



FATIMA COLLEGE

(AUTONOMOUS)

Re-accredited with 'A++' by NAAC (Cycle- IV)
Mary Land, Madurai - 625018.

NATIONAL SEMINAR
ON

ENTREPRENEURIAL TRAITS AND TRENDS, 2023

September 29, 2023

ORGANIZED BY

THE RESEARCH CENTRE OF COMMERCE

VENUE: JUBILEE HALL

Profile of the College



Fatima College (Autonomous), Mary Land, Madurai, is a Post Graduate and Research Institution for Women affiliated to Madurai Kamaraj University. It is a Catholic Minority institution established and run by St. Joseph's Society of Madurai (of the Congregation of the sisters of St. Joseph of Lyon, France).

The College was started in St. Joseph's Campus Madurai with 63 students in 1953. It was upgraded into a Post Graduate College in 1964; Autonomous in 1990 and a Research Institute in 2004. The College now offers 23 Undergraduate Programmes, 14 Postgraduate Programmes, 2 Professional Programmes and 7 Departments have become Research Centres. It has strength of 4012 Students. In 2021-2022 NAAC re-accredited the college with 'A++' Grade with CGPA of 3.61 on a 4 point scale.

About the Research Centre of Commerce

The Department of Commerce had its inception with B. Com Programme in 1975. The Department offers M. Com Programme since 1980. The department was upgraded as a Research Centre in 2011 and produced 15 women Ph.Ds. The department has adequate well qualified, competent faculty who are dedicated to the academic and overall development of the student community and has 271 students. Our aim is to form young Women of Competence, Commitment, Conscience and Compassion. Today, education is to empower the students with knowledge and skills and this is disseminated through value based education.

Theme of the Seminar

New technologies, evolving customer demands, societal shifts and the COVID pandemic have rapidly changed the business landscape. These have paved way for independent organizations. Many are putting entrepreneurship on the pedestal. Start ups and gig economy are on the rise. Entrepreneurial landscape 2023 will be shaped by many factors including AI. Consumers in 2023 will continue to consider environmental impact, sustainability, circular economy and supporting small business as well as price and convenience when choosing what to buy or who to do business with India's positioning in the current global trend is remarkable and this conference aims at tapping creative minds to bring home concepts and practice surreal.

Call for Papers

Research papers are invited on various sub themes of the conference from prospective authors/co-authors from universities/institutions/colleges.

Sub Themes

Business from Home	Diversity and Business
Mobile commerce and entrepreneurship	Green Businesses
Social commerce and entrepreneurship	Start ups and IPs
The Gig economy	Circular economy
Niche markets and entrepreneur	AI and Entrepreneurship
Social Entrepreneurship	Web 3 and Entrepreneurship
Young Entrepreneurs and Sustainability	Fin Tech and Entrepreneurship
Any other topic related to the theme.	

Guidelines for Paper Submission

- Authors are requested to send a soft copy of the full version of the papers not exceeding 2500 words inclusive of figures, tables and charts
- The paper should be original and unpublished
- A paper can have a maximum of two authors only.
- Authors and co-authors should register separately.
- A certificate carrying plagiarism check (of not more than 10%) should be attached to the paper.
- Prompt receipt of the papers before the due date will be much appreciated.
- Full paper is to be submitted as an e-mail attachment
- Paper selected by the review committee shall be eligible for publication. The decision of the review committee is final.

Paper Presentation in Absentia

Papers can be presented in Absentia also. A processing fee of ₹ 200 /- in addition to the registration fee has to be paid for each paper.

Paper Format

Paper Size	A4 [not more than 6 pages]
Font type	Times New Roman
Font Size	12
Line Spacing	1.5
Title Font Size	14
Sub.Title Font Size	12

Important Dates:

Last date for submission of full paper	12.09.2023
Last Date for Online Registration	28.09.2023

❖ **On the spot registration is permitted**

Registration Fee:

Category (Per Person)	Participation only (₹)	Participation and Presentation (₹)
Professionals/Industrialists	500	600
Academicians	400	500
Research Scholars	250	300
Students(UG/PG)	150	200

Publication Fee:

Publication Fee (Per Author)*	Amount
UGC CARE LISTED JOURNAL	₹ 3,000
ISSN Peer Reviewed Journal	₹ 1,000

❖ Online Registration is mandatory for authors requiring publication in UGC CARE LISTED JOURNAL and ISSN Peer Reviewed Journal.

❖ Authors and Co-Authors are expected to pay the publication fee separately*

❖ The research article must be mailed to : fcnatcom2023@gmail.com

Payment Details:

Account Name	Head of the Department , Commerce
Account No	6597181866
IFSC	IDIB000K150
Name of the Bank	Indian Bank, Koodal Nagar, Madurai 625 018

Best Paper Award:

Academicians & Research Scholars	Rs.1,500 per paper
Students- UG	Rs.1,000 per paper
Students- PG	Rs. 1,000 per paper

❖ Papers in absentia will not be considered for the best paper award

PATRON



DR. SR. G. CELINE SAHAYA MARY
PRINCIPAL

CONVENER

DR.T.JEYANTHI VIJAYARANI
Head and Associate Professor

CO - CONVENER

DR.S.FATIMA ROSALINE MARY
Associate Professor

ORGANISING COMMITTEE

Dr. C. Lucia Vanitha, Assistant Professor
Dr. P. Kalaiselvi, Assistant Professor
Dr. Sr. Bindu Antony, Assistant Professor
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Dr. P. Ruby Leela, Assistant Professor
Dr. K. Sangeetha, Assistant Professor
Dr. S. Maria Nisha, Assistant Professor

FOR FURTHER DETAILS PLEASE CONTACT

98947-05518



63795-38844

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INAUGURAL ADDRESS

9.30 A.M - 10.00A.M

DR.SR.M. FRANCISCA FLORA

SECRETARY

Fatima College (Autonomous)

Madurai.



KEYNOTE ADDRESS

10.00 A.M - 10.45 A.M

MS. AMITHA PRIYADHARSHINI

PGDFM, M.COM. JRF, NET

Head of the Department of Commerce

St. Joseph's University, Bengaluru.



TECHNICAL SESSION I

11.15 A.M - 12.00 NOON

MS.V.S. NIVETHA MBA

ENTREPRENEUR

PROPRIETOR OF CISTELLA, ERODE.



TECHNICAL SESSION II

12.00 NOON - 12.45 P.M

MR.P.M. MURUGESAN

OM BANANA CRAFT (P) LTD

VADIPATTI, MADURAI.

PAPER PRESENTATION

1.30 P.M - 3.00 P.M



VALEDICTORY ADDRESS

3.00 P.M - 3.30 P.M

DR.I. NAGARAJAN

M.COM, M.B.A,M.PHIL, PH.D.

HEAD & ASSOCIATE PROFESSOR

THIAGARAJAR COLLEGE, MADURAI.