

*Two Day International Conference (Hybrid Mode)*  
*on*

**FOSTERING INNOVATIONS AND TRENDS:  
ROLE OF ACADEMIA & INDUSTRY  
(FIT-RAI-2024)**

*30<sup>th</sup> and 31<sup>st</sup> January 2024*

*Organized by*



**DEPARTMENT OF COMMERCE**

**School of Excellence in Law**



**THE TAMIL NADU Dr. AMBEDKAR LAW UNIVERSITY**

"Perungudi Campus", M.G.R. Salai, Perungudi, Chennai- 600 113.

[www.tndalu.ac.in](http://www.tndalu.ac.in)

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**SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES**

(A Professional, Refereed, International and Indexed Journal)

[www.smartjournalbms.org](http://www.smartjournalbms.org)



*All are cordially invited*

**Venue: Auditorium, Perungudi Campus, TNDALU**

**30.01.2024 - Tuesday**

**10.00 a.m. to 11.30 a.m.:**

**INAUGURATION**

**Welcome Address:**

**Dr. J.M. VELMURUGAN**

Head & Assistant Professor (S.S.)  
Department of Commerce, TNDALU

**Felicitation:**

**Prof. (Dr.) GOWRI RAMESH**

Registrar – TNDALU

**Prof. (Dr) V. BALAJI**

Dean - TNDALU

**Inaugural Address:**

**Col. Prof. (Dr) N.S. SANTHOSH KUMAR**

Hon'ble Vice Chancellor, TNDALU

**Conference Theme  
Address:**

**Prof. M. SELVAM**

Head – Dept. of Commerce (Retd.)  
Founder-Publisher & Chief Editor  
SMART Journal of Business Management Studies.

**Vote of Thanks:**

**Dr. P. MARISELVAM**

Assistant Professor, TNDALU

**11.45 a.m. - 1.00 p.m.:**

***Plenary Session-I***

***“Impact of AI in the legal profession”***

**Dr. SANKARAN VENKATESWAR**

Professor, Saint Mary's College of California, USA

**2.00 p.m. – 3.00 p.m.:**

***Plenary Session-II***

***“Surviving in an Internationally competitive Environment”***

**Dr. JEBAMALAI VINANCHIARACHI**

Former Principal Adviser to the Director General of UNIDO, Vienna  
Principal Adviser, Knowledge Management Associates  
Vienna, AUSTRIA

**3.00 p.m. – 5.00 p.m.:**

***Paper Presentation – Parallel Sessions  
(Link will be sent through e-mail)***

**31.01.2024- Wednesday**

**10.00 a.m. – 11.30 a.m.:**

***Plenary Session-III***  
***“Digital Innovation in Finance”***

**Dr. TAMILARASAN**  
Professor of Commerce  
Gambella University, ETHIOPIA.

**11.45 a.m. - 1.00 p.m.:**

***Plenary Session-IV***  
***“Myth and Reality of Performance Management”***

**Dr. PON MOHAIDEEN PITCHAI**  
Principal HR & Management Consultant, Dubai, UAE.

**2.00 p.m. – 3.30 p.m.:**

***Paper Presentation – Parallel Sessions***  
***(Link will be sent through e-mail)***

**3.45 p.m. – 5.00 p.m.:**

**VALEDICTORY FUNCTION**

**Welcome Address:**

**Dr. P. MANIMOZHI**  
Assistant Professor, Dept. of Commerce, TNDALU

**Conference Report  
Presentation:**

**Dr. M. VIDYA**  
Assistant Professor (S.S.), Dept. of Commerce, TNDALU

**Presidential Address:**

**Col. Prof. (Dr) N.S. SANTHOSH KUMAR**  
Hon’ble Vice Chancellor, TNDALU

**Valedictory Address:**

**Prof. (Dr.) GOWRI RAMESH**  
Registrar – TNDALU

**Prof. (Dr) V. BALAJI**  
Dean – TNDALU

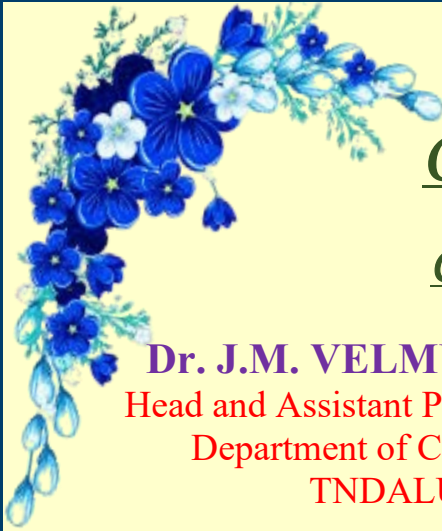
**Mr. R. JAYAKUMAR**  
CEO, SAMEERA GROUPS  
Chennai.

**Special Address:**

**Dr. ISAIAH ONSARIGO MIENCHA**  
Senior Lecturer, Accounting and Finance Department & Ph.D.  
Coordinator, Graduate School  
Bugema University, Uganda.

**Vote of Thanks:**

**Dr. S. THIRUMAL**  
Assistant Professor, Dept. of Commerce, TNDALU



## Organizing committee

### CONFERENCE DIRECTORS

**Dr. J.M. VELMURUGAN**

Head and Assistant Professor (S.S)  
Department of Commerce  
TNDALU

**Professor M. SELVAM**

Retired Senior Professor and Head  
Department of Commerce & Financial Studies  
Bharathidasan University

&

Founder-Publisher and Chief Editor  
SMART Journal of Business  
Management Studies

### CO-DIRECTOR

**Dr. M. VIDYA**

Assistant Professor (S.S.)  
Department of Commerce  
TNDALU

### FACULTY CO-ORDINATORS

**Dr. P. MARISELVAM**

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Dept. of Commerce  
TNDALU

**Dr. S. THIRUMAL**

Assistant Professor  
Dept. of Commerce  
TNDALU

**Dr. P. MANIMOZHI**

Assistant Professor  
Dept. of Commerce  
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### STUDENTS CO-ORDINATORS

**Mr. L. VIJAYKARAN**

IV B.Com., LL.B., (Hons.)  
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**Ms. P. DEESHA NAHAR**

III B.Com., LL.B., (Hons.)  
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