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

PG and Research Department of Commerce

ONE DAY INTERNATIONAL CONFERENCE

DATE	6th March 2020 (Friday)
VENUE	SENTHAMIZH SEER SIVAPRAGASARR HALL (A/C)
TITLE	DIGITAL ECONOMY: OPPORTUNITIES AND CHALLENGES
CHIEF GUEST	**Dr. C. Anbalagan,** Professor of Accounting & Finance, Research Advisor, College of Business and Economics Samara University, Senate Member, Ethiopia, Africa. **Dr. G.Uma Maheswari,** Assistant Professor, Department of Business Administration, Siva Sivani Institute of Management, Secunderabad. **Mr.S. Sambath**, Guest Faculty, Department of Commerce, Pondicherry University, Puducherry - 605 014. **Dr.D.Ganesan,** Principal, Govt.Arts and Science College, Perambalur. **Dr. M. Rajarajan**, Associate Professor, Department of Commerce, Annamalai University, Annamalai Nagar - 608 002. **Dr. K. Krishnamurthy,** Asst. Professor and Research Supervisor, PG and Research Department of Commerce. Periyar Govt. Arts College, Cuddalore.
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.

PHOTOS