

- 6) Selected papers will be published in journals at an extra cost.
7) Meritorious paper @ presentation will be awarded.

Important dates

Last date for Abstract Submission:

15/5/2022

Last date for full Paper Submission:

17/5/2022

Date of Paper Presentation:

21/5/2022

Registration fee

Category	Registration fee
Participation	Rs. 300/-
Presentation & Publication	Rs. 750/-

Programme Schedule

9.00 A.M - 10.00 A.M : Registration
10.00 A.M - 10.40 A.M : Inaugural Function
10.40 A.M - 11.00 A.M : Tea Break
11.30 A.M - 12.00 P.M : Technical Session 1
12.00 P.M - 12.30 P.M : Technical Session 2
12.30 P.M - 1.00 P.M : Technical Session 3
1.00 P.M - 2.00 P.M : Lunch Break
2.00 P.M - 3.00 P.M : Paper Presentation

Certificate Distribution

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(Secretary/Correspondent)

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Co-Patron : Mr.M.Afzal Fayaz
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For Registration Contact

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Dr.A.Safia - 9894119023

Dr.H.Sabeena Farveen - 9894516140

Registration Link

<https://forms.gle/bGq6dMlyPjrdpun6>



INTERNATIONAL CONFERENCE

on

Innovative Strategy and

Policy in Business,

Economics and Social Science

on 21st May 2022

organised by

**DEPARTMENT OF
COMMERCE AND
RESEARCH CENTRE**

MUSLIM ARTS COLLEGE

(Affiliated to Manonmaniam Sundaranar
University, Tirunelveli)

Recognized U|S 2(f) 12 (B) of UGC Act

Thiruvithancode -629174

About the Institution

Muslim Arts College aims at giving standard education which develops the total personality of the students. So that they become worthy citizens of the country with religious tolerance, love and affection towards their brethren. The college is a benefaction of the society, known as Muslim Educational Society, Kanniyakumari District at Thiruvithancode. The Muslim Educational Society was founded in 1981 with a laudable aim of fulfilling a long felt need of minority Muslim Community of the Kanniyakumari District to establish Arts and Science College of their own. So the college was founded at Madhavalayalam in 1984. Then the college was shifted from Madavalayam to Thiruvithancode in a large beautiful existing Jalal building.

About the Department

The department of commerce is one of the oldest departments in the college that has completed 38 years of existence providing its excellence in the field of Commerce and Accountancy. The department came into existence with the launching of B.Com degree

course in 1984. It also took initiative and introduced M.Com and M.Phil courses in the year 2003 and 2009 respectively. It becomes a full fledged research centre for doing Ph.D programme in the year 2018. Eight of our staff members are recognized as guides for Ph.D in M.S University, Tirunelveli. The faculty members of the department are well experienced in facilitating the students with strong academic and research background. The department aims at developing knowledge skill attitude and values through dynamic and interactive method of teaching. The department aims at providing a conducive ambiance for learning commerce and career oriented subjects, keeping in view the changing trends in trade and commerce education.

About the Conference

An innovative strategy is essential for organizations that wanted to gain competitive advantages.

Innovation should push boundaries and be out of the ordinary. This conference aims at providing innovative strategy and policies in business, economics and social sciences. It also provides a common platform for academicians, researchers and students to exchange their ideas on the contemporary issues regarding the different policies in business, economics and social science.

Conference Theme

- *Pandemic Impact on Global Economy.*
- *Economic Recovery & Resilience*
- *The Strategic Audit: Aid to Strategic Decision Making*
- *Strategic HR Management & Planning*
- *Eco Product and Other Related Topics*
- *Digital Marketing*

Guidelines for Paper Submission

- 1) The full paper should include the title of the paper, name(s) of author(s) affiliations including e- mail addresses key words etc.
- 2) The paper should not exceed 4 pages including tables and diagrams.
- 3) Font style – Times New Roman
Font size – 12
Line space -1.5
- 4) The time for oral presentation is limited to 10 minutes.
- 5) Papers should be submitted to seminarcommercemac@gmail.com

MUSLIM ARTS COLLEGE
DEPARTMENT OF COMMERCE & RESEARCH DEPARTMENT

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MUSLIM ARTS COLLEGE

Thiruvithancode

Department of Commerce & Research Centre

INTERNATIONAL CONFERENCE ON 21 MAY 2022

REPORT

The international conference on "INNOVATIVE STRATEGY AND POLICY IN BUSINESS, ECONOMICS AND SOCIAL SCIENCE".

LT Dr.Jagathish welcomed the gathering Lion Dr.II.MOIIAMED ALI gave the presidential address Dr. G.EDWINSHEELA delivered the principal address the conference proceedings was released by the correspondent and the first copy was received by principal.

Dr.MOIIAMED SIDDIQUE introduced the chief guest Dr.G.M. Shaju, chief guest gave his address on the topic" Transformation in education section innovative strategies and business policies.

Dr. Geetha introduced the resource person .Dr.Leena jenefa the resource person gave her session on the topic" Innovative strategy and policy in business".

Best paper presenters were awarded the conference winded up with the vote of thanks by Dr.Sabeena farveen.



Shree
Principal
PRINCIPAL
MUSLIM ARTS COLLEGE
THIRUVITHAMCODE - 629 174

[Signature]
HOD of Commerce

PROCEEDINGS OF
INTERNATIONAL CONFERENCE ON

Innovative Strategy and Policy in Business, Economics and Social Science

Edited by
Lt. Dr. M. Jagathish
Dr. H. Sabeena Farveen

21st May, 2022



Organised By

**DEPARTMENT OF COMMERCE
& RESEARCH CENTRE**



MUSLIM ARTS COLLEGE
Thiruvithancode. Pin - 629174

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ISBN 978-95-64727-36-8



ISBN 978-95-64727-36-8

Published by

Raj Pathippakam,
3E, North Street,
Kuzhady,
Nagercoil - 4