



AYYA NADAR JANAKI AMMAL COLLEGE (AUTONOMOUS) SIVAKASI

affiliated to Madurai Kamaraj University, Reaccredited (4th Cycle) with "A+" grade (CGPA 3.48 out of 4) by NAAC, College of Excellence by UGC, Star College by DBT and Ranked 58th in NIRF 2020.

Sivakasi - 626124



A Two Day

INTERNATIONAL VIRTUAL CONFERENCE

ON

**BUSINESS CHALLENGES & SUSTAINABLE
STRATEGIES IN THE COVID ERA**

ORGANISED

BY

DEPARTMENT OF BUSINESS ADMINISTRATION (SF)

IN ASSOCIATION WITH

**INDIAN ACADEMIC
RESEARCHERS ASSOCIATION**

ON

24.09.2021 & 25.09.2021

ABOUT THE CONFERENCE

CONFERENCE THEME BCSSIC-2021 (International Virtual Conference on “Business Challenges & Sustainable Strategies in the Covid Era) aims to provide a forum for researchers from both Academia and Industry to share their latest research contributions and exchange knowledge on transformation that happened in the corporate world during the pandemic period. It's a hard-hitting time for all business and it makes all strategists to search for the relevant strategies to meet this pandemic period. This corona makes the corporate to reevaluate their business strategies that fit to this environment for improving the leverage of their performance. Undoubtedly, each and every businesses is facing the crisis situation that makes the people to think in different dimensions to overcome the crisis and to build or to reconstruct their business strategies for sustenance. Technology aids various businesses to transform their operation instead of withdrawing or breaking away from the market. Corporates have taken this lockdown as new innovative input and run their business in new perspectives to stay alive and relevant.

ABOUT THE ANJAC

Ayya Nadar Janaki Ammal College was established in 1963, a standing testimony to the wisdom and farsighted of The Legendary of Humanitarianism Thiru. P. Ayya Nadar, an industrial architect of Sivakasi town and renowned academician and his equally generous wife Thirumathi A. Janaki Ammal, caters the need of rural sector for higher education. As this Institution was established by their Munificence, the College was fittingly named after them. Discipline and Academic Excellence are Hall Mark of this Institution. It emphasis teaching, learning and research programmes in different disciplines for the benefit of thousands of students who pursue higher education. ANJAC has registered steady academic growth right from its inception which could be understood on having a glimpse of attaining autonomy status in the year 1987, Accredited with FIVE STAR status by NAAC in 1999, College with Potential for Excellence by UGC in 2004, Re-accredited with “A+” grade by NAAC in 2006, Secured a score of 3.67 out of 4 with “A” grade in 3rd cycle of accreditation, College of Excellence in 2014 by UGC, Star college Status by DBT, Secured a score of 3.48 out of 4 with “A+” Grade in 4th cycle of accreditation in 2020 and 58th Rank in NIRF, 2020.

ABOUT ANJAC BBA

The Department of Business Administration was started in the academic year 1972-73 to cater to the needs of the wards of the local businessmen and it was proved from the year of inception, till date. Due to rise in demand, Self Finance stream had started in 2004. Department of Business Administration is taking an effort in harnessing the talents of the students by conducting guest lectures that delivered by eminent speakers from Corporate and Academician. The Department was endowed with a lot of psychological equipments to test various aspects of personality, motivation, leadership and various traits

CONFERENCE OBJECTIVES

The key objectives of the conference are

- To Enable Professional / Educationists to exchange thier ideas and opinions
- To Provide a platform to Academicians and Researchers to present and discuss their view on conference themes
- To Create a forum to discuss the challenges faced by corporate sector during this Covid
- To Gain an insight by the way of checking relevancy of existing strategy by the corporate
- To Enrich knowledge to the academicians about the challenges faced and strategies adopted by the business people

TARGET PARTICIPANTS

Academicians, Research Scholars, Entrepreneurs and Corporate Personnel

CONFERENCE DIMENSIONS

Conceptual, and Empirical papers are invited in the following main areas and its sub-areas but not limited within

Human Resource Management
Financial Management
Marketing Management
Operation Management
Hotel Management
Tourism Management
Insurance Management
Advertisement Management
Information Management
International Management

Quality Management
Data Science in Operation
Industry 4.0
Fin - Tech
Block Chain Technology
Digital Marketing
Balance Score Card
Investment Management
Project Management
Artificial Intelligence

PAPER FORMAT

The paper should be original and unpublished work. Full paper with abstract (250 words) and key words (5-9) should be submitted through email and **evidences of payment** as attachment to **bcsceanjac@gmail.com** only on or before **5th September, 2021**. All the manuscripts should be in English and neatly typed in MS word with Times New Roman font style, 1.5 lines space on A4 size paper with 10- 12 pages. The title of the paper, name of the participants, designation, organization, address, telephone number and E-mail for each participant should be mentioned. The paper should not have more than two participants; each participant must register separately. All papers will be subject to blind review by the expert committee.

GUIDELINES FOR PRESENTATION & PUBLICATION

1. The papers satisfying the guidelines and plagiarism norms of the journal shall be selected.
2. Authors will be intimated about their Paper selection, for presentation / publication. Shortlisted papers will be considered for publication in **UGC Care Listed Journal and also Published in the Proceeding with ISBN Number**
3. Authors of Accepted papers for publication would be required to pay additional charges, on intimation
4. All participants are asked to confirm their participation through this given Google form link <https://forms.gle/zXL6sEmFQJhWHeuW8>
5. Feedback forms will be provided for each sessions, and it is mandatory for every participant to fill it.
6. E-Certificates will be issued to the participants who have attended all sessions in the Conference.

DATE TO REMEMBER

Submission of Abstract and Full Paper : 5th September, 2021

Conference Date : 24th & 25th September, 2021

REGISTRATION FEE

Indian Author : Rs .200

Foreign Author : 3\$ to be paid through NEFT, RTGS to

Account Holder : The Correspondent, A.N.J.A.C

Account Number : 003100050174204

IFSC : TMBL0000194

**Registered Participant will receive
the meeting link on whatsapp group**

GUEST SPEAKERS



Dr. Vinitha Guptan
Vice - Chancellor
Saito University College
Malaysia



Dr. S. Sathya Narayanan
Assistant Professor in Business
Abu Dhabi Women's College
Abu Dhabi
United Arab Emirates



Mr. Fleming Sampson
Manager - Enterprise HR
(Talent Development)
HCL, Chennai



Dr. Leena Periyasamy
Assistant General Manager
(Digital learning)
Tractor & Farm Equipments Ltd
Chennai

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Asst. Professors

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