

The College

Bishop Heber College is a Christian educational institution in Tiruchirappalli, Tamil Nadu, India. It was founded in 1873. In 1934 it was merged with the Madras Christian College, Tambaram. The College was revived in 1966. The college is known for its lush green environment and aesthetically designed buildings. Students use to refer the College as “Beauty Bishop”. The College has been recognized by the University Grants Commission as “College of Excellence”. In the Third Cycle of reaccreditation by NAAC, it has been accredited with ‘A’ Grade with a CGPA of 3.58 out of 4. The college was ranked 3rd by MHRD through National Institutional Ranking Framework (NIRF), ranked 1st at the state level and 1st among affiliated Colleges of varsity on 4th April 2018. The College now offers twenty three Under –Graduate and eighteen post –Graduate programmes besides the research programmes leading to M.Phil., and Ph.D. in keeping with the present educational trend, the College has signed a number of MoUs with various universities, colleges, institution and other agencies of international repute.

The Department

The Department of Commerce was started in 1977 offering B.A, Corporate Secretaryship, which was converted into B.Com., in the year 1984. At present the department offers B.Com., B.Com.,(Computer Application), B.Com.,(Professional Accounting), B.Com.,(International Accounting), B.Voc (Accounting and Taxation), M.Com., M.Phil., and Ph.D., Programmes. There are 45 faculty members and around 2000 students in the department.

About Primax Foundation

Primax foundation ® is getting establishing with the lofty ideals of imparting quality non profitable service to the society through Journal, Conferences, Seminars, Workshops, Educational Training & Skill Development & Initiating Research activities etc. For the development of total personality in society. Primax foundation is an upcoming training & 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.

The Conference

The world of business has undergone a series of transformation over the years, particularly over the past fifty years, where the world has become one market and geographical borders began to blur. The advent of the ‘global market’ has brought along with it new challenges, the most prominent of which is competition the ferocity of this competition can be seen through the extensive marketing campaigns undertaken to capture consumers, and made the rush to distinguish oneself. The ability to distinguish oneself is

known as competitive advantage, which can be achieved through innovation, goodwill, strategic asset acquisition, low costs and efficient marketing network. However the real challenge lies in the company's ability to sustain this advantage.

Through years companies have transformed in order to remain relevant in the ever changing business environment. They have always been at the forefront of technological innovations and revolution they have always managed to stay consumer. This has helped them to generate goodwill and to promote faith amongst their consumer. Keeping this in mind, the department of commerce, Bishop Heber College is organising a one day conference for the academicians and industrialists to share new ideas for "Sustaining competitive advantage in the Changing Business Scenario" in the functional areas of business.

Papers Are Invited In The Following Areas

- Accounting & Taxation
- Auditing
- Finance
- Banking & Insurance
- Marketing
- Human Resource Management
- General Management
- E-Commerce
- Information Techonology

Guidelines For Paper Submission

- The Registration must be done separately by author & co-author.
- The paper should be original and unpublished.
- Abstract should not be exceed 150 words and the Full paper should not exceed 7pages
- All the manuscripts must be in English and neatly typed in MS-WORD with Times New Roman, font size 12 with 1.5line space.
- The title of paper, author's name, designation, institution address, mobile number & email should be mentioned for each author.
- Paper should not have more than two authors.
- Selected paper will be published in International Journal of Scientific Research and Review ISSN No.2279-543X UGC No.64650 Impactfactor.
- Full paper with abstract should be submitted only through email to comconf2018@gmail.com
- Prior intimation is essential to avail spot registration.

Registration Fee

For Research Scholars, Students, Academicians and Industrialists:

Presentation and Publication-Rs1200/-

Presentation & kit-Rs600/-

Foreigners-US\$50

The Registration fee is payable by the way of Demand Draft drawn in favour of “DEPARTMENT OF COMMERCE, BISHOP HEBER COLLEGE”, payable at Trichy-620017. Kindly mention your name and address at the rear side of the DD.

Important Dates

Last date for submission of abstract,

Full Paper and Registration form: 10thAugust 2018

Date of Conference : 12thSeptember 2018

Organising Committee

Chief Patron	: Rt. Rev. Dr. D. Chandra Sekaran Bishop & Chairman
Patron	: Dr. D. Paul Dhayabaran Principal
Convenors	: Dr. G.Gnanaraj Head, Department of Commerce Prof. G. T. Samuel Devadoss Co-ordinator – Shift II
Advisory Committee	: Prof. T. Rajeswari, President Dr. V. Selvaraj, Secretary Primax Foundation, Bangalore, Karnataka
Organising Secretary	: Dr. M. Anusuya Asst. Prof. in Commerce

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