



NEWSLETTER

# PEREDU

DEPARTMENT OF COMMERCE

Central University of Tamil Nadu

**2022-2023**

**JANUARY - JUNE**

## Editorial Board

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## Technical Support

<b>Mr. Toffan Sahu</b>	- Ph D Scholar
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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 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, 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 & Head**

### **Area of Specialization**

**Human Resource, Marketing & ESG**

### **Areas of Research Interest**

**Micro Finance**

**Tourism**

**Sustainability**

### **Biographic Sketch**

Presently working as Associate Professor in the School of Commerce and Business Management, Central University of Tamil Nadu. He was the founder Nodal Officer (Campus Head) of the Indian Institute of Tourism and Travel Management (Ministry of Tourism, Govt. of India) South Campus, Nellore. He holds a Ph.D. from Cochin University of Science and Technology, Kerala. He has 16 years of teaching and research experience in Commerce, Management, and Tourism, particularly research in Human Resources Management, Marketing, Micro Finance, Tourism, and Sustainability. He has introduced the first approved PGDM/MBA in Tourism and Cargo management program in the Country. He is a Certified Trainers Trainer of the WFTGA, UK, and holds Research Certification from the University of Amsterdam. He has completed MDP from SHRI Singapore. He has undertaken various research and consultancy services for the Ministry of Tourism (GOI) and State Governments, and published articles in refereed international journals of Elsevier, Taylor and Francis, Springer, Sage, Emerald and, Policy papers/ Case studies including UNEP, MOEF of Government of India.

### **Research Highlights**

Dr. A. Vinodan is actively involved in experiential research focusing on the service sector and sustainability. In his recent research, the research on technology and innovations among small and marginalized enterprises is covered, and the entrepreneurship development possibilities are explored with social vision and orientation. A special focus on individual centric market orientation, hitherto unexplored among marginalised entrepreneurs, found relevance in the SDG era. Besides human resource management, supporting skill and capacity building and supplementing better ESG practises are contemporary topics of research. The microfinance models and applications in tune with the SDG gained attention. He will be focusing on quality and sustainability measurement to strengthen his contributions to ESG and the SDGs.



Dr. Velmurugan P.S  
Associate Professor

**Area of Specialization**

**Finance**

**Areas of Research Interest**

**Financial Derivatives**

**International Finance**

**International Trade**

**Security Market operation**

**Biographic Sketch**

Dr. Velmurugan Palaniappan Shanmugam is a Fulbright Postdoctoral Fellow and the Former Dean, School of Commerce and Business Management at Central University of Tamil Nadu. Presently, he is the Dean, School of Legal Studies and Associate Professor in the Commerce Department at the CUTN. He is also the Nodal officer for the Community College and Unnat Bharat Abhiyan programs of CUTN. He is a member of the BoS for various HEIs and Academic Council member of Sri Ramachandra University and CUTN.

**Research Highlights**

Extensive research in the areas of financial derivatives, global and Indian commodity derivatives markets, excessive speculation and market efficiency, offshore non-deliverable forward markets, commodity transaction tax, natural gas markets, farmer producer organization, export credit insurance, climate change mitigation and adaptation, derivatives and risk management, online property derivatives exchange, futures trading in agricultural commodities markets, property index based derivative instruments, dynamics of debt and debt derivatives market, international taxation, BEPS and transfer pricing, goods and services tax, impact of tax revenue on economic growth.





**Dr. S. Rameshkumar**  
**Assistant Professor**

#### **Area of specialization**

**Banking and Finance**

#### **Areas of Research Interest**

**Financial Literacy**

**Ease of Doing business & FDI**

**Digital Banking**

**Bank Profitability**

#### **Biographic Sketch**

Dr. Rameshkumar Subramanian is an Assistant Professor and Research Supervisor in the Department of Commerce, School of Commerce and Business Management, Central University of Tamil Nadu. He specialises in the field of banking and finance. His research interest includes Digital Banking, Digital Payments, Financial Literacy, Financial Well-being, CSR, and FDI. He has more than 15 years of teaching and research experience and guided one Ph.D and 17 M.Phil Scholars. He has published many research papers in the journals of international repute and completed a research project on Financial Literacy sponsored by the ICSSR, New Delhi.

#### **Research Highlights**

Currently working on the areas like digital payments, financial literacy, Financial Behaviour, Financial Well-being, and Financial Personality. Published 14 research papers, 1 book, and 3 book chapters. Guided 1 Ph.D., 17 M.Phils., and more than 60 PG Projects. Worked as a Research Fellow in the research project funded by the UGC. Served as the Field Investigator in the research programme on Tamil Nadu Assembly Election Study 2006 undertaken by the Centre for the Study of Developing Societies, New Delhi.



**Dr. S. Mahalakshmi**

**Assistant Professor**

**Area of specialization**

**Finance**

**Areas of Research Interest**

**FDI**

**Equity Derivatives**

**Commodity Derivatives**

**Stock and Forex Markets**

**Biographic Sketch**

Dr. Mahalakshmi S is an Assistant Professor in the Department of Commerce, Central University of Tamilnadu. Before joining CUTN, she was associated with reputed institutions like NIT Silchar, SRM University, GITAM Institute of Management, and the University of Madras. She holds a PhD degree in Commerce with a specialization in Finance and International Business. Her area of research for the award of the PhD degree is foreign direct investments. She has more than ten years of teaching experience in commerce and management. She has more than 20 publications in finance and international business. She is the life member of leading professional bodies namely, Indian Commerce Association, Indian Econometric Society and Indian Accounting Association. Recently, she has received best paper award in the International Management Conference organized by Fortune Institute of International Business, New Delhi.

**Research Highlights**

Research articles are published on topics such as, Foreign Direct Investments, disinvestment, commodities derivatives, stock market and currency rate volatility and spillovers, etc. Current working papers are on corporate sustainability, Sustainable Finance and Environmental Migration, etc. One of the research papers has been presented in the prestigious global finance conference - FMA "2018 Annual Meeting organized by the Financial Management Association, San Diego, CA, USA.



**Dr. Vilas**

**Assistant professor**

#### **Area of Specialization**

**Finance**

#### **Areas of Research interest**

**Quantitative Techniques**

**Financial Management**

**Research Methodology**

**Financial Institution & Market**

#### **Biographic Sketch**

Dr. Vilas is serving as Assistant Professor in the Commerce Department of Central University of Tamil Nadu from January 2023. He has completed Post Graduation (M.Com) from Central University of Karnataka and Ph.D. in Commerce from Central University of Karnataka. As of now he has published 7 research papers in UGC listed journals. He has computer knowledge in software's like: Tally, Photoshop, SPSS, Prowess IQ Data Base, Python and R Programming. He is familiar with the languages like: Kannada, Hindi, English and Marathi.

#### **Research Highlights**

His areas of research interest includes : Finance, Banking, MSMEs, FinTech, etc.



**Dr. Sivaprakash**  
Assistant professor

**Area of Specialization**

**Finance**

**Area of Research Interest**

**Global Marketing**

**Biographic Sketch**

Dr. S. Sivaprakash is working as Assistant Professor in the Department of Commerce, Central University of Tamil Nadu from January 2023. He got all his degrees from Loyola College, Chennai. He is a Gold Medalist in M.Com. and M.Phil. He is a recipient of Rajiv Gandhi National Fellowship for Persons with Disabilities for the year 2016-17. Prior to joining CUTN, he worked as Assistant Professor in SRM Institute of Science & Technology, Chennai from July 2018 to December 2022. To his credit he has published 20 articles in listed journals. His areas of interest include Investment Management: Mutual Funds & Stock Market, Digital Marketing, Global Perspective of Marketing, Human Resource Management, Statistics Analysis and Research Methodology. He is interested in Numismatics, Philately and watching Cricket.

**Research Highlights**

Research interest in the field of stock market and mutual funds. Currently working on Chat-Bot influence in Banking Sector and Consumer Perception towards Electric Vehicles.

## RESEARCH SCHOLAR



Major Area

**Behavioral Finance**

Supervisor

**Dr. S.Rameshkumar**

Muhammed Safwan KK



Major Area

**Farmer Producer Organisation**

Supervisor

**Dr.Velmurugan P.S**

Gagana D S



Major Area

**Sustainable Tourism**

Supervisor

**Dr. S.Mahalakshmi**

Mamata das



Major Area

**Consumer Brand Relationship**

Supervisor

**Dr.Velmurugan P.S**

Thalhath P



Ashique Ali K A

Major Area

**Payment & Settlement System**

Supervisor

**Dr. S.Rameshkumar**



Sabirali K p

Major Area

**Corporate Sustainability**

Supervisor

**Dr. S.Mahalakshmi**



Arunima p

Major Area

**Base Erosion & Profit Shifting**

Supervisor

**Dr.Velmurugan P.S**



Arjun T P

Major Area

**Personal Finance**

Supervisor

**Dr. S.Rameshkumar**



Liya Teressa Alex

Major Area

**Rural Development & Marketing**

Supervisor

**Dr. A.Vinodan**



Bikram Kishore Behera

Major Area

**Social Entrepreneurship**

Supervisor

**Dr. A.Vinodan**



Pasupula sivaiah

Major Area

**Sustainable Accounting & Integrated Reporting**

Supervisor

**Dr. A.Vinodan**



Toffan Sahu

Major Area

**Electronic National Agricultural Market**

Supervisor

**Dr. Vilas**



Major Area

**Corporate Finance**

Supervisor

**Dr. S Sivappakash**

Sangita Kandhapani



Major Area

**Sustainable Finance**

Supervisor

**Dr. S Mahalakshmi**

Anju s Jose



Major Area

**Sustainability in Financial Sector**

Supervisor

**Dr. Velmurugan P.S**

Sibani Jena



## RESEARCH AND ACADEMIC ACTIVITIES OF THE FACULTY MEMBERS

### Dr.A.Vinodan

#### Publication of Article

- Challenges and Prospects of Traditional medicine and Marital Art Kalarichikils from a Medical Management Perspective, 2023, (Scopus Q2-SJR - Q1 / ESCI .Indexed)

#### Reviewer

- Journal of enterprising communities. people and places in the global economy , Emerald.

### Dr.Velmurugan.P.S

#### Member of Editorial Board (International Journal)

- Reviewer of Nepalese Journal of Management Science and Research, published by Global College International (ISSN: 2795-1545).

#### Membership in Board of Studies

- Member, Board of Studies, UG & PG, Department of Commerce, Government College for Women (Autonomous) Kumbakonam (12<sup>th</sup> May 2023 onwards).

#### Ph.D Submission:

- Gagana D S submitted Ph.D. thesis entitled "Farmer Producer Companies in Cauvery Delta Region: An Empirical Study on Members, Non-members, Executives, and Financial Perspectives" on 28<sup>th</sup> June 2023.
- Thaltha P submitted Ph.D. thesis entitled "The Influence of Big-Five Personality Traits on the Antecedents and Outcomes of Brand Love: A Study Among Clothing Brand Consumers" on 28<sup>th</sup> June 2023.

#### Publication of book

- Velmurugan P S. (2023). Convergence. The Publication Cell, Central University of Tamil Nadu. 978-81-961610-0-2.

#### Publication of Research Papers

- Velmurugan, P. S., & D S, Gagana. (2023). Member's intention to participate in farmer producer company activities in Cauvery delta region of Tamil Nadu. *Current Agricultural Research Journal*, 11(1).
- Velmurugan, P. S., & Arunima P. (2023). Abnormal cess and surcharge: A revenue source going against cooperative federalism. *Dogo Rangsang Research Journal*.

### **Paper Presentation in Conference/Seminar**

- A Paper titled “Antecedents and Outcome of Brand Love among Clothing Brand Consumers: A Hybrid SEM Neutral Network Model” was presented at the ‘2<sup>nd</sup> International Conference on Banking, Finance and Business- ICBFB 2023 at Muscat, OMAN on 15<sup>th</sup> March 2023.
- A paper titled “Tax Haven Operations – A Bibliometric Analysis” was presented at the ‘International Conference on Digitization in Science and Humanities Education and Research organized by SRM Institute of Science and Technology Directorate of Distance Education ’during 29<sup>th</sup> and 30<sup>th</sup> June 2023.
- A paper titled “Preserving the Genetic and Cultivational Purity of Traditional Paddy Varieties of Tamil Nadu through designated Farmer Producer Organizations” was presented at the ‘1<sup>st</sup> National Traditional Paddy Conference 2023 organized by Traditional Paddy Conference Council’ during 18<sup>th</sup> and 19<sup>th</sup> March 2023.

### **Industry and Institutional Visit**

- Elgi Equipments Limited, Coimbatore, May 2023.
- TVS-CPAT, Chennai, May 2023.

### **Invited Lectures Delivered**

- Resource Person for One Day Awareness Programme on Climate Change for NSS Officers organized by National Service Scheme, CUTN on 24<sup>th</sup> January 2023.
- Addressed 10 hours session of the program “Kona Kona Shiksha”, conducted by National Institute of Securities Markets (NISM) under the aegis of CSR program of Kotak Securities Limited in 2022 on 25<sup>th</sup> Jan 2023.
- Resource Person for Online Seven Days FDP program on National Education Policy – Challenges and Opportunities in Higher Education System organized by Department of Microbiology, Hindusthan College of Arts & Science, Coimbatore on 20<sup>th</sup> February 2023.
- Keynote address in 3rd International Conference on “Social Sciences and Business Research” ICSSR organized by Department of Corporate Secretaryship & Accounting and Finance, CSH, SRM Institute of Science & Technology, Kattankulathur on 7<sup>th</sup> March 2023.

- Special address in National Conference on “Environmental Governance in India” organized by Department of Economics, CUTN on 16<sup>th</sup> March 2023.
- Special Address in One Day Workshop on “The Prospects and Challenges in Implementing National Educational Policy (NEP), 2020 in Legal Education Institutions (The NLUS) in India” organized by Tamil Nadu National Law University on 25<sup>th</sup> March 2023.
- Resource Person in ICSSR Sponsored Two Days National Level Seminar on “Upskilling and Reskilling Opportunities Opened Through NEP 2020” organized by Department of Commerce PSG College of Arts and Science, Coimbatore on 30<sup>th</sup> March 2023.
- Resource Person in awareness program on “Challenges in Mitigating Climate Change Threat” organised by Exnora International at R.V.Arts and Science College, Sembodai on 13<sup>th</sup> April 2023.
- Resource Person in ICSSR Sponsored Two Days National Level Seminar on “Development at PFMS Role Played to Making Governance Easier and Accessible” organised by Theivanai Ammal College for Women, Chidambaram on 11<sup>th</sup> & 12<sup>th</sup> May 2023.

### **Programs Organized**

- Organized NISM & Kotak Securities sponsored Two days Workshop on “Financial Education for Young Citizens on Investing in Securities Market & Career Opportunities” at CUTN on 24<sup>th</sup> to 25<sup>th</sup> January 2023.
- Organized lecture on “Emerging Issues on the Enforcement of Intellectual Property Rights in India” for LLM students on 17<sup>th</sup> March 2023.
- Organized lecture on “Meet the Entrepreneur” with Mr. Jenifer Paulraj, Chairman of Tamil Sangam, Mayiladuthurai for the students of Community College, Commerce Dept, CUTN on 13<sup>th</sup> April 2023.
- Organized Alumni lecture on “CSR: Mandates, Strides and Challenges for LLM students on 27<sup>th</sup> March 2023.
- Organized Online Special Lecture on “Land Acquisition and Infrastructure Projects for LLM students on 3<sup>rd</sup> May 2023.

### **STRIDE Program organized**

- One Day Awareness Programme on Climate Change for NSS Officers on 24<sup>th</sup> January 2023.
- One Day Sensitisation Programme on Climate Change for Small and Marginal Farmers in Cauvery Delta Region on 9<sup>th</sup> February 2023.

### **Professional Development Programme Attended**

- UGC Approved and HRDC equivalent Short Term Professional Development Programme on “Monitoring and Evaluation in Distance, Online and Blended Learning organised by IGNOU on 18<sup>th</sup> to 25<sup>th</sup> January 2023.

### **MOU Facilitated**

- MOU signed between CUTN-Community College and TVS Educational Society.

### **External Examiner for Ph. D Viva voce and Thesis Evaluated**

- External examiner for Ph.D thesis of Emille Surekha, Bharathiar University, Coimbatore, February 2023.
- External examiner for Ph.D thesis of Ms. Ranjitha P., Periyar University, Salem, February 2023.
- External examiner for Ph.D viva-voce examination of Mrs. A. Vijayalakshmi, ADM College for Women’s, Nagapattinam on 27<sup>th</sup> April 2023.
- External examiner for Ph.D thesis of Ms. Shaira Bi. A., Bharathidasan University, Tiruchirappalli May 2023.
- External examiner for Ph.D thesis of Ms. Noopur, Central University of Karnataka, May 2023.

## **Dr. S. Rameshkumar**

### **Publication of Book Chapters**

- Subramanian, R., & Ali K.A, A. (2023). Financial Literacy of the Beneficiaries of PMJDY – The Case of Rural and Urban Areas in Madurai District of Tamilnadu. In J.Choudhury, N. Sahoo & R.Ao (Eds.), Rural Development in Asia-Pacific Region: Vol.I (pp.87-106). D.P.S Publishing House.
- Subramanian, R., & Ali K.A, A. (2023). Determinants of Financial Literacy: An Empirical Investigation among the Beneficiaries of PMJDY. In Shunmugasundaram, V;

Mohta, Anu; Sinha, Aashma & Maurya, Ritika (Eds.), Investment Behaviour and Banking Scenario in India, Vol.I, (pp.1- 22). Evincepublishing.

- Subramanian, R., & Arjun, T P. (2023). Consumer Cash-flow Management and Budgeting Behavior. In, Xiao, Jing J., & Satish Kumar, (Eds.), A Research Agenda for Consumer Financial Behavior, Vol.I, (pp.59-72). Edward Elgar Publishing.

#### **Awards and Recognition**

- Best Paper Award at the 2nd International Conference on Banking, Finance and Business –ICBFB2023 held on March 15-16, 2023 at the College of Banking and Financial Studies, Muscat, Sultanate of Oman.

#### **Paper Presentation in Conference/Seminar**

- A paper titled “Continuance Intention to Use Smartphone-based Payment Services: The Role of Pre-Adoption Expectancies, Usage Experience, and Conventional Inhibitions” at the 2<sup>nd</sup> International Conference on Banking, Finance and Business – ICBFB2023 held on March 15-16, 2023 at the College of Banking and Financial Studies, Muscat, Sultanate of Oman.

#### **Lecture Delivered**

- Resource Person, Debate on Union Budget 2023, Department of Commerce, Rabiammal Ahamed Maideen College for Women, Tiruvarur, 15th February 2023.

### **Dr. Sivaprakash**

#### **Publication of Book**

- Price Volatility in Cryptocurrencies - A Modelling Approach. In Emerging Insights on the Relationship Between Cryptocurrencies and Decentralized Economic Models (pp. 29-43). IGI Global Publishers. ISBN: 978-1-6684-5691-0, DOI: <https://doi.org/10.4018/978-1-6684-5691-0.ch002>.

## RESEARCH AND OTHER ACADEMIC ACTIVITIES OF THE SCHOLARS

### Publication of Research Papers

- **Arunima P** : Velmurugan, P. S., & Arunima P. (2023). Abnormal cess and surcharge : A revenue source going against cooperative federalism. *Dogo Rangsang Research Journal*.

### Publication of Book Chapters

- **Arjun T.P**: Subramanian, R., & Arjun, T. P. (2023). Consumer cash-flow management and budgeting behavior. In J. J. Xiao & S. Kumar (Eds.), *A Research Agenda for Consumer Financial Behavior* (1st ed., pp. 59–72). Edward Elgar Publishing. <https://doi.org/10.4337/9781803922652.00013>.
- Subramanian, R., & Ali K.A, A. (2023). Financial Literacy of the Beneficiaries of PMJDY – The Case of Rural and Urban Areas in Madurai District of Tamilnadu. In J.Choudhury, N. Sahoo & R.Ao (Eds.), *Rural Development in Asia-Pacific Region: Vol.I* (pp.87-106). D.P.S Publishing House.
- Subramanian, R., & Ali K.A, A. (2023). Determinants of Financial Literacy: An Empirical Investigation among the Beneficiaries of PMJDY. In Shunmugasundaram, V; Mohta, Anu; Sinha, Aashma & Maurya, Ritika (Eds.), *Investment Behaviour and Banking Scenario in India, Vol.I*, (pp.1- 22). Evincepublishing.
- Subramanian, R., & Ali K.A, A. (2023). Determinants of Financial Literacy: An Empirical Investigation among the Beneficiaries of PMJDY. In Shunmugasundaram, V; Mohta, Anu; Sinha, Aashma & Maurya, Ritika (Eds.), *Investment Behaviour and Banking Scenario in India, Vol.I*, (pp.1- 22). Evincepublishing.

### Presentation in Seminars/Conference

- **Gagana D.S** : A research Paper titled “Preserving the Genetic and Cultivational Purity of Traditional Paddy Varieties of Tamil Nadu through designated Farmer Producer Organisations” was presented at 1st National Traditional Paddy Conference 2023 Organized by Traditional Paddy Conference Council (TNC) in association with CUTN and then held at Central University of Tamil Nadu, Thiruvavur on 18th and 19th March, 2023.
- **Sabirali K P** : Integrating Mindfulness and Responsible Investment: A Conceptual Investigation. In V. Shanmugasundaram, A. Mohta, A. Sinha, & R. Maurya (Eds.), Investment Behaviour and Banking Scenario in India (pp. 46–64). Evincepub Publishing.
- **Liya Teresa Alex** : Presented a research paper entitled “ Rural Non-Farm Sector: A Systematic Literature Review and Bibliometric Analysis ” at the 2<sup>nd</sup> Annual International conference on “ Digital Transformation for Business Sustainability ” organized by VIT-AP School of Business (VSB), VIT-AP University, Amaravati, India during January 5-7, 2023.
- **Liya Teresa Alex** : Presented a research paper entitled “ “Bibliometric Analysis on Rural Non-Farm Sector (RNFS): study on Scopus database during 1990-2022” at the Indian Society of Labour Economics (ISLE) 63rd Annual Conference held at Rajiv Gandhi University, Itanagar, Arunachal Pradesh during 1-3 March 2023.
- **Arunima P** : Presented a research paper in International Conference on Digitization in Science and Humanities Education and Research organized by SRM Institute of Science and Technology Directorate of Distance Education during 29-30 June 2023.
- **Pasupula Sivaiah** : A Paper titled “ Conceptual Framework on the Impact of Innovation and Technology in Business Excellence : Circular Economy of SMEs Perspective ” was presented at the 2<sup>nd</sup> International Conference on Technology , Innovation and Sustainability in Business Management ( ICTIS 2023 ) Organised by the Middlesex University , Dubai on 03, 04 May 2023.

## Participation in Workshop/Webinar/FDPs/Research Methodology Course

- **Sabirali K P** : Participated in a five-day national workshop on 'Financial Analytics' organised by the Research Promotion Council & Research Department of Commerce and Management Studies, Farook College, Kozhikode, held during 22 – 26 May 2023.
- **Sabirali K P** : Participated in a five-day FDP on 'Contemporary Research Methods in Finance' organised by Alliance School of Business, Alliance University, Bengaluru, from 12-16 June 2023.
- **Arunima P** : Participated in Five Days Workshop on Structural Equation Modelling using SmartPLS 4 organized by EdMaestro Pvt. Ltd., India from 1<sup>st</sup> to 5<sup>th</sup> May 2023.
- **Arunima P** : Participated in Five days FDP on 'Contemporary Research Methods in Finance' organised by Alliance School of Business, Alliance University, Bengaluru, from 12-16 June 2023.
- **Arjun T.P** : Participated Five Days Online Workshop on "Structural Equation Modelling using SmartPLS 4" organized by EdMaestro Pvt. Ltd., India, with support from SmartPLS GmbH, Germany, held from 1<sup>st</sup> May to 5<sup>th</sup> May 2023.
- **Pasupula Sivaiah** : Participated in a National Webinar on "Intellectual Property Rights - Awareness Program" Organized by Cell @IQAC , Naipunnya School of Management, on 21<sup>st</sup> February 2023.
- **Pasupula Sivaiah** : Attended a special lecture on " Gender as a Category for Historical Analysis " Organised by the Department of History , Central University of Tamil Nadu on 22 February 2023



## A Revisit of M.Com. Curriculum towards Sustainability

“Education is the most powerful weapon which you can use to change the world.”

— **Nelson Mandela**

The kind of society we want to build is achievable only through the concept of education we impart. Education has made a substantial contribution to the growth and development of societies and the economy at large, as evidenced by the history of human civilization. Especially, the curriculum, syllabus, and approaches of Commerce education had been meticulously revised over time in response to new advancements in the industry, technology, and economic policies. However, with a sea change in climate and environment, every discipline and its functional areas must be carefully revisited, reimagined, and revised.

Before starting the process of revisiting and revising the curriculum and syllabus of Commerce education, first, we need to revisit and analyze the entire discourse of development since industrialization. The exponential rise in the economic and commercial activities with the objective of exorbitant profit-making and wealth maximization has led to the pervasive spread of unmindful consumerism and unsustainable production activities which in turn increased the systemic environmental risks and led to environmental fragility. There is a global emergency to address the well-being of all sections of society and the environment. IPCC report has insisted the economies and businesses focus on sustainable development and India is also committed to achieving its sustainable development goals by 2030. Especially, the New Education Policy (NEP) 2020 has emphasized attaining sustainable development goals by reconfiguring the entire education system.

In this situation, it is imperative to revisit, reimagine and revise the Commerce education from a sustainable development angle because commerce education has imparted the experience of the business world in all its manifestations. The business activities which are the major cause of greenhouse gas emissions must be properly addressed by establishing and implementing sustainable production, consumption, and business practices. Since commerce education is equipping the students with specialized skills in different functional areas of trade, industry, and commerce, by revising the curriculum and syllabus, students can be groomed as responsible entrepreneurs, managers, and executives who can commit to creating a sustainable business environment without jeopardizing the needs of the future generations.

Hence the department committee has proposed to revise the existing curriculum and syllabus of the M.Com. degree offered by the Department of Commerce, CUTN by including new strategies for promoting sustainable business models. It is also recommended to include the latest technological changes in the curriculum with an emphasis on the mindful utilization of new technology for achieving sustainable development goals. Further, it is suggested that all the functional areas be thoroughly revisited, reimaged, and revised completely from a sustainable point of view.

Team Commerce

**Department of Commerce & National Institute of Securities Markets  
Organised Two Days Workshop on 29.02.2023  
INVESTING IN SECURITIES MARKET & CAREER OPPORTUNITIES**



# COMMEX

## Commercial Excellency

Commerce Fest 2023, organised by the Department of Commerce, Central University of Tamil Nadu, was held on 16-17, March 2023 at the Amirtya Sen Block. The Two-Day Fest featured stock market lecture, and inter-department competitions such as Business Quiz, Debate, Best Management Team, Treasure Hunt, Adapt Tune, Fashion Show and Fun Games.



### Inaugural session

The Commerce Fest began with a keynote speech by Mr. Rtn. PHF Bharath R.Prabaharan, President, Rotary Club of Thiruvarur, MD, Bharat TVS, Thiruvarur, who spoke about the future of business and the importance of innovation in the industry. The second keynote speaker, Mr. Saravanabhavan.M, Vice-President and National Head, Goodwill Wealth Management Pvt Ltd., discussed the importance of share market and the investment. Dr.Velmurugan P. S, Associate Professor of the Department also provided his valuable thoughts.







## “Knowledge Knockout: Quiz Competition”

One of the main attractions of Commex 2k23 was the quiz competition titled "SCAM 1992", which took place on the first day (16 March 2023) of the Fest. We were pleasantly surprised by the amount of support and interest our event received. There were 35 teams registered for the Quiz competitions among which six teams were advanced to the final rounds based



on the marks scored in the preliminary round. Mrs. Gagana D.S, a Research Scholar of the Department was the Quiz Master. The quiz covered various questions relating to business, commerce, economics, current events, and general knowledge. The preliminary round was held at the second year M.com class room and the final round was

organised at the Seminar Hall of the Department. The preliminary round was a written test consisting of 20 questions to be answered in 10 minutes. The final had five rounds. In the first round, teams had to identify the personality, who were shown on the screen and it is followed by a "Trivia Round." The third round is called " Logo round," in which the teams have five minutes to identify as many brands or companies as possible. In the following round, "Video Round," the contestants were challenged to identify a famous television commercial. The last round was a "Theme Round" in which participants had to figure out the unifying theme among seven interconnected images. There was fierce competition in every round. Ultimately, Abhishek PJ & Anushka Anil (1st year MSW) emerged as the winners, with Ajay Krishna Dev K & Abhishek D.S.(5th year Life Science) placed second. The event was a huge success thanks to the participants, faculty, and audience.

## “Clash of Ideas: The Great Debate Showdown”

The debate competition on ARTIFICIAL INTELLIGENCE IS A THREAT TO HUMANITY turned out to be an interesting event in the Commex 2k23. The event took place on the second day of Commex 2k23 (17 March 2023) from 2 p.m. to 4 p.m. at the Seminar Hall. There were ten participants in the debate. Liya Teressa Alex, Arjun T P (Research Scholars, Department of Commerce), and Himanshu (Research Scholar, Department of Computer Science) acted as the



judges for the competition.

Gagana D S (Research Scholar, Department of Commerce), was the moderator for the event. The event consisted of 3 rounds. In the first round, the participants were allowed to introduce

the topic in one minute. For the second round, the participants were randomly bifurcated into two: favouring and opposing the topic. They were given four minutes to display their views. And in the final round, all of them were given one minute to conclude their arguments. Catherine (Department of English) and Aishwarya (Department of Hindi) were declared as winners. Nithyanandam, Imran, Soumya Ranjan and Jincy (Second Year M.Com) were the coordinators of the debate competition.

## Meet Our Exceptional Management Team

The star event of Commex 2k23 was the Best Management Team titled as "SUITS", which took place on the second day of Commex 2k23 (17 March 2023) from 10 am to 1 pm at the Seminar Hall. A team was consisting of four members and we received seven teams registered for the

event. The preliminary round (The Eliminator) had two simultaneous tasks to be accomplished, for which the team was split into two. One pair appeared for a written test and the other had to finish a Sudoku puzzle in twenty minutes. The top four teams qualified for the next rounds. The second round "Brand war" was a debate on the company that allotted randomly to each team. It was a duel round in which Lott 1 clashed with Lott 2, while Lott 3 had a clash with Lott 4. 10 minutes were allotted for the discussion and 5-10 minutes for the debate. It is followed by a round named "Admad", in which each team had to choose a product to perform a one-minute advertisement. The teams were given 10 minutes for the preparation. The last round was "Product Launch", in which the teams were asked to launch a product that would solve a common problem for a target population. They were allowed 10 minutes for the preparation and 5 minutes for launching the product. Based on the cumulative scores of all rounds, Anantha Krishnan, Anjali. J. Dev, Sreejesh, and Atchuthrav (1st year General MBA) were emerged as the best management team.

### **Treasure Hunt**

As a part of our "Commex 2k13", we conducted a thrilling treasure hunt event that challenged the participants to showcase their problem-solving and teamwork skills. The event was designed to be an exciting and engaging way for students to put their knowledge level to the test while having fun. The event was fast-paced and competitive, with teams racing against each other to be the first to find out the treasure. It was a great way for participants to test their ability to work together, communicate effectively, and think creatively under pressure. Overall, the treasure hunt was a huge success and received great feedback from the participants. On March 16, 2023, the first day of 'Commex'- a treasure hunt named "JUMANJI" was conducted at the Department of Commerce, Amartya Sen block. A total of 29 teams participated in the treasure hunt. The treasure hunt was conducted in three rounds. The first round was a preliminary round with 10 logical questions and a word-searching puzzle. From this round, 8 teams were selected for the second round. The second round was a collection round, where the teams were given 15 items to be collected such as a keypad cell phone, inkless pen, one-rupee coin, student ID collection, etc., within a short time. At the end of this



round, and from this round, 4 teams were selected for the Jumanji treasure hunt final round. In the final round, the teams were given a set of clues that would lead them to different locations around the campus. At each location, they had to solve a puzzle or a hint related to another place. The hints helped them unlock the next clue and move forward in the treasure hunt. After 2 hours of hunting, the MBA tourism and hospitality students successfully completed the final round and found out the treasure.

### **Adapt Tune**

We conducted an adapt tune competition named as “FOOTLOOSE”, as part of the “Commex 2k23”, on the second day of the event at the Amartya Sen Block. The main aim of this program is to identify the ability of a person to adapt to any situation. The event was a very entertaining program, in which the participants have to dance according to the music changed in the background. Supreethi (Research scholar, Department of Life Science) and Liya Teresa Alex (Research scholar, Department of Commerce) were the judges for the event. A total of 6 participants from different departments were participated. The adapt tune was conducted in two rounds. In the first round, each of the participants were danced individually according to the music. From the six participants, three were selected for the final round. Vetrivel from the department of Music and Malavika from the department of Management (MBA General) were the winners. It was ends at 6 pm. Overall, the adapt tune was a huge success and received great feedback from the participants and audience.

### **Fashion Show**

As part of commerce fest, we conducted a fashion show named “MERA KI” which was a huge success. The open area of the ground floor was the venue and it was held at 6 pm. Students from various departments participated in the fashion show representing nine different cultures. There were three judges: Ms. Gargee (Research scholar, Department of Economics), Neema Ann Philip (Research Scholar, Department of Applied Psychology), and Ms. Liya Teresa Alex (Research scholar, Department of Commerce). The contestants who depicted Nagaland culture won the first prize.



## Fun Game

During the commerce fest we conducted fun games for the students of CUTN throughout the two days of the “Commex 2k23” from 2.30 pm to 5 pm at the open area of the ground floor of Amartya Sen Block. There were three games conducted for the students. Around 100 students participated in the games and 15 students got prize.



The Commex 2023 was a successful event that brought together students, professionals, and industry leaders to exchange ideas and knowledge. The festival provided valuable insights into the future of commerce and the challenges and opportunities faced by the industry. The event was a great platform for networking and learning, and it left participants feeling inspired and empowered to embrace the future of commerce.

**THANK YOU**