One Day International Symposium on "New Business Perspective-Challenges and Opportunities in Global Market"

Department of BBA (CA), B.Com (CA), B.Com (e-com) and B.Com (SF) of Sri. G.V.G. Visalakshi College for Women, Udumalpet jointly organized an International Symposium on "New Business Perspective-Challenges and Opportunities in Global Market" on 05.02.2018 at G.V.G Auditorium. The Programme started with lighting of the Kuthuvilakku by Managing Trustee and Secretary of the college, Mr. G.Raveendran. The Principal Dr. K.Punithavalli delivered presidential address. Prof.Dr.Babu Nahata, University of Louisvillie, USA has delivered key note Address.

In Technical Session I, Prof.Dr.Babu Nahata, University of Louisvillie, USA addressed on "Effective Pricing Strategies in Global Market" and enlightened on the significance of Pricing in Global Market.

Dr.A. Vennila, Assistant Professor, Department of Management Studies CMS College, Coimbatore, in Technical session II. Focused on "Recent Changes of Strategies for Penetration of Startups".

In Technical session III, Mr.M.Jeyaram, Freelance Journalist & Soft Skill Trainer, Coimbatore, discussed about E-Marketing Strategies for Startups.

The Symposium ended with the valedictory address by Dr. N.Lakshmi, Head, PG and Research Department of Commerce, Sri G.V.G Visalakshi College for Women. More than 550 students participated and benefited.

Valedictory Session: 2.30 p.m-3.30 p.m

Vote of Thanks

: Mrs.R.Jayalakshmi Head, Department of B.Com (e.com)

Valedictory Address : Dr. N.Lakshmi.

Head, Post Graduate and Research Department of Commerce, Sri GVG Visalakshi College for Women

: Mrs.A.Parameswari Head, Department of B.Com (C.A)

Organising Committee

:Mr.G.Raveendran Patron

Secretary

: Dr. K.Punithavalli Principal. Chairman

Convenors

: Mrs.B.Uma Maheswari Head, Department of BBA (CA) Mrs.R.Jayalakshmi Head, Department of B.Com (e.com)

Organising Secretaries : Dr.R.Surya Priya Head, Department of B.Com-S.F Mrs.A.Parameswari Head, Department of B.Com (C.A)

Mrs.P.L.Amirtham Mrs.S.Hemalatha Mrs.M.Devipriya Mrs.Jayamary
Ms.V.Lavanya Ms.J.Nithya Ms.P.Elakkiya Ms.K.Sowmya Ms.S.Subhashree

Registration Fee
For Faculty : Rs.200
For Students : Rs.100

Tea and Lunch will be provided

Contact:
Mrs.B.Uma Maheswari -9443293353
Mrs.R.Jayalakshmi -9965972612
* Spot Registration also available





Sri G.V.G Visalakshi College for Women, (Autonomous)

Affilated to Bharathiar University

Re-Accredited at 'A' Grade by NAAC An ISO Certified Institution Udumalpet-642 128

We Cardially Invite You All for the One Day International Symposium On

New Business Perspective- Challenges & Opportunities in Global Market



Organised by Departments of BBA(CA), B.COM(CA), B.COM(e-COM) & B.COM-SF

DATE: 5TH FEBRUARY 2018, MONDAY

VENUE: GVG AUDITORIUM

Programme Technical Session

Technical Session I 11.00 a.m-12.00 p.m : 9.00 a.m

Registration : Effective Pricing Strategies in Global Märket Topic Inaugural Session : 9.30 a.m-10.50 a.m

Prayer

Resource Person : Prof. Dr. Babu Nahata University of Louisville, USA Lighting of Kuthuvillaku : Mr. G.Raveendran

Technical Session II 12.00 p.m-12.45 p.m

: Mrs.B.Uma Maheswari Head, Department of BBA (CA) Welcome Address : Strategies for Penetration of Start-Ups Topic

Secretary

Resource Person : Dr. A. Vennila : Dr. K.Punithavalli **Presidential Address** Associate Professor,

Department of Management Studies, CMS College, Coimbatore

Inaugural & Keynote address : Venkatesan Deenadayalan, International Marketing Communication Consultant, Kodaikanal

Technical Session III 1.45 p.m-2.30 p.m

: E-Marketing Strategies for Start-ups Topic

: Dr.R.Surya Priya Head, Department of B.Com-S.F Vote of Thanks Resource Person : Mr.M.Jeyaram, Freelance Journalist & Softskill Trainner