



NEWSLETTER

PEREDU

DEPARTMENT OF COMMERCE

Central University of Tamil Nadu

2022-2023

JULY - DECEMBER

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Mr. Arjun T P	- Ph D Scholar
Mr. Sivaiah	- Ph D Scholar

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 the year 2022 - 2023. As an Editor of this Newsletter, I deem it my duty to extend my sincere gratitude to all the stakeholders for their valuable inputs, 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 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

To develop the department into a world class Centre of Excellence and a vibrant hub for higher education in the field of Commerce.

Thrust Areas of the Department

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

Unique Feature of the Department

Promote Industry Academia collaboration, Generation of information to solve the complicated business issues, adopt the appropriate advanced technical tools for research focused areas, use appropriate managerial skills for enrichment of managerial competency, develop the effective communication skills and work and need effectively in a team-based environment

FACULTY MEMBERS



Dr.A.Vinodan
Associate Professor
and Head

Areas of Specialization

Management and Taxation

Areas of Research Interest

Tourism
Sustainability



Dr.Velmurugan.P.S
Associate Professor

Area of Specialization

Finance

Areas of Research Interest

Financial Derivatives
International Finance
International Trade
Security Market Operation
International Taxation



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

Areas 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

- ✓ Legal and Policy Considerations in Tourism: Revisited, 2022, 978-99949-82-91-2, Eliva Press, Europe.
- ✓ Case study on Travel Marketing and Destination Management, 2022, 978-99949-8-272-1, Eliva Press, Europe.

Publication of Book Chapter:

- ✓ 'Contemporary Institutional Approach towards Conservation: Operational Reorganization Strategies'. In Dalei, N.N & Gupta, A., (Eds.) Energy Use and Sustainable Development in the Era of Globalization: Empirical Findings and Policy Suggestions. Springer International UK. Chapter 15, 2022.

Publication of Research Papers

- ✓ 'Innovative approach and Marketing Skill: A Case Study of Artisan Entrepreneurs of India', Journal of Entrepreneurship in Emerging Economies, 2022, Emerald (ABDC/Scopus-SJR-Q1/ESCI. Indexed). <https://doi.org/10.1108/JEEE-03-2022-0105>.
- ✓ 'Sustainability initiatives, Development and Well-being: Understanding Linkages in Tourism', Society and Business Review, 2022, (ABDC-B/Scopus-SJR -Q2/ESCI. Indexed) <https://doi.org/10.1108/SBR-06-2022-0159>.
- ✓ 'Exploring Sustainability Facets of Pro-Poor Tourism programs in India', Enlightening Tourism: A Path breaking Journal, (Scopus/SJR-Q-3). <https://doi.org/10.33776/et.v12i2.7235>.

Reviewer

- ✓ Journal of Hospitality and Tourism Insights, Emerald
- ✓ Journal of Environment Development and Sustainability, Springer
- ✓ Current Issues in Tourism, Taylor and Francis
- ✓ Journal of Tourism Futures, Emerald
- ✓ Journal of Enterprising Communities: Peoples and Place in the Globalized Economy, Emerald

- ✓ FIB Business Review- Sage

Invited Lectures

- ✓ Resource Person, National Seminar Sustainable Business Governance on “Gender and Sustainability in Business” organized by Bharat Matha College Kochi, Kerala on 8th December 2022.

Editorial Board Membership

- ✓ Global Journal of Accounting and Finance, ABDC Indexed - IGBR- USA
- ✓ Smart Tourism- Journal of Asia Pacific Academy of Science, Singapore

Membership/Affiliations in Academic Institutions/ Organizations

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

Dr.Velmurugan.P.S

Publication of Book

- ✓ Impact of Tax Revenue on Economic Growth of Prominent States of India, 2022, 978-93-5628-493-7, Blue Rose Publishers.
- ✓ Impact of Climate Change- Mitigation and Adoption, 2022, 978-93-9279-803-0, SSDN Publishers & Distribution
- ✓ Impact of Covid-19 on Stock Market, 2022, 978-93-91870-79-9, D.P.S. Publishing House.

Publication of Research Papers

- ✓ ‘Current Status of Research on Farmer Producer Organizations: A Systematic review based on Scopus database’, AIP Conference Proceedings, 2022, 1551-7616.

- ✓ 'Hanges in Brand loyalty during Covid-19 Lockdown: A Study on FMCG Products', The IUP Journal of Brand Management, 2022, 0972-9097.

Paper Presentations in Conference/Seminar

- ✓ A Paper titled "Members Intension to Participate in Farmer Producer Company: Actual Reality, Challenges and Future" was presented at the 'International Conference (Online) on Public Finance, Public Policy and Economic Development' organized by Department of Economics, School of Management, Pondicherry University during November 11-12, 2022.
- ✓ A Paper titled "Investment in Tax Haven Jurisdiction by Indian MNCs: A Conceptual Study" was presented at the 'International Conference (Online) on Public Finance, Public Policy and Economic Development' organized by Department of Economics, School of Management, Pondicherry University during November 11-12, 2022.
- ✓ A Paper titled "Financial and Market Aspects of Farmer Producer Companies in Cauvery Delta Region: Social Entrepreneurship" was presented at the 'National Conference on Building a Start-up innovation ecosystem' organized by AIC-MFIE-IM, Banaras Hindu University on August-19, 2022.

Contribution in Developing Courses

- ✓ Designed curriculum, course structure, and syllabus for the course "Diploma in Epigraphy and Heritage Management" as the Nodal Officer of Community College, Central University of Tamil Nadu.
- ✓ Designed curriculum, course structure, and syllabus for the course "B. Com (Vocational)" as the Nodal Officer of Community College, Central University of Tamil Nadu.

Invited Lectures

- ✓ Resource person, Faculty Development Program on "National Educational Policy" at Jai Shriram Engineering College (JSREC), 27th July, 2022.
- ✓ Resource Person, UGC-Sponsored Refresher Course in Commerce & Business Studies on "Mitigating Climate Change: COP26 and the Future of Carbon Reading and Sustainable Business" at Bharathidasan University, 29th July, 2022.

- ✓ Resource Person, Two Day ICSSR Sponsored National Seminar on “Gig Economy and Atmanirbhar Bharat: Challenges and Opportunities” Organized by the Department of Commerce, SG Govt. Degree & PG College, Piller, 26th & 27th August 2022.
- ✓ Resource Person, Invited lecture on “Mitigating Climate Change and COP26” Organized by Cauvery College for Women, 27th September 2022.
- ✓ Delivered Welcome Address on “A Meeting with Department’s Alumni Coordinator” organized by CUTN Alumni Association and IQAC CUTN on 28th September 2022.
- ✓ Delivered a Special Address on “Seashore cleanliness and Environment” organized by the Department of History, Central University of Tamil Nadu, on 30th September 2022.
- ✓ Field Visit and Delivered a Special Address in the Stakeholder interaction and Sensitization Program on “Impact of Climate Change on Bio-Diversity” organized by the Department of Library, Thiruvalluvar College on 17th October 2022.
- ✓ Chief Guest of Awareness Programme on “Climate Change Mitigation and Adoption on Impact of Climate Change on Biodiversity” at ADM College for Women, Nagapattinam, organized by Youth Exnora in association with UGC Stride & Centre for Climate Change Studies, CUTN on 28th October 2022.
- ✓ Felicitated ICSSR Sponsored Seminar on “Pilgrimage Tourism in Cauvery Delta Region” organized by Dept of Tourism, CUTN on 3rd November 2022.
- ✓ Felicitated Two Day Sensitization Programme for College Students on “Climate Change: Impacts, Threats, Adaptation and Mitigation Strategies” organized by UGC STRIDE in association with the Department of Material Science, CUTN on 7th November 2022.
- ✓ Delivered a Special Address on “Qualitative Research Methods”, ICSSR sponsored Ten Days Research Methodology Course organised by the Department of Commerce, Alagappa University on 8th Nov 2022.
- ✓ Felicitated UGC Special Lecture Programme on “India: The Mother of Democracy” organized by Department of History, CUTN on 30th November 2022.
- ✓ Resource Person, ICSSR sponsored National Seminar on “Advances in Qualitative Research” organized by the Alagappa University on 13th December 2022.

- ✓ Resource Person, Two Day National Seminar on “Delving into the Business Management Course Opportunities” organized by Amrita Vishwa Vidyapeetham on 21st & 22nd Dec 2022.

Webinar Organized

- ✓ Lecture on “Constitution- A Journey towards the Rule of Law” organized as part of the Constitution Day Celebration by the Department of Law, Central University of Tamil Nadu on 30th November 2022.
- ✓ Online Lecture on “Energy Transition” organized by the Department of Law, Central University of Tamil Nadu on 15th December 2022.

STRIDE Programs Organized

- ✓ Two-Day ‘Climate Change Conference’ (Hybrid Mode) during July 20-21, 2022.
- ✓ Two-Day Sensitization Programme for School Teachers on ‘Climate Change: Mitigation, Adaptation and Resilience’ during October 13-14, 2022.
- ✓ Two-Day ‘Climate Change Sensitization Program for School Students’ during October 20-21, 2022.
- ✓ Two-Day Sensitization Programme for College Students on ‘Climate Change: Impacts, Threats, Adaptation and Mitigation Strategies’ during November 7-8, 2022.
- ✓ Two-Day Seminar on ‘Climate Change: Impacts, Threats, Adaptation and Mitigation Strategies’- College/ University Faculties during November 8-9, 2022.
- ✓ Sensitization Program on Climate Change for College Teachers on November 9, 2022.
- ✓ Two-Day Awareness Workshop on “Impact of Climate Change on Agro Biodiversity” during November 29-30, 2022.

Skill Development Programs Organized

- ✓ Organized interaction for M.Com (Ent) students with Garment Manufacturing Entrepreneurs Mr. Rajan and Ms. Uma Maheswari on “Small Business Startups “ at Central University of Tamil Nadu on 1st November 2022.

Extension and Social Outreach Activities

- ✓ Paid Floral tributes to Mahanta Gandhi’s portrait, honoured 25 “Gandhians” who lead their life with Gandhian philosophies and 25 social workers who did remarkable service to the society and Annadhaanam” at Salt Satyagraha Memorial, Vedaranyam on 2nd October 2022.

- ✓ Discussion with Shri G Vasudeo, Secretary, Vivekananda Kendra- NARDEP, Kanyakumari on “Ethics and Western Paradigm on Environment Protection” on 15th October 2022.
- ✓ Attended a special presentation by Shri G Vasudeo, Secretary, Vivekananda Kendra on “Climate Change and the role played by VK’s NARDEP in mitigating Climate Change and protecting the environment” on 19th October 2022.
- ✓ Inauguration of 60 days’ coir products training program for 9th batch of Women trainees from CUTN adopted village of UBA on 30th November 2022.
- ✓ Addressed and distributed awards to senior media reporters of Thiruvarur district organized by the Rotary Club of Vijayapuram, Thiruvarur on 22nd November 2022.
- ✓ Launched an exclusive website for marketing Traditional Paddy varieties as part of National Farmers Day at Thiruvarur on 23rd December 2022 organized by Nelmart and Traditional Paddy Council.

External Examiner for Ph. D Viva voce and evaluated the thesis

- ✓ Bharathidasan University as external examiner for Ph.D. viva voce examination for M. Devika on 19st December 2022.

Dr.S.Rameshkumar

Paper Presentations in Conference/Seminar

- ✓ A paper titled "What determines women's financial literacy?" was presented and discussed at the ‘11th Indian Finance Conference’ organised by Indian Finance Association (co-hosted by IIM-Calcutta, IIM-Bangalore, and IIM-Ahmedabad) at IIM Calcutta during December 19th to 21st 2022.
- ✓ The research paper titled “Determinants of Continuance intention to use MBPS: A Meta-Analysis” was presented at the International Conference on Business, IT, and Enterprise Architecture (ICBIT 2022, Online) organised by MDI, Murshidabad on 16th and 17th December 2022.
- ✓ A paper titled "Parental influence on students’ financial literacy" has presented at the ‘International Conference on Contemporary Issues in Emerging Markets (CIEMC 2022)’ at the IIM Bodh Gaya in collaboration with Waikato Management School, The University of Waikato, New Zealand on October 28th and 29th 2022.

Reviewer

- ✓ International Journal of Consumer Studies, Wiley
- ✓ Vision: The Journal of Business Perspective, Sage.

Dr.S.Mahalakshmi

Publication of Research Papers

- ✓ 'Return and Volatility Spillover Effects between Rupee-Dollar Exchange rate and Asian Stock Indices', Journal of Emerging Market Finance, 2022, Sage, (ABDC-B/Scopus Indexed).

Reviewer

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

Invited Lectures

- ✓ Chairperson for 'Sustainable Practices in Finance and Accounting' session in the International Conference on Recent Development Advances in Business Sustainability organized by the Department of Management Studies, NIT Silchar, 25th December, 2022.

Participation in FDP/Workshop/Seminar/Conference

- ✓ Participated in Refresher Course in Research Methodology organized by HRDC – JNU, New Delhi from 19-12-2022 to 31-12-2022.

RESEARCH AND OTHER ACADEMIC ACTIVITIES OF THE SCHOLARS

Award and Achievement

- ✓ **Gagana D. S:** Second Runner Up Best Paper Award for the paper titled “An insight into Farmer Producer Companies in Cauvery Delta Region: Social Entrepreneurship” Organized by AIC-MFIE-IM, Banaras Hindu University as part of National Conference on Building a Start-Up Innovation Ecosystem on 19th August, 2022.
- ✓ **Ashique Ali K A:** Second Best Paper award in the PhD Colloquium organized by MDI, Murshidabad as part of International Conference on Business, IT, and Enterprise Architecture (ICBIT 2022, Online) during 16th and 17th December 2022.
- ✓ **Liya Teressa Alex:** Awarded ICSSR Centrally Administered Full-term Doctoral Fellowship for the year 2022-23.
- ✓ **Arunima P:** Awarded ICSSR Institutional Fellowship (2022-23) Affiliated to Institute of Public Enterprise, Hyderabad and joined there as visiting scholar under Dr. K V Ramesh (Co-supervisor).

Publication of Book

- ✓ **Arunima P:** Impact of Tax Revenue on Economic Growth of Prominent States of India, 2022, 978-93-5628-493-7, Bluerose Publishers, India.
- ✓ **Arunima P:** Impact of Covid 19 on Stock Market, 2022, 978-93-91870-79-9, DPS Publishing House, India.

Publication of Research Papers

- ✓ **Gagana D.S:** ‘Current Status of research on Farmer Producer Organizations: A Systematic Review based on Scopus Database’, AIP Conference Proceedings, 2022, 0094-243X. (Scopus indexed).
- ✓ **Muhammed Safwan K. K:** ‘Performance evaluation sectoral indices during Covid 19 pandemic period: A study on NSE India’, AIP Conference Proceedings, 2022, (Scopus indexed).
- ✓ **Thalhath P:** ‘Antecedents and outcomes of brand love in Indian context: A Systematic Literature Review’, International Journal of Indian Culture and Business Management, 2022, 384-399.

Paper Presentations in Conferences/Seminars

- ✓ **Gagana D.S:** Presented a paper titled “Members’ intention to participate in Farmer Producer Company: Actual reality, Challenges and Future” in Online International Conference on Public Finance, Public Policy and Economic Development organized by Department of Economics, Pondicherry University on 11th and 12th November 2022.
- ✓ **Gagana D.S:** A paper titled “Determinants of Agrarian’s Membership in Farmer Producer Companies” was presented at the International Conference on Contemporary Issues in Emerging Markets (CIEMC 2022) organized by IIM, Bodh Gaya in collaboration with Waikato Management School, The University of Waikato, New Zealand on October 28th and 29th 2022.
- ✓ **Gagana D.S:** A paper titled "An insight into Farmer Producer Companies in Cauvery Delta Region: Social Entrepreneurship" was presented at the National Conference on Building a Start-Up Innovation Ecosystem organized by AIC-MFIE-IM, Banaras Hindu University on August-19, 2022.
- ✓ **Ashique Ali K A:** The research paper titled “Determinants of Continuance intention to use MBPS: A Meta-Analysis” was presented at the ‘International Conference on Business, IT, and Enterprise Architecture (ICBIT 2022, Online)’ organised by MDI, Murshidabad on 16th and 17th December 2022.
- ✓ **Liya Teresa Alex:** A paper titled “Current status of research on Rural Non-Farm Sector: Analysis of Literature” has presented at the ‘International Conference on Contemporary Issues in Emerging Markets (CIEMC 2022)’ at the IIM Bodh Gaya in collaboration with Waikato Management School, The University of Waikato, New Zealand on October 28th and 29th 2022.
- ✓ **Sabirali K P:** A paper titled "Financial knowledge, financial attitude, risk tolerance, and return expectation: What determines responsible investment intention?" at the 'International Conference on Sustainability Goals (ICSG 2022)' organized by the IIM Bodh Gaya in collaboration with the University of Cambridge and Becker on September 16th and 17th 2022.
- ✓ **Sabirali K P:** Presented a paper entitled “Environmental, Social and Governance Practices of Corporates: A Systematic Literature Review” at the ‘International

Conference on Public Finance, Public Policy and Economic Development' organized by the Department of Economics, School of Management, Pondicherry University, Puducherry, India on 11th and 12th November 2022.

- ✓ **Arunima P:** Presented a paper titled "Investment in Tax Haven Jurisdiction by Indian MNCs: A Conceptual Study" in Online 'International Conference on Public Finance, Public Policy and Economic Development' organized by Department of Economics, Pondicherry University on 11th and 12th November 2022.
- ✓ **Arjun T P:** Presented a paper titled "What determines women's financial literacy?" at the '11th Indian Finance Conference' organised by Indian Finance Association (co-hosted by IIM-Calcutta, IIM-Bangalore, and IIM-Ahmedabad) at IIM Calcutta during December 19th to 21st 2022.
- ✓ **Arjun T P:** A paper titled "Parental influence on students' financial literacy" has presented at the 'International Conference on Contemporary Issues in Emerging Markets (CIEMC 2022)' at the IIM Bodh Gaya in collaboration with Waikato Management School, The University of Waikato, New Zealand on October 28th and 29th 2022.
- ✓ **Arjun T P:** A paper titled "Financial knowledge, financial attitude, risk tolerance, and return expectation: What determines responsible investment intention?" at the 'International Conference on Sustainability Goals (ICSG 2022)' organized by the IIM Bodh Gaya in collaboration with the University of Cambridge and Becker on September 16th and 17th 2022.
- ✓ **Sivaiah P:** Presented a paper titled "Corporate Sustainability Reporting in India: Understanding the Challenges and Strategic Choices" at the 'International Conference on Sustainability Goals (ICSG 2022)' organized by the IIM Bodh Gaya in collaboration with the University of Cambridge and Becker on September 16th and 17th 2022.

Participation in Workshop/Webinar/FDPs/Research Methodology Course

- ✓ **Gagana D.S:** Participated in Five-Day workshop on 'Structural Equation Modelling Using SmartPLS 4' organized by EdMaestro Pvt. Ltd., in connection with Smart PLS, during October 12-16, 2022.

- ✓ **Thalhath P:** FDP on 'Essentials of PLS-SEM using SmartPLS-4' organized by International Institute of Management Studies, Pune on 15th October 2022.
- ✓ **Ashique Ali K A:** Participated in an online workshop on "Basic & Advanced Structural Equation Modelling Using SmartPLS 4" organized by EdMaestro in connection with Smart PLS, held during 10th and 14th October, 2022.
- ✓ **Liya Teressa Alex:** Participated in the National Conclave on "Inflation, Investment, and growth in Indian economy: Issues and prospects" organised by Indian Economic Association on 12th November, 2022.
- ✓ **Liya Teressa Alex:** Participated in the Collaborative Half-day webinar on "Female Labour Force Participation rate in India and the way out" organised by the V.V. Giri National Labour Institute, NOIDA & Goa Institute of Management, Goa on 2nd November, 2022.
- ✓ **Liya Teressa Alex:** Participated Two-Day Online Workshop on "Systematic Literature Review and Bibliometric Analysis" organized by the Marketing Management Programme, Xavier Institute of Social Service, Ranchi, India held on 25th November, and 2nd December 2022.
- ✓ **Liya Teressa Alex:** Participated in a 2-day online workshop on "How to conduct Bibliometric Analysis" by Dr Urmila Itam on 17th and 18th November, 2022.
- ✓ **Arunima P:** Participated in Two-Day workshop on "Content Analysis techniques and Questionnaire designing" organised by My Inner Log on 14th and 15th December 2022.
- ✓ **Arunima P:** Participated in 2 Days workshop on "Qualitative Research and Data Analysis using N-Vivo" organised by My Inner Log on 19th and 20th December 2022.
- ✓ **Arjun T P:** Participated Two-Day Online Workshop on "Systematic Literature Review and Bibliometric Analysis" organized by the Marketing Management Programme, Xavier Institute of Social Service, Ranchi, India held on 25th November, and 2nd December 2022.
- ✓ **Sivaiah P:** Participated Two-Day Awareness Workshop on 'Impact of Climate Change on Agro-Biodiversity' organized by the Department of Horticulture, Central University of Tamil Nadu, in Association with UGC-STRIDE, Centre for Climate Change Studies, the Central University of Tamil Nadu, during November 29-30, 2022.

- ✓ **Sivaiah P:** Participated in a Hybrid Workshop on ‘Circular Economy: Environmental Design & Labelling - Role of Standards & Policy in India and EU’, Organized by the TERI (The Energy and Resource Institute) on December 02, 2022.
- ✓ **Sivaiah P:** Participated in a Webinar on “GRI South Asia Virtual Roundtable series on SDGs”, Organized by the GRI (Global Reporting Initiative) on December 5,7, and 9, 2022.
- ✓ **Bikram Kishore B:** Participated in the ICSSR Sponsored Ten-Day Research Methodology Course organized by the Department of Commerce, Bharathiar University during September 13-22, 2022.

Membership/Affiliations in Academic Institutions/ Organizations

- ✓ **Muhammed Safwan K. K:** Member, Indian Accounting Association, India.
- ✓ **Sivaiah P:** Member, Indian Accounting Association, India.

DEPARTMENT PROGRAMMES

Swatchchata Pakhwada

Date: 29.09.2022

The Department of Commerce, CUTN, has observed the Swatchchata Pakhwada on **29TH September 2022 at 3 PM** and cleaned the courtyard of Academic Building - III. The Head of the Department, Dr. A Vinodan officially inaugurated the program and provided guidelines to the students and research scholars.



The students have actively participated and managed to clean the area within 2.30 hours. The Assistant Professors of the department, Dr. S. Rameshkumar and Dr. S. Mahalakshmi were also present and engaged themselves in the cleaning process. After one and half hour, the students were given a tea break and then restarted the work after 15 minutes. There are already several plants planted in the area, and hence utmost care is given while removing the unwanted grasses and other wastes.



Business Quiz

Date: 15.11.2022

The Research Scholars of our department took the initiative to organise a Business Quiz for the final-year postgraduate students. The quiz was conducted on 15.11.2022, Tuesday. The organisers completed a preliminary round to select 12 individuals for final rounds. Each student was given a set of 20 questions and was asked to return it with answers within 25 minutes. Twenty-four students participated in the preliminary round. The questions were related to contemporary news, business current affairs and reasoning ability. After the evaluation, the results were declared. Imran P A topped the preliminary round. The selected 12 students were grouped into six teams randomly using the lottery method. The final round of the Business Quiz was held at 3 PM in the second-year M. Com classroom. The final round consisted of 6 rounds: Trivia, Personality Identification, Logo Round, Visual Ad Round, Experiment Round, and Theme Round. Audience questions were separately kept at the end of each round to keep up the active participation from other students. They were rewarded with chocolates for correct answers. After the stiff competition, Imran P A and Karthik

Krishna secured first place. Bhukya Sony and Soumyaranjan Behera were close enough but satisfied with second place.



The organising team includes Muhammed Safwan K K, Gagana D.S, Thalath P, Ashique Ali K A, Sabirali K P, Arunima P, Arjun T P, Pasupula Sivaiah, and Bikram Kishore. The research scholars divided the responsibilities among themselves to prepare questions for each round. Gagana D.S, was the quiz master. The Head of the Department, Dr A. Vinodan, congratulated the winners. The presence of the faculty members, Dr S Rameshkumar, Dr S Mahalakshmi, and Guest Faculty Dr Suganthiya, throughout the program excited the students as to how much they are supportive of such initiatives in the department. Faculty members

opinionated that such kinds of events shall be conducted regularly in the department to improve the communication and organising skills of the students.

