

### IMPORTANT DATES

1. Abstract Submission - 25.01.2024
2. Full Paper Submission - 05.02.2024

### REGISTRATION DETAILS

Students	-	Rs.200/Per person
Research Scholars	-	Rs.300/Per person
Academics	-	400
Corporate Delegates	-	Rs. 1000
Foreign Delegates	-	\$10

### ACCOUNT DETAILS

BANK & BRANCH	:	CITY UNION BANK LIMITED, No.1/1/3D, Palamedu Main Road, Chokkalinga Nagar, Koodal Nagar MADURAI - 625 018.
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### Resource Persons for Conference



**Dr. Nuresh Eranda**  
Senior Lecturer  
Department of Marketing Management  
University of Peradeniya  
Srilanka  
(Technical Session through Hybrid Mode)



**K.S. Chandrasekar**  
Senior Professor  
IMK, University of Kerala  
Trivandrum



**Dr. P. Kannadas**  
Associate Professor  
Department of Management Studies  
EDII - HUB, MKU - Coordinator  
Madurai Kamaraj University  
Madurai - 625 021



**Dr. S. Valli Devasena**  
Assistant Professor  
Department of Commerce  
Co-ordinator - Entrepreneurship Development Cell  
Research & Extension Centre  
Mother Teresa University

### Organizing Committee

**Chief Patrons**  
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Associate Professor & Head of the Department

**Dr.S.Ganesan, M.Com., M.Phil., Ph.D.,**  
Associate Professor

**Convener**  
**Dr.K.Balasathya**  
Assistant Professor - 9486704228

**Organizing Secretary**  
**Dr.R.Kajapriya**  
Assistant Professor - 7904132821

**Co-Conveners**  
**Dr. V. Suresh Babu**  
Assistant Professor of Commerce - 9486486668

**Dr. R. Arputharaj**  
Assistant Professor of Commerce - 7708754657

**Dr. V. Geetha**  
Assistant Professor of Commerce

**Dr. B. Kothai Nachiar**  
Assistant Professor of Commerce

**Dr. V. Devika**  
Assistant Professor of Commerce

**Co- Organizing Secretary**  
**Dr. R. Ratheka**  
Assistant Professor of Commerce - 9787644488

**Dr. G. Sai Mohana**  
Assistant Professor of Commerce - 9789165431



## MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)

(Founded by the Tamilnadu Naidu Mahajana Sangam \*Affiliated to Madurai Kamaraj University)  
A Linguistic Minority Co-educational Institution \*Re-accredited with 'A' Grade by NAAC  
Pasumalai, Madurai-625 004, Tamil Nadu, India

&

## ENTREPRENEURSHIP DEVELOPMENT AND INNOVATION INSTITUTE (EDII) - HUB

## MADURAI KAMARAJ UNIVERSITY Madurai

Jointly organizes



International Conference  
on

## SKILL DEVELOPMENT, ENTREPRENEURSHIP AND EMERGING TECHNOLOGIES FOR INTERNATIONAL AND INDIAN YOUTH

16 February 2024

## ABOUT THE COLLEGE

Mannar Thirumalai Naicker College has found a distinct spot in the educational map of South Tamilnadu. It is a unique Alma Mater to a galaxy of eminent men and women shining in various realms of life in India and abroad. This educational temple was founded due to the untiring efforts of the Tamil Nadu Naidu Mahajana Sangam. The service minded patrons started this college in 1974, for the welfare and development of the educationally and economically backward Telugu speaking minority Naidu Community. The College has been christened after Mannar Thirumalai Naicker, the most notable king of this region, whose motto is "To rule is to serve". The Chief Minister of Tamilnadu Dr. Kalaignar Karunanidhi opened the college on 18th August, 1974. The foundation for the college building was laid by Cavalier Mr. G.K. Devarajulu Naidu. The College which had initially functioned in Shenoy Nagar at Shri Rama Vilas Mandapam, was shifted to its own premises in Pasumalai on 4th September 1979. Our college was upgraded to degree status from the academic year 1979-80.

The college became the first co-educational institution in Madurai City during 1982-83. The Central Government allotted 24 acres of land adjoining National Highway for the expansion of the college. The State Government allotted 8 acres of land for the college. The credit for initiating allotment of land from the Central and State Governments goes to late Mr. K. Rajaram Naidu, Former Minister of Tamilnadu. Due to the efforts taken by the present management of our college, about 2 lakhs sq feet of buildings were built in a very short period. Our college has been rendering significant service to the society by fulfilling the aspirations of thousands of first generation learners. The institution has witnessed an exponential growth in the last four decades. The members of the management, the members of the Teaching and Non-teaching Staff are wholeheartedly committed to the task of making the institution as one of the most sought after colleges in Madurai. The perseverance of the management, the hard work of the members of the Teaching Staff and Non-teaching and the cooperation of the students has paid rich dividends. At present, the College offers 22 Under Graduate, 7 Post Graduate, 3 M. Phil and 4 Ph. D programmes and 2 B. Voc programmes, 6 Diploma programmes specially offered by the Community College. UGC has granted Autonomy since 2015-16 and it paves the way for having not only the academic freedom but also the flexibility in functioning at all levels. Library building covers an area of 13,000 sq. feet in the ground floor and classrooms; a conference hall in the first floor and air conditioned seminar hall in the second floor has been constructed owing to the sacrificial initiatives and commitment of the present management. The Administrative Block which houses a magnificent Office of the Controller of Examinations, Dean's office, Valuation Halls in the ground floor and class rooms in the first floor has been constructed in an area of 30000sq.feet. The college was reaccredited with 'A' Grade by NAAC in 2nd cycle in 2018. At present, 4416 students are pursuing higher education. 179 Teaching Staff and 83 Non-teaching Staff are working with all commitments and devotion to scale the institution on a par with the best institutions in the country.

## ABOUT THE DEPARTMENT

The Department of Commerce had its inception with B.Com programme in 1983. The Department offers M.Com Programme since 1987 and M.Phil programme since 2005. The department was upgraded as a Research Centre in 2009. It also offers certificate course in Office Automation & Management to enhance the employability of the students. All the faculty members in the department hold doctoral degree. The research outcomes of this department are highly commendable with many works of the faculty and scholars published in reputed journals indexed with Scopus and UGC CARE.

## ABOUT THE SEMINAR

Today, the world and particularly India require a skilled workforce. Every country should have a mission of 'Skill Development' and millions and millions of youth should acquire the skills. They should confidently face counterparts worldwide, proudly demonstrating their hard work, manual dexterity and win hearts globally through their skills. Skills and knowledge are driving forces of economic growth and social development for any country. Countries with higher levels and better standards of skills adjust more effectively to the challenges and opportunities in domestic and international job markets.

Job creation for skilled youth is also a major challenge before the nation. Entrepreneurship based on innovation has immense growth potential. The growth and prosperity of all economies remain highly dependent on entrepreneurial activity. Entrepreneurs are the essence of economic growth. They provide a source of income and employment for themselves, create employment for others, produce new and innovative products or services and drive greater upstream and downstream value-chain activities. Supportive environments are increasingly essential for entrepreneurial success and these are evolving across the world. The ideal entrepreneurial environment has five pillars: Access to funding, Entrepreneurial Culture, Supportive Regulatory and Tax Regimes, Educational Systems that support entrepreneurial mindsets; have a coordinated approach that links the public, private and voluntary sectors.

Global Partnerships and International Collaborations will immensely enrich domestic training programmes by enhancing their quality through learning's from successful international models of vocationalization of education, engaging with industry, etc. Institutional arrangements through joint working groups will be established for regular exchange of knowledge, experiences, research findings, teaching and learning materials, and innovations in skill development. To ensure future economic growth, it is essential to invest in the nation's youngest citizens by providing them with the skills and resources to succeed. Investing in the youth will create a strong foundation for the country's long-term economic prosperity. To achieve this, every country aims to create a skilled workforce by providing training and employment opportunities. Additionally, various digital literacy programmes must be initiated to help the youth population stay up to date with the latest technology.

## SEMINAR TRACKS

- Entrepreneurship as a Panacea to Economic Development
- Effects of Skill Acquisition on Entrepreneurship Development
- Entrepreneurial Development and Employment Creation
- Entrepreneurship Courses and Programmes at Higher Education Institutions and Universities
- Skill Based Entrepreneurship
- Start-up Opportunities in Recent Changing Technological Scenario
- Skilling Strategy for Employment Generation and Economic Inclusion
- Skill Development for Social Inclusion
- Technological Innovation for Employment Promotion
- Empowering Women through Technological Advancement
- E-Business Model for Corporate Excellence
- Innovation in Training and Development
- Technological Changes for Youth Empowerment through Skill Development
- Innovation and Entrepreneurship
- Financial Empowerment through Financial Literacy
- Social Media and Employment Opportunities
- Recent Trends in Information Technology
- Integration of Artificial Intelligence into Business Process and Its Impact on Organizational Performance
- Any other relevant topics

## CALL FOR PAPERS

PG & Research Department of Commerce invites original and unpublished research works from Academicians, Corporates, Research Scholars, and PG Students, on the thrust areas related to "SKILL DEVELOPMENT, ENTREPRENEURSHIP AND EMERGING TECHNOLOGIES"

## GUIDELINES FOR PAPER SUBMISSION

- Authors are requested to send the Abstract/ Full paper at: [commerceseminar2024@gmail.com](mailto:commerceseminar2024@gmail.com)
- The entire paper should be typed in MS-Word using "Times New Roman, 12 font with 1.5 line spacing and margins of one inch on all sides.
- The manuscript should include four major sections: Title page, Abstract, Main body and reference.
- Papers must not have been published or accepted for publication elsewhere or be under any other review currently.
- Abstract should be in single paragraph not exceeding 300 words with 4-6 keywords.
- The length of the paper should not exceed 10 pages excluding title page and references.
- Registration Link: <https://forms.gle/69Gvp82bsX4tqULy9>

Selected papers will be supported for publication in Peer Reviewed UGC CARE list Journal/  
ISBN Book after getting the consent from the corresponding authors.