

Registration Details

| Category | Registration fee | Publication fee for UGC-CARE Approved journal | |
|-------------------|------------------|---|----------------------------------|
| | | Online publication per Author | Online with hard copy per Author |
| Faculty members | 300 | 1750 | 1750 |
| Research Scholars | 250 | 1750 | 1750 |
| Students | 250 | - | - |

Points to be remembered

➤ Participants are requested to confirm their registration on or before 10.02.2019 to E-mail id- deocom2020@gmail.com

- No TA/DA will be given to delegates.
- Participants should bring their ID card.

Guidelines for Submission of Abstracts

- ❖ Paper presentation should be the original work of the author. The author and co-author of selected papers with abstract will be invited to present their papers for the seminar.
- ❖ The registration must be made separately by the author and co-author respectively.
- ❖ **Text:** Font size 12-pt, Times New Roman, 1.5 line spacing, abstract of their papers not exceeding 200 words and the soft/hard copy the papers not exceeding 8 pages (including table and annexure) should reach us on or before 15.02.2019.
- ❖ The selected research paper will be published in **UGC-CARE LISTED JOURNAL**

Mode of Payment

The DD should be drawn in favour of "The Principal" **Annai Women's College**, Punnamchatram, payable at Karur. The registration fee includes conference Kit, Lunch and Refreshment.

(Or)

Annai Women's college Principal a/c Bank- Indian overseas bank,

A/C.No-237401000000974
IFSC code-IOBA0002374
Branch- Punnamchatram.

Note: Delegates may also attend a conference without submitting or publishing any research papers.

Spot Registration is also accepted.

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NATIONAL CONFERENCE
ON
DIGITAL ECONOMY- OPPORTUNITIES
AND CHALLENGES

DEOC-2020

26th February 2020, (Wednesday)



DEPARTMENT OF COMMERCE (CA) & COMMERCE
Jointly Organized
With
INDIAN ACADEMIC RESEARCHERS'
ASSOCIATION TIRUCHIRAPALLI



ANNAI WOMEN'S COLLEGE
(Arts and Science)

(Affiliated to Bharathidasan University-Tiruchirapalli)
Aurobindo Nagar, TNPL Road, Punnamchatram,
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Website: annaiurobindokarur.com
e.mail: annaiwomenskarur@gmail.com
Contact No: 04324 279708, 279709

ABOUT THE COLLEGE

Annai Women's College is the inventive institution of Annai Sri Aurobindo Educational Trust (ASAET), Karur. The trust was inception in the year 2006 by Thiru. A. R. Malaiyappasamy Founder, Dr. S. Ramamoorthy Chairman, Dr. K. Muthukumar Secretary, Thiru. N. Kandasamy Treasurer, Thiru. P. Thangaraju, Executive Trustee and nine more members. The ASAET trust provides the opportunity to pursue higher studies for the economically backward and anxious young women students from the rural area. The college offers U.G & P.G programmes. We offer Under Graduate courses viz., B.A.(Tamil), B.A.(English), B.Sc.,(Mathematics), B.C.A., B.Sc.,(Computer Science), B.Sc.,(IT), B.Sc.,(Physics), B.Sc.,(Chemistry), B.Sc.,(Hospital Administration), B.Com., B.Com(CA), B.B.A., and Post Graduate courses M.A., Tamil, M.A., English, M.Sc., Mathematics, M.Com., M.Com(CA), M.Sc(Computer Science), MBA., The College has highly qualified and dedicated faculty who uplift the students both in curricular and co-curricular activities. We render ingenious value added courses such as COA, Typewriting, Shorthand, Entrepreneurial training, Bank Exam Coaching, TNPSC coaching through placement cell. We offer various skill development programmes and Language lab for student's career guidance and enhancement. We strive to develop self confidence in the minds of the students enabling them to become educated, cultured and disciplined in all walks of their life.

ABOUT THE DEPARTMENT

In the beginning, the department of Commerce (CA) flourished and then the department of Commerce was established. Both the departments are unitedly working for the upliftment of the students especially from the rural background. They have been providing a strong foundation consistently thereby motivating the students to develop their skills and talents. Every year we produce university rank holders.

ABOUT THE CONFERENCE

The digital economy continues to evolve at breakneck speed, drive by the ability to collect, use and analyze massive amounts of machine – readable information (digital data) about practically everything. These digital data arise from the digital footprints of personal, social and business activities taking place on various digital platforms. India's challenge in becoming a digital economy remains formidable. The Government has announced many new initiatives: Digital India, Make in India and recently announced compulsory use of fastrack in tolls etc., Due to digital economy all the transactions are done through online, so everyone should know their current details in transparency. Through this conference the students will get a clear idea about digital economy and came to know the necessity of digital economy also. The insights and analyses presented in this conference are expected to provide guidance for future deliberations and set the agenda for digital economy used in various fields as well as the opportunities and challenges faced in their day today activities.

Call for Interest

Delegates are invited to present papers, cases, and experiences under the following broad areas. Topics of interest include but not limited to the following:

- Digitization for growth, productivity and innovation
- Digitization of Globalization
- Digitization of Work
- Impact of digital Economy
- Distribution of Global Wealth
- Capital and technology increase
- Digital Economy and business strategies
- Impact of Retail sector
- Cashless society
- Digitalization changing global competitiveness
- Entrepreneurs in the digital economy
- Digital economy pros and cons
- Economic impact
- Digitization in banking sector
- Other relevant topic also consider for presentation

RESOURCE PERSONS

Technical Session I



JAYANTHI G
PRINCIPAL

Aadya Aviation College
Bangalore.

She Published 7 research articles in reputed journals. She has organised and attended 17 National Workshops,. She has produced more than 20 scholars. she acted as resource person in many reputed institutions also.

Key Note Address



Dr. C. SIVASHANMUGAM

Professor
Department of MBA
PES University
Bangalore.

He has published 10 research articles, and presented 16 papers in various national and international conferences. He is guiding M.Phil and Ph.D research scholars. He acted as a guest role in national and international conferences which was conducted in many colleges. He Served as Chairperson in 12 National and International Conferences. He is also a Member of Board of Studies in various Autonomous Institutions.

Technical Session II & Valedictory Session



Dr. C. PARAMASIVAN

Assistant Professor
PG & Research Department of Commerce
Periyar EVR College (Autonomous)
Thiruchirapalli.

He has published 125 research articles and also he published various books entitled women empowerment, human rights, financial management etc. He has guided 15 Ph.D scholars and 60 M.Phil scholars. He undergone 3 UGC sponsored research projects and also organized 11 sponsored programs in various topics.

Submission Mode

The full paper submission will be peer reviewed and evaluated based on originality, technical and /or research content depth, correctness & relevance to the conference, contribution and readability. The soft copy of the abstract and full paper can be mailed to the below mentioned conference mail address

Mail id: deocom2020@gmail.com

Dates to be Remember

- Abstract Submission : 10.02.2019
- Notification of Acceptance : 12.02.2019
- Submission of full paper : 15.02.2019
- Last date for registration : 20.02.2019