION 2022



**THURSA ANUSHA**  
Badminton Doubles (Winner)



**KEERTHI RAJEEVAN**  
Badminton Singles (Winner)  
Badminton Doubles (Winner)



**MAJARUL HAQUE**  
Photography (2nd)

## SHORT FILM (FIRST)



**MAJARUL HAQUE**



**THALIB MOHAMED  
KASSIM**



**KEERTHI RAJEEVAN**



**ANJALI P**



**MOHAMMED ASLAM**



**SONA JASMIN**

**CONGRATULATIONS**  
DEPARTMENT OF COMMERCE



## Tree Plantation

Department of Commerce organized a tree plantation event on 09-04-2022 to make greenery and environment friendly campus.



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*Thank You*



**Department of Commerce**  
**Central University of Tamil Nadu**