

P G Department of Commerce
DHANPATH 2023
International Conference

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Date of event: 24/3/2023

Faculty In-charge: Dr.Antony Geroge



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DHANPATH 2023
Report on the International Conference

The First International Conference on Business, Commerce and Management held on 24th March 2023 at Naipunnya campus, Koratty, Thrissur District, Kerala brought together 150 participants from various academic colleges and industry across the globe. This was a one-day International conference organized by the Department of Commerce in Hybrid mode. The conference was started with the welcome address by Dr. Mathew Jose K, Convener, international conference & HOD department of commerce.

Once the theme of the conference was finalised, the organising committee started reaching out to colleges, scholars, academicians and industry experts for their research papers. Initially, around 50 abstracts were received with full papers. Out of 50, 37 papers were selected which were in tandem with the conference theme for the final presentation and the Book of Abstracts. Once the final papers with the abstracts were available, the Book of Abstracts was designed which later got the ISBN Number.

The conference (24th March 2023) commenced with registrations going on in full swing at the registration desk. The official function of the conference started at 9.30 am followed by the lighting of the lamp. The welcome address was conveyed by Dr. Mathew Jose K, Head, Department of Commerce. The audience was then

enlightened by the address delivered by **Dr. (Fr) Paulachan K J**, Principal and Executive Director, Naipunnya College.

Mr. P.S.Menon, FCA, Former Chairman, Cochin Stock Brokers Ltd., presided as the Chief Guest for the International Conference. He addressed the audience with his wise words. Dr. Joy Joseph Puthussery, (IQAC Coordinator, and Dean of Studies), felicitated the gathering.

After the inauguration ceremony, technical session started, the keynote speaker was Dr. Mariam Anil Ciby, (Assistant Professor, Dhofar University, Salalah, Oman).

After the keynote address, the first track of paper presentations started. The Paper Presentation was divided into 2 offline and 2 online sessions. The first offline and online sessions were from 12.00 noon to 1.15 pm. The conference adjourned for lunch at 1.15 pm.

After the lunch, the conference restarted from 2.00 pm with the second technical session by, Mr. Antony Ronald Simon, (Assistant Director, Strategic Management, Indian Ports Association, Ministry of Ports - Shipping and Waterways), from 2.00 pm to 2.30 pm followed by the second track of paper presentation from 2.30 pm to 3.30 pm.

First track of the offline Sessions 1 and 2 comprising of 8 and 9 paper presentations respectively took place in the seminar hall, main block which was chaired by Dr. Jacob P.M., Director, and Dr. Nijo Varghese, Asst. Professor, Naipunnya Business School. Second track took place in Room No. 222, which was chaired by Dr. Joy Joseph Puthussery, Dean of Studies, & Dr. E.S Jalendran, Professor, NIMIT. Third track took place in Room No. 223, which was chaired by Ms. Lakshmi Priya M.G.,


Assistant Professor, And Ms. Jeena Antony, Associate Professor, NIMIT.

The first online session was chaired by Dr. Suraj Sudhakar, Associate Professor, NBS and Ms. Bindu G, Associate Professor, NIMIT. The second online session was chaired by Dr. Fairouz Yousuf, Assistant Professor, and Mr. Shanmughadas, Assistant Professor, NIMIT. Out of the 37 presentations, 27 were offline and 10 were online paper presentations.

The valedictory function was started at 3.30 pm which was chaired by Fr. Arun Valiyaveetil, Assistant Executive Director, Naipunnnya College and the conference concluded at 4.00 pm.


After the certificate Distribution, the event was concluded with a vote of thanks by **Dr Jesney Antony, Assistant Professor, Department of Commerce, NIMIT** to appreciate the efforts put up by the Department Head, Dean, Organising Committee, Editorial Board and student volunteering body who made the conference a great success.

A networking High Tea was organised at the end of the conference where the participants shared their experiences and expertise while networking and connecting with each other.


Prepared by:

Dr. Antony Geroge
Assit. Professor

Verified by:


Dr. Mathe Jose K
HOD, Department of Commerce

Approved by:


Dr. (Fr) Paulachan K J
Principal, NIMIT

DHAN-PATH 2K23

INTERNATIONAL CONFERENCE

ON

INNOVATIVE TRENDS IN BUSINESS COMMERCE AND MANAGEMENT



24 MARCH 2023

Organized By:

The Post Graduate Department of Commerce

**NAIPUNNYA INSTITUTE OF MANAGEMENT
AND INFORMATION TECHNOLOGY (NIMIT)**

Pongam, Koratty East, Thrissur District, Kerala State, India. Pin-680308.

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About the Conference

Unforeseen challenges are inevitable in business. Innovation helps to stay ahead of the curve and grow in business. Modern businesses grow and succeed in today's corporate climate for a myriad of different reasons. Some are known for their products, others for their services, and others still for less easily-defined factors such as strong brand loyalty or captivating ad campaigns. If you were to look at the organizations that truly stand out from the pack today as clear leaders within their industries, however, it would be clear that they all have one common factor, they all embrace innovation. Research scholars and enthusiasts could develop and make presentations on the theme which has the propensity to make new insights. The conference would be conducted via a blended platform giving choice for the participants across the world to take part via online/offline.

About the Institution

Naipunnya Institute of Management and Information Technology is a NAAC B++ grade accredited college of the Ernakulum – Angamaly Archdiocese. The College mainly caters to the needs of the students of Ernakulum and Thrissur Districts. The beautiful campus and the state of the art infrastructure creates the right ambience and learning atmosphere since its inception from 2002. In 2014, NIMIT was granted ISO 9001-2008 (upgraded to ISO 9001-2015) certification and recertified in 2019 for exemplary standards in Education and students training. In July 2019, NIMIT was accredited with B++ grade in the very first cycle of accreditation, a unique and proud achievement among the self-financing institutions in Kerala. With its onus on quality enhancement, NIMIT marches forward triumphantly in its quest for all round excellence.

About the Department

The Department of Commerce is one of the largest departments in Naipunnya and was started in the year 2002. The Department of Commerce has got a team of highly qualified faculty members, many of whom hold PhDs, to teach and train young minds in Kerala. The department endeavors to develop thought-leaders who are innovative, ethically strong, socially sensitive, and globally competent.

Sub Themes

- Regional and cluster innovation
- Incremental innovations
- Capability to innovate
- Effects of training on innovation
- Managing disruptive innovation
- Academic entrepreneurship
- New venture creation
- Innovation in Management processes
- Social innovation and social entrepreneurship
- Green Innovation and Entrepreneurship
- Organizing to Innovate with Competitors
- Coopting Strategy at the Crossroads:
The Challenge of Entrepreneurship and Innovation
- Customer centric strategy through innovation

Organizing Committee

Executive Director & Principal Convener	: Rev. Fr. Dr. Paulachan Kaithottungal : Dr. Mathew Jose K, HoD, PG Dept of Commerce
Coordinator	: Dr. Antony George, Assistant Professor
Joint Coordinators	: Dr. Jesney Antony, Assistant Professor : Mr. Varghese Paul, Assistant Professor

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Call for Papers

Papers and research articles are invited from research scholars, academicians and professionals on the themes cited above in standard format with an abstract. The article should not exceed 8 pages and abstract should be restricted to 250 words. They should be in MS Word (Font: Times New Roman, Font size: 12" and spacing 1.5.). The soft copy can be sent to varghese paul@naipunnya.ac.in. All the selected papers will be published in a book with ISBN number/UGC care listed journal.

Important Dates

Last date for Registration: **13-03-2023**
Last date for Submission of Abstract :**18-03-2023**
Last date for Submission of Full Paper : **22-03-2023**
Last date for submission of presentation PPT : **22-03-2023**

Registration Fee

Registration Fee : **Rs. 250/-**
Presentation And Publication Fee:
International Participants : **Rs. 800/-**
Students : **Rs. 400/-**
Others : **Rs. 600/-**

Account Details

Mr. Varghese Paul
A/c No. : **67039258904**
IFSC Code : **SBIN0070151**

G-pay No : **9446800999**

For Details Contact

Dr. Antony George (8594002178)
Mr. Varghese Paul (9446800999)
Dr. Jesney Antony (9495340484)

Resource Persons



Mr. Antony Ronald Simon
(Assistant Director-Strategic Management, Indian Ports Association, Ministry of Ports-Shipping and Waterways)



Mr. P. S. Menon
(FCA, Former Chairman, Cochin Stock Brokers Ltd.)



Dr. Mariam Ciby Anil
(Assistant Professor, Dhofar University, Salalah, Oman)

Registration Link

<https://forms.gle/WZM7n36CuVy9kAqK7>



Programme Schedule

9.30 am -10.30 am	:	Inauguration
Prayer	:	College choir
Welcome	:	Dr. Mathew Jose K. HoD, PG Department of Commerce, NIMIT
Presidential address	:	Rev. Fr. Dr. Paulachan Kaithottungal Executive Director & Principal, NIMIT
Inauguration and Key Note Address	:	Mr. P. S. Menon FCA, Former Chairman, Cochin Stock Brokers Ltd.
Felicitation	:	Dr. Joy Joseph Puthussery Dean of Studies, NIMIT.
Vote of Thanks	:	Dr. Antony George Asst. Professor, PG Dept. Of Commerce, NIMIT
10.30 am to 11.30 pm	:	Technical Session 1 Mr. Antony Ronald Simon (Assistant Director-Strategic Management, Indian Ports Association, Ministry of Ports-Shipping and Waterways)
11.30 am to 12.30 pm	:	Technical Session 2 Dr. Mariam Anil Ciby (Assistant Professor, Dhofar University, Salalah, Oman)
12.30 pm to 1.30 pm	:	Lunch Break
1.30 pm to 3.30 pm	:	Paper Presentation
3.35 pm	:	Valedictory Session

Scan the QR to join WhatsApp group of the conference.
Meeting link and updates will be shared in the group.



Contact Us

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For any queries contact us at the mail : hod-cd@naipunnya.ac.in
Dr. Mathew Jose K, HoD, Dept of Commerce (9446467315)
Mr. Varghese Paul, Asst. Professor (9446800999)

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Programme Schedule

DATE: 24/03/2023

TIME: 9.30 AM

VENUE: NIVEDIKA

9.30 AM – 10.30 AM

: Inauguration

Prayer

: College Choir

Welcome Address

: Dr. Mathew Jose K,
HoD, PG Department of Commerce, NIMIT

Presidential Address

: Rev. Fr. Dr. Paulachan Kaithothungal
Executive Director & Principal, NIMIT

Inaugural Address

: **Mr. P.S.Menon, FCA**
Former Chairman, Cochin Stock Brokers Ltd.

Felicitation

: **Dr. Joy Joseph Puthussery, (Dean of Studies)**

Vote of Thanks

: **Dr. Antony George (Assistant Professor)**

TECHNICAL SESSION

10.30 AM to 12 PM	: Dr. Mariam Anil Ciby (Assistant Professor, Dhofar University, Salalah, Oman)
12 PM to 1.15 PM	: Paper Presentation
1.15 PM to 2 PM	: LUNCH BREAK
2 to 2.30 PM	: Mr. Antony Ronald Simon, (Assistant Director, Strategic Management, Indian Ports Association, Ministry of Ports - Shipping and Waterways)
2.30 PM to 3.30 PM	: Paper Presentation
3.35 PM	: Valedictory Session

National Anthem

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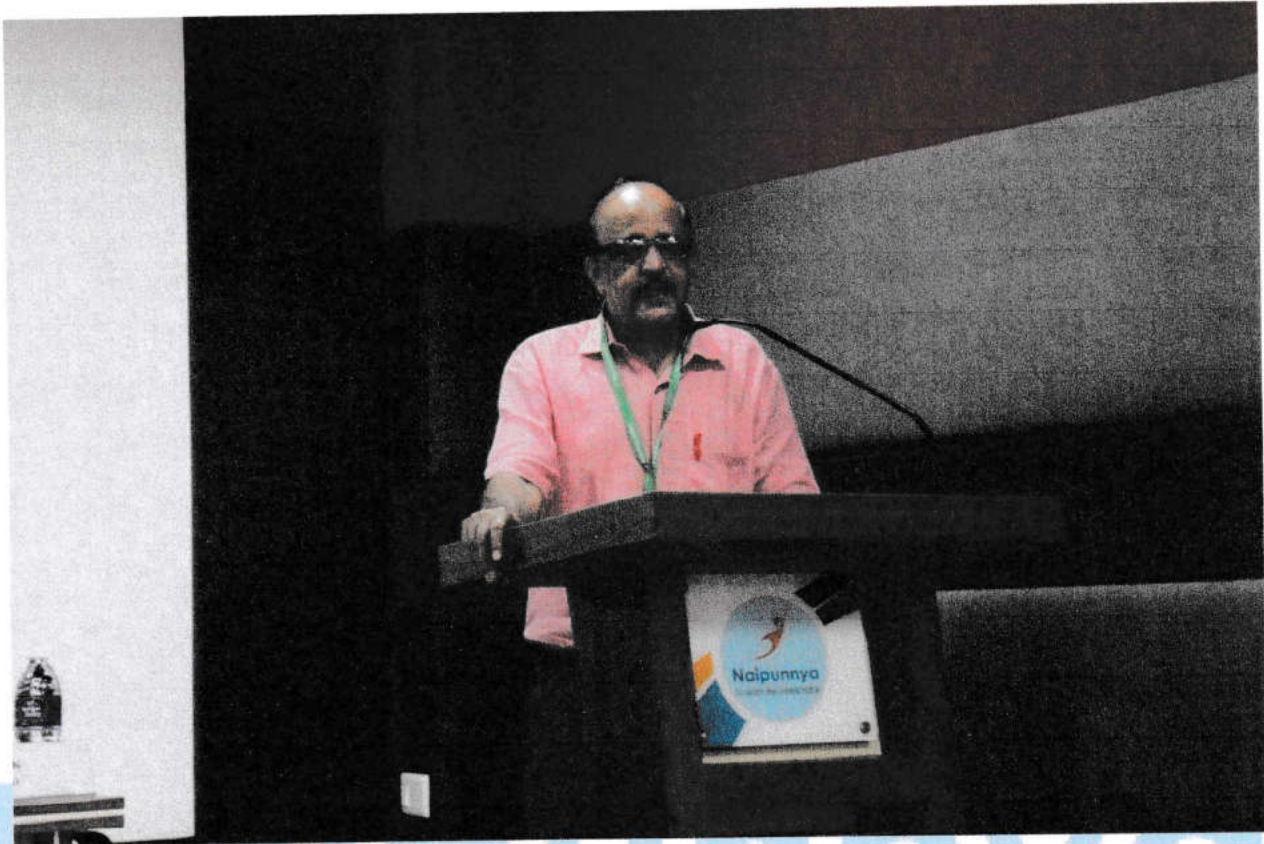
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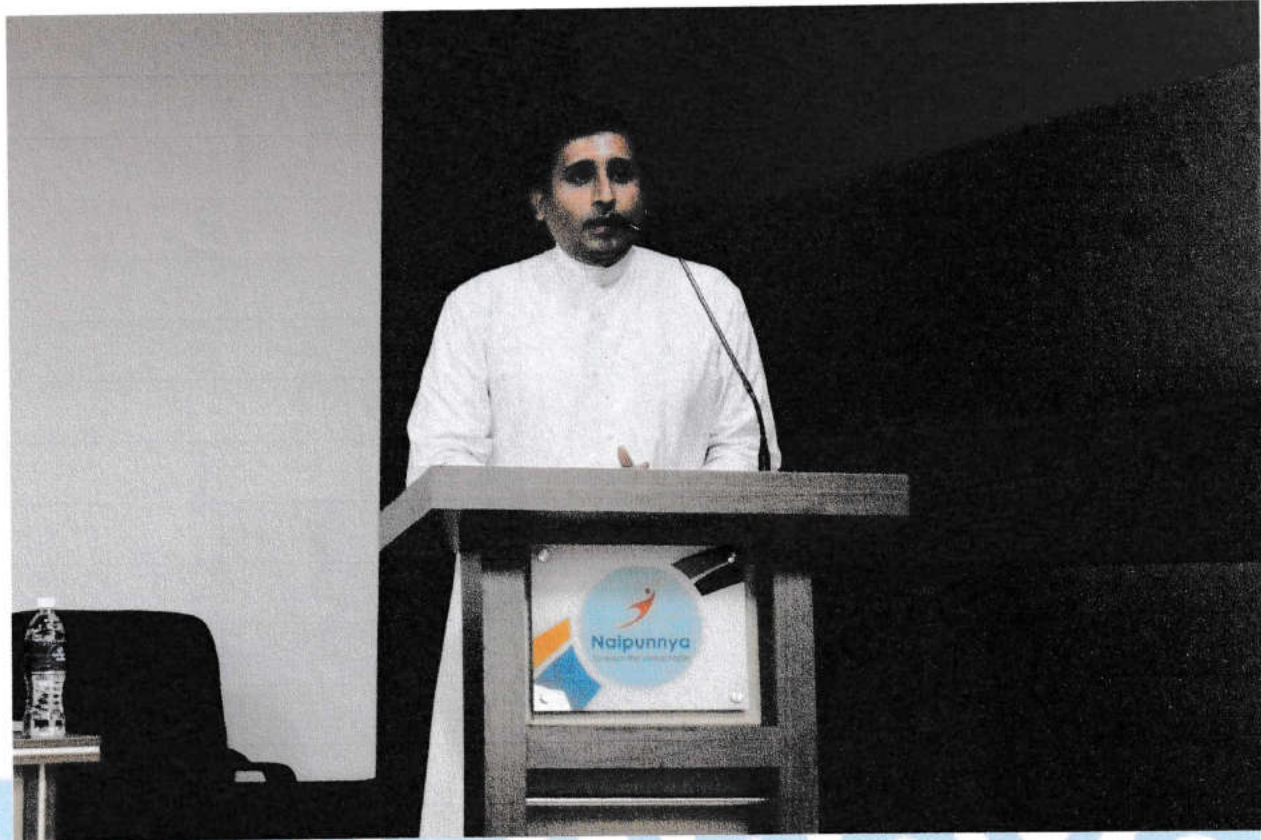




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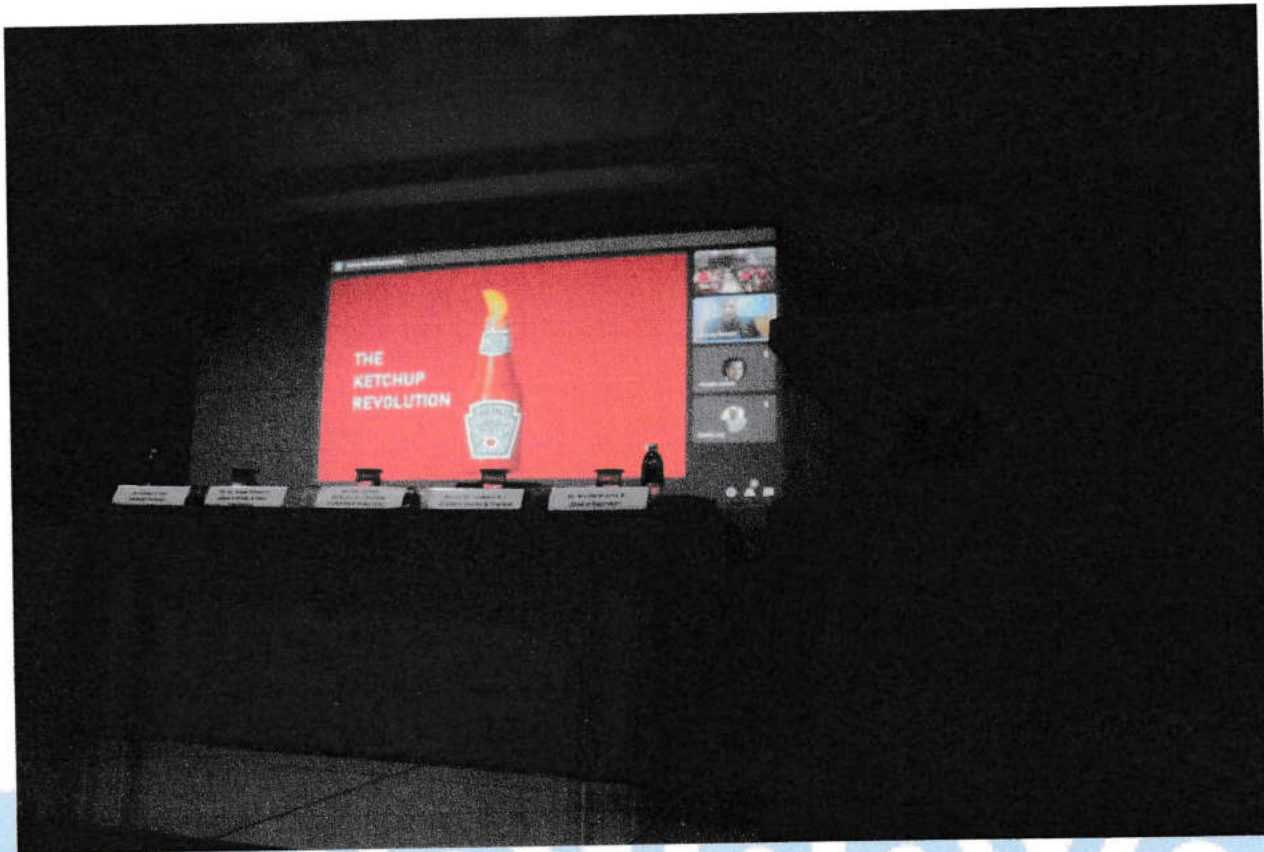
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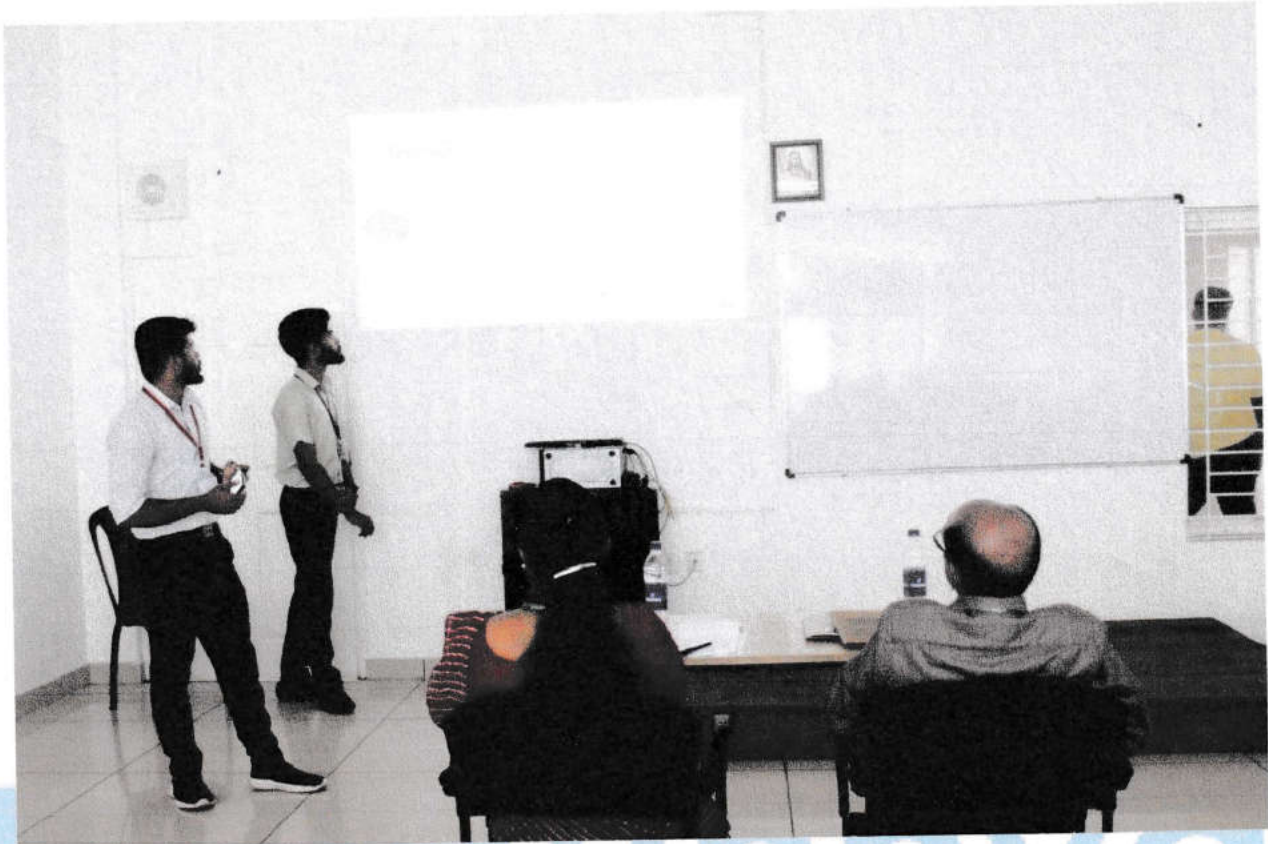




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