

## KEY NOTE SPEAKERS

**Rev.Fr.Dr.S.MARIADOSS SJ**  
**Principal**  
**St.Joseph's College (Autonomous)**  
**Tiruchirappalli.**

**Mr.SANTHOSH THANNIKAT**  
CEO of Mithradham  
Renewable Energy Centre,  
Aluva, Kerala.

**Dr. ALICE MANI**  
Professor  
Department of Commerce,  
CHRIST University  
(Deemed to be University),  
Bangalore.

**Dr.V.BASTIN JEROME**  
Associate Professor  
Department of Commerce  
St.Joseph's College  
(Autonomous),  
Tiruchirappalli.

**Mrs.ARCHANA GANAPATHY**  
Entrepreneur & Director  
An'Oday Group of Companies,  
Tiruchirappalli.

**Mr. K.SUSIL KUMAR**  
Chief Business Officer &  
Consultant of TREAT,  
Advisor to CEDI NIT,  
Tiruchirappalli.

**Dr. S. JOSEPH XAVIER**  
Vice Principal & Head,  
Department of Business  
Administration,  
Mary Matha College,  
Periyakulam.

## Address for Communication

**Dr. R.KARTHIGA**  
Convenor, NCDem2K-24  
Department of Commerce  
Srinivasan College of Arts and Science,  
Perambalur-621 212  
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## Chief Patron

**Shri. A.SRINIVASAN**  
Esteemed Chancellor  
Dhanalakshmi Srinivasan University

## Co-Chief Patrons

**Shri. S.KATHIRAVAN** B.E., M.L.A  
Vice Chairman  
Dhanalakshmi Srinivasan Group of Institutions.  
Mannachanallur Constituency

**Shri. P.NEELARAJ**  
Secretary  
Dhanalakshmi Srinivasan Group of Institutions.

## Patron

**Dr.N.VETRIVELAN**  
Principal  
Srinivasan College of Arts and Science, Perambalur.

## Advisor

**Prof.V.CHANDRA CHOWDRY**  
Dean-Academics  
Srinivasan College of Arts and Science, Perambalur.

## Convenor

**Dr.R. KARTHIGA**  
Head, Department of Commerce  
Srinivasan College of Arts and Science, Perambalur.

## Organizing Committee Members

Dr.S.Ananthi	Assistant Professor
Dr.E.Sridevi	Assistant Professor
Dr.P.Deepa	Assistant Professor
MrT.Jaikanth	Assistant Professor
Mr M.Mohamad Hussain	Assistant Professor
Mrs.S.Celia Caroline	Assistant Professor
Ms.S.Gomathisankari	Assistant Professor

Department of Commerce  
Srinivasan College of Arts and Science, Perambalur - 621 212.



# SRINIVASAN

## COLLEGE OF ARTS & SCIENCE

(Affiliated to Bharathidasan University, Tiruchirappalli)  
(Recognized under the Section 2 (f) & 12B of the UGC Act, 1956)  
Perambalur - 621 212 | Tamil Nadu | India.  
www.scas.ac.in



## DEPARTMENT OF COMMERCE

*Organizes*

## A TWO-DAY NATIONAL CONFERENCE

ON

## DEVELOPING AN ENTREPRENEURIAL MINDSET FOR 21<sup>ST</sup> CENTURY

# NCDem2K-24

**24.09.2024 & 25.09.2024**

**Venue: College Auditorium**



## About The College

Srinivasan College of Arts and Science was established by Shri.A.SRINIVASAN, Chancellor of Dhanalakshmi Srinivasan University, Founder and Chairman Dhanalakshmi Srinivasan Group of Institutions, Perambalur. The College was started on 29th November 2004 as per the G.O.No. MS477 and got affiliation to Bharathidasan University, Tiruchirappalli. Srinivasan College of Arts and Science started with 6 UG courses has been now blossomed into an institution with upgraded as 19 Under graduate programs, 11 post graduate programs. The College aims to provide higher Education to rural backward students in the field of Science, Arts and Management Studies. Our college has been recognized under the section 2(f) & 12B of the UGC Act 1956.

## About the Department

The Department of Commerce was established in the year 2004. The Post Graduate course (M.Com) was started in 2008. The Department offers B.Com (Bank Management) in the year 2022. It is also established with value added course Diploma in Tally & Office Automation affiliated with Bharathidasan University.

The Department is armed with well qualified and experienced faculty members and it is well enriched with student strength to 400 at present. The Students have been provided with good placement through excellent corporate training added to this the department has also signed MOUs with IAA and IARA for their betterment. The students are moulded into multifaceted personality by enriching them with Seminars, Symposiums, Guest lectures, Workshops and Career oriented programmes.

## About the Conference

Entrepreneurship paved the way for various innovative business ideas and plays a significant role in the Economic development of this 21st century. In India, Entrepreneurship and start-up activities have grown immensely over the last two decades in various sectors. By embracing an entrepreneurial mindset, individuals can unlock their full potential, drive innovation, and create positive change in various aspects of life. This conference enhances the individuals understanding of entrepreneurship and develops a mindset that will benefit them in their business endeavors and also act as a guiding principle for policy makers, financiers, business organizations, operating at National level.

## Guidelines for Registration and Paper Submission

- All participants and presenters must register individually. (Both Author and Co-Author must register separately)
- The Abstract of the conference themes, not exceeding 200 words must include purpose, methodology, major findings of the research and keywords.
- The First page of the abstract and final manuscripts should include the Title of the paper, Author and Co- Authors name, Designations, Affiliating Institutions, Mailing address and Contact number.
- A Soft copy of the Abstract of final paper in MS-Word should be send to the E-mail: [ncdem2k24@gmail.com](mailto:ncdem2k24@gmail.com).
- Selected papers will be published in Conference Proceedings with ISBN.
- No TA /DA will be paid for delegates.
- 0% plagiarism tolerance.

E-mail ID	: <a href="mailto:ncdem2k24@gmail.com">ncdem2k24@gmail.com</a>
Abstract Format	: Single Column
Font	: Times New Roman
Font Size	: 12 point
Spacing	: 1.5
Margin	: "1" inch all sides
References	: APA style and arrange alphabetically

## Important Dates

Last Date for Abstract Submission	: 09-09-2024
Last Date for Full paper Submission	: 11-09-2024
Last Date for Registration	: 13-09-2024
On the Spot Registration is allowed	
Link for Registration	: <a href="https://forms.gle/ZX54BixyVb6n6JYc8">https://forms.gle/ZX54BixyVb6n6JYc8</a>

## Registration Details

UG Students	: ₹350
PG Students	: ₹400
Research Scholars	: ₹500
Faculty Members	: ₹500
Industrialist	: ₹1,000

## Payment Details

### Payment to be made through online Srinivasan College of Arts and Science, Perambalur-621 212.

Payable at	: Perambalur
Account Holder Name	: Srinivasan College of Arts and Science
A/C Number	: 281100140450006
IFSC Code	: TMBL0000281
Branch	: Perambalur
Type of Account	: Current

## Sub Themes

- ▶ Impact of entrepreneurial mind set and motivation of business performance
- ▶ Future Development of Entrepreneur
- ▶ Creative performance of Entrepreneurs
- ▶ Psychological factors influencing Entrepreneurship
- ▶ Innovative strategies in Entrepreneurship
- ▶ Digital Entrepreneurship
- ▶ Gen Z approach towards Entrepreneurship
- ▶ Contributions of Entrepreneur to Economy
- ▶ Social Entrepreneurship and Innovation

Best Paper Presenters will be selected for the award NCDEM2K-24

For further details

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