SRIMATH SIVAGNANA BALAYA SWAMIGAL  
TAMIL, ARTS & SCIENCE COLLEGE, MAILAM - 604 304.

PG and Research Department of Commerce

**ONE DAY INTERNATIONAL CONFERENCE**

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<th>6th March 2020 (Friday)</th>
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<td>VENUE</td>
<td>SENTHAMIZH SEER SIVAPRAGASARR HALL (A/C)</td>
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<td>TITLE</td>
<td>DIGITAL ECONOMY: OPPORTUNITIES AND CHALLENGES</td>
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**CHIEF GUEST**

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| NO. OF PARTICIPANTS | 350 |
PG and Research Department of Commerce organised a One Day International Conference on “Digital Economy: Opportunities and Challenges” for Commerce Students, Research Scholar and Faculties.

The purpose of this conference is to provide a forum to new and innovative ideas among faculty members, research scholars, corporate executives and students.

The selected and Peer Reviewed Papers are published in the journal “Studies in Indian Place Names” ISSN: 2394-3114 (UGC Care Listed Journal) Vol-40 Issue-34 March 2020.

CONFERENCE THEMES

- Human Resource Management
- Banking and financial service
- Recent trends in Economy
- Insurance policy
- Export and import
- Marketing and Global marketing
- Accounting and Finance
- E-Commerce
- Demonetization
- Goods and Service Tax(GST)
- International Trade
- Entrepreneurships
- Green marketing
- Importance of Communication skill
- Tourism development
- Other concepts relating to commerce area.