

## ORGANIZING COMMITTEE

### CHIEF PATRONS

Rev. Dr. V. John Bosco, Founder & Managing Trustee

Rev. Fr. A. Albin Roby, Founder & Trustee

### PATRONS

Rev. Fr. Sam F Mathew, Secretary

Dr. M. Edwin Gnanadhas, Principal

Rev. Fr. B. Nixon, Bursar

Rev. Fr. S. Britto, Chaplain

Rev. Fr. H. Glacin, Transport

Dr. M. Vasan, President, Thanjavur Chapter,  
Indian Accounting Association

Dr. P. Jegan, Secretary, Thanjavur Chapter,  
Indian Accounting Association

### CONFERENCE DIRECTOR

DR. R. Rathiha, Research Co-ordinator

### CONVENOR

Dr. S. David, Head, Department of Commerce

### CO-CONVENOR

Dr. C. Josephine Jeya Selvi, Assistant Professor

### ORGANIZING SECRETARY

Dr. S. Sony, Assistant Professor

### ORGANISING COMMITTEE MEMBERS

Mrs. G. Parvathi - Assistant Professor

Dr. W. Vibin Hershon - Assistant Professor

Mr. M. Durai Singh - Assistant Professor

Dr. S. K. Dhanalakshmi - Assistant Professor

Mrs. K. Mary Macleen Sheema - Assistant Professor

### STUDENTS CO-ORDINATORS

Miss. T. Varsha Wincy Joy – II M.Com

Miss. V. Varsha – III B.Com

## PROGRAMME SCHEDULE

9.00 AM – 10.00 AM : Registration  
10.00 AM – 10.30 AM : Inagural Function  
10.30 AM – 10.45 AM : Tea Break  
10.45 AM – 12.00 PM : Technical Session 1  
12.00 PM – 12.45 PM : Paper Presentaion  
12.45 PM – 01.30 PM : Lunch Break  
01.30 PM – 02.45 PM : Paper Presentaion  
02.45 PM – 03.00 PM : Valedictory Session

## REGISTRATION FEES

1.	Participants	Rs.200
2.	Paper Presenters	Rs.700
3.	In absentia	Rs.1,000

## BANK DETAILS

A/c Name	St.John's College of Arts & Science "Department of Commerce"
A/c No.	065001000029248
Bank	Indian Overseas Bank
Branch	Friday Market
IFSC Code	IOBA0000650

## COMMUNICATION

### CONVENOR

Dr.S.David

Ph.9445710964

### ORGANIZING SECRETARY

Dr.S.Sony

Ph.9566765149

## RESOURCE PERSON



**Dr. Gabriel Simon Thattil**

Senior Professor and Head, Department of Commerce,  
School of Business Management and Legal Studies,  
University of Kerala.

Dean, Faculty of Commerce, Univeristy of Kerala  
Director , IQAC, University of Kerala

## REGISTRATION LINK

<https://forms.gle/kVGp9J3rGtfBKe7Z8>

# National Conference on Business Policy and Strategic Management for India @2030

On 26<sup>th</sup> March 2024

Venue : Fr. Jan Vriend Auditorium



Organised by

**POST GRADUATE AND RESEARCH  
DEPARTMENT OF COMMERCE**

**ST. JOHN'S COLLEGE OF  
ARTS AND SCIENCE**

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

**Ammandivilai, Kanniyakumari District – 629 204**

Accredited with 'B++' Grade by NAAC 1<sup>st</sup> Cycle  
(Approved by UGC Under Section 2F and 12B)

In Association with

**IAA**  
**(Indian Accounting Association)**  
**Thanjavur Chapter**

No.7, G.R.R.Nagar, Melavathsachavadi Post,  
Thanjavur 613 005, Tamilnadu.  
[www.indianaccounting.org](http://www.indianaccounting.org)



Dear Sir/Madam,

### Greetings

We express immense pleasure to inform you that the Post Graduate and Research Department of Commerce, St. John's College of Arts & Science, Ammandivilai, is organizing one day **National conference on Business Policy and Strategic Management for India @2030** on 26<sup>th</sup> March 2024. The conference aims at updating the academic community with recent business policy formulated by the top level management. We expect the valuable involvement of faculty, students and research scholars of your institution.

### About the Institution

St. John's College of Arts & Science was started in 2009 at Ammandivilai as a christian minority educational institution. The college is affiliated to Manonmaniam Sundaranar University. The college is having 7 UG departments, 4 PG departments with 2 M.Phil courses. In 2016-2017, the institution reached a higher level when it was permitted to start M.Phil programme in English and Mathematics. The college that has grown tremendously in the past one decade aspires to reach higher levels of excellence in education without deviating from the christian values, on which its foundation has been laid.

### About the Department

The Department of Commerce St. John's College of Arts & Science started its journey from the academic year 2009-2010. In the academic year 2012-2013 as a glorious mark of the development of the department, the college was given permission to begin post graduation in commerce. The department has been producing university rank holders both UG and PG level. Once again the department has achieved a remarkable milestone in its path by the establishment of research centre in December 2019. The main aim of the department is to offer superior quality affordable and professional education in view of

shaping graduates, post graduates, and research scholars with high ethical, moral and leadership qualities.

### About the Conference

India is set to become the third-largest economy by 2030, India needs to build resilient infrastructure, promote inclusive and sustainable industrialisation and foster innovation to achieve the ambitious target of a 10 trillion-dollar economy. This is a crucial decade for India to shape its own future to chart a path for other developing countries in a global context that has been transformed by the pandemic, conflict and the challenges posed by climate change. It is our joint responsibility to shape the best path for ensuring a future India with equal opportunities for all. Developing a strong logistics framework will be key in transforming India from a services-dominated economy into a manufacturing-dominant one. India's current strengths such as high-value services exports, a growing digital ecosystem, availability of a large working population, track record in creating renewable energy capacity, and megatrends such as a growing entrepreneurship and start-up ecosystem will play a critical role in transforming India into a New India - a strong, secure and prosperous nation where everyone has access to opportunities of development.

### Objectives of the Conference

- ✓ To provide a platform for participants to exchange knowledge, ideas, and best practices in the field of business and economics.
- ✓ To create opportunities for networking and collaboration among professionals, academics, and practitioners in the business and economic sectors.
- ✓ To explore thrust areas of research in this contemporary topic.

### Sub topics / Theme for paper presenters

- India's Role in Multilateral Institutions
- Business Ethics and Sustainability for Global Leadership
- Digitalisation and Technological Innovation for Skilled India

- Entrepreneurial Ecosystem for fast economic growth
- Role of Financial Inclusion and Innovation
- Women in Leadership Roles in the New India
- Sustainable Agriculture and Food Security for Self-Reliant India

It may be noted that above mentioned tracks are indicative in nature and papers may be submitted in any other relevant sub track and other emerging areas of Business Policy and Strategic Management for India.

### Guidelines for Abstract and Full Paper Submission

The paper should be an original contribution, including on-going / completed / unpublished research work, highlighting the mentioned thrust areas. On the title page of the abstract the following should be mentioned.

1. The name(s) of the author(s)
2. A concise and informative title
3. The affiliation(s) and address(es) of the author(s) with email, address, mobile number.

Abstract (250 words) and full paper (2500 words) must be limited to 6-7 pages, A4 size paper, excluding the tables and references. Format conditions: APA citation / reference style, Times New Roman font, font size 12 for text, 13 for sub heading and 14 for main heading, line spacing 1.5. The author(s) should submit their soft copy of the paper with abstract in English, mailed in word file only to stjcomresearch@gmail.com, on or before 20<sup>th</sup> March 2024. Selected papers will be published in a book with ISBN No. After double-blind peer review, suggested articles will be published in UGC care list Journals. The authors need to pay additional publication charges apart from conference registration fees. Those opting for this may contact +91 9445710964 or through the given email ID.

Last Date : 20<sup>th</sup> March 2024  
(Abstract with full paper)  
stjcomresearch@gmail.com