

## Guidelines for Authors

- ✍ Paper should be original and unpublished
- ✍ One author and one co author can be included in the paper.
- ✍ Length of paper should not exceed 5 pages (A4 size) including abstract and five keywords
- ✍ Paper must be submitted electronically, in MS word, times new roman, font size 12, 1.5 spacing, and margin 1 inch on all sides
- ✍ The soft copy of abstract and full papers must be send through the following mail id.  
**cibi18conference@gmail.com**
- ✍ The abstract and full papers should have the author's name and address along with E-mail id and mobile numbers.
- ✍ Spot registration is also permitted.
- ✍ The original papers selected by selection committee will be published in reputed ISSN Journals with additional payment of publication fee.

Mode of Payment The Demand Draft in favour of "J.J. College of Arts and Science" (Autonomous), Pudukkottai.



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## For contact

**Dr. S.Adaekalavan**      **Dr. L.Leo Franklin**

96881 70709

99436 07492

TWO - DAY  
INTERNATIONAL CONFERENCE on

## GLOBAL CONTEMPORARY ISSUES IN BUSINESS AND IT

**CIBI'18**

30<sup>th</sup> and 31<sup>st</sup> August 2018

In Association with

## PRIMAX FOUNDATION

(Registered Under the Kamataka Reg. Act 1960)  
Bengaluru, Kamataka  
Reg. No. JNR - S211-2016-16



Organized by

Post Graduate and Research Department of Commerce  
**J.J. COLLEGE OF ARTS AND SCIENCE**  
(Autonomous)

(Institution in its Silver Jubilee year)

(Reaccredited by NAAC with 'A' Grade - Third Cycle)  
Affiliated to Bharathidasan University, Tiruchirappalli.  
Pudukkottai - 622 422, Tamilnadu, South India

Ph.: 04322-260103, 261801, 261802  
Fax: 04322-260224 / E-mail: jjcollege.pdkt@gmail.com  
website: www.kvet.in

## About the Institution

J.J. College of Arts and Science (Autonomous), was the maiden venture launched in 1994 by the Karpaga Vinayaga Educational Trust established by Hon'ble **Thiru S.Regupathy**, the then Minister for Housing, Government of Tamil Nadu and a few like minded Philanthropists. The objective was to provide quality higher education in emerging areas to rural students at affordable cost.

To start with, the College was located in a modest building in Marakkadai Street, Pudukkottai and had 3 Courses, 48 Students and 7 members of the staff. But soon the College was shifted to the present spacious campus at J.J. Nagar, Sivapuram, Pudukkottai. In its evaluation towards its Silver Jubilee Year, the College has crossed many Significant milestones like Government Recognition under 2F and 12B of the UGC Act 1956, Triple "A" Grade Accreditation by NAAC 2015 and conferment of Autonomous status 2012 - 2013.

Now the College has 4,800 Students and 156 members of the staff on its rolls. It offers 17 UG Programmes and 18 PG Programmes and 11 M.Phil. Programmes, besides two PG Diploma Courses. Departments Commerce, Biotechnology, Microbiology, Botany, Management studies are recognized Centres for Research leading to Ph.D. The methods of instruction are Student centric, and aim to promote participative Learning, Seminars, workshops, Symposia and invited lectures are hosted in large number as an annual feature.

## About PRIMAX FOUNDATION

Primax Foundation is getting establishing with the lofty ideals of imparting quality non profitable services to the society through Journal, Conferences, Seminars, Workshop, Educational Training & Skill Development and Initiating Research Activities etc. for the development of total personality in society. Primax Foundation is an upcoming Training and Development Centre at Bangalore offering a variety of need based training programmes, through on and off campus modes. The Primax Foundation is registered under I.T. Act 1961, and exempted u/s 12(A) and 80G.

### About the Department

The Department of Commerce is one of the pioneering departments of J.J. College of Arts and Science established in August 2006.

The Department offers Academic programmes of Commerce with Computer Applications in UG and PG Courses. The Department started the M.Phil. Course in 2007 and Full Time and Part Time Ph.D. Programme in 2008. To enlighten the students the Department conducts Guest Lecture programmes by eminent persons in the field of Commerce. The department has an excellent reputation in securing University Ranks....

### About the Seminar

Digital Transaction has become a day today activity in all fields. Banking being the most important activity in society, digital system becomes inevitable in the banking sector. How that system can be activated in the field of banking and commercial sector that is the prime concern of the conference.

Leading magnets belonging to banking and commercial sector will enlighten the participants on the function of digital system.

### Sub Themes

- ✍ E. Business
- ✍ E. Banking & Insurance
- ✍ E. Marketing
- ✍ E. Payment System
- ✍ M. Commerce
- ✍ Green Marketing
- ✍ Transformative Human Resource
- ✍ Enterprises Resource Planning (ERP)
- ✍ Consumer Electronic
- ✍ Big Data
- ✍ Data Mining & Warehousing
- ✍ Any other related topics

### Important Dates

Submission of abstract	<b>15<sup>th</sup> Aug. 2018</b>
Submission of Full Papers	<b>20<sup>th</sup> Aug. 2018</b>

### Important Dates

#### Paper Presentation

Category	Fees
Students	Rs. 400
Academicians and Research Scholars	Rs. 500
Industrialist	Rs. 800
Additional Fee for Publications	Rs.2000