

THE AMERICAN COLLEGE

The American College, a 137 year old, NAAC A grade, autonomous institution affiliated to Madurai Kamaraj University, Madurai, is known for its focus on academic excellence and social relevance. Its pioneering role in the development of college autonomy in India in 1978, its successful early implementation of Choice Based Credit System (CBCS) under autonomy and its completion of 137 years of service bear testimony to the position that the college currently enjoys. Presently, the College offers 35 undergraduate, 18 postgraduate and 9 M.Phil programmes. Ph.D programme is offered in 7 disciplines. The American College has many firsts in its history. G.T. Washburn Hall is the first student hostel on the college campus in South India and the first college in India to use computers. The Daniel Poor Memorial Library is the first library in the southern part of Tamilnadu to be fully automated, and to have pioneered the use of Bar Code in libraries. Its successful beginning of a Choice Based Credit System began with the college autonomy in 1978. The college has an autonomous Centre – Study Centre for Indian Literature in English and Translation (SCILET) that has received international attention. The American College has a Satellite Campus on a 58 acre land at the foot of the Western Ghats on the outskirts of the City with two state-of-the-art buildings designed in Chettinad Style. At present the student strength of the American College is about 7000.

DEPARTMENT OF COMMERCE

The Department of Commerce was established in the year 1947 within the realm of the mission and vision of the college. The department started with a two year undergraduate course, which was later extended to a three year course in the year 1957. The department grew into a Post Graduate department in 1990 and has been offering the Master's Degree in Commerce.

To meet the ever-growing demand for commerce education the B.Com program was extended under self-financing stream in 1998 and the Department started offering M.Phil program from the year 2005. To impart in-depth knowledge in computer subjects that can be practically applied through and to integrate information technology with commerce the new hybrid courses B.Com with Computer Application in 2006 and B.Com (Information Technology) in 2014 were introduced. To cater the needs of students from the rural area, B.Com and B.Com with Computer Application courses are offered under self-financing stream from the year 2015 in the Satellite Campus. B.Com with Professional Accounting was introduced in the year 2018 to enrich the students in their career opportunities and professional pathways

ABOUT THE CONFERENCE

INNOVATIONS IN BUSINESS AND MANAGEMENT

One of the keys to any successful business and management is being able to come up with new ideas to keep its operations, products and services fresh. The process of bringing those ideas to reality is called innovation. World has witnessed explosive innovation with dramatic results. Business and Management needs to be innovative, to stay competitive in changing scenario and to provide meaningful differentiation. It paves the way for the future through producing something entirely new and making better an existing one. With a spirit of innovation, even self-confessed old fashioned businesses can innovate to survive. Innovation makes our business lives easier, enhances our productivity, improves our health, entertains us, and broadens our ability to communicate and connect on a global scale. It is a pivotal point on which the entire business gets activated and new opportunities are created to act on.

The international conference on **innovations in business and management** aims to bring together Researchers, Industrialists, Policy Makers, Entrepreneurs, Academicians and students to exchange and share their experiences, new ideas, and research results, to come up with solutions on the practical challenges encountered.

SUB THEMES

The paper presenters can develop a suitable theme based on the areas given below:

- Public Private Partnership
- Innovations in General Management
- International Financial Management
- International Financial Reporting Standards
- Innovations in Services Sector
- Actuarial Management
- International Business Ethics
- LPG in Business arena
- Innovative Operations Strategies
- Global Human Resource Practices
- International Taxation Practices
- International Trade Practices
- Innovations in Banking
- Innovative Marketing Strategies
- CSR and Corporate Governance
- Enterprise Resource Planning

This is not an exhaustive list and papers are welcome in other related areas as well. You are expected to indicate in the abstract to which sub-theme your paper contributes. The Conference Committee reserves the right to arrange the track allocation depending on the popularity of each theme.

DATE AND VENUE

The schedule for the International Conference is on February 1 and 2, 2019 at **B1 Seminar Hall**, The American College, Madurai, Tamil Nadu, India.

REGISTRATION FEE

The fee can be paid in the form of DD drawn in favour of The Bursar, The American College, Madurai. The registration fee includes soft copy of conference proceedings with abstract, conference kit, lunch and refreshments. The registration must be done separately by the author and co-author.

Category (Per Individual)	Participation & Presentation
Indian Participants	
Academicians/Research Scholars/ Students	Rs.1,000
Industrialists	Rs.1,500
Overseas Participants & NRI	
Academicians/Research Scholars/ Students	50 USD
Industrialists	

For in-absentia presentation an additional fee of Rs. 500 would be paid.

Registration form and DD are to be sent by post on or before 21.01.2019.

PROCEDURE FOR PAPER SUBMISSION

- The paper should be original and unpublished.
- It should be neatly typed in MS Word 2003/2007 version with double line spacing, 12 point Times New Roman font on A4 size paper
- The abstract must not exceed 300 words and the full paper should not exceed 3,000 words, including tables and references
- The paper should comprise the following sections: Title page, Abstract, Key words, Introduction, Material and Methods, Findings and Results, Interpretation and Discussion and Conclusion besides supportive references.
- The author is responsible for accurate referencing and for all reproduced material.
- Authors should submit the abstract and full paper with the Author's name, Designation along with e-mail ID and Mobile number through e-mail attachment to the review committee at accomconference@gmail.com.

- Papers can be presented in absentia also.
- All the manuscripts are subject to peer review. The expert committee will scrutinize the papers and the papers that are original and plagiarism which is less than 20 % will be accepted.
- All the accepted papers will be published in Book with ISBN and the selected papers will be published in 'UGC' approved Journal with ISSN with an additional payment.

• Link and QR Code:

<https://goo.gl/forms/vmsQQbyGiHsVKSty1>



TRAVEL AND ACCOMMODATION

Madurai is a beautiful tourist destination located in the Indian State of Tamil Nadu. Vaigai River flows in the heart of Madurai and splits it into two parts. It has a rich culture and heritage. Madurai is connected by roads to Chennai (472 km), Trichy (142 km), Rameshwaram (139 km), Kanyakumari (232 km), Tirunelveli (151 km), Kodaikanal (120 km), Thanjavur (223 km), Bangalore (446 km) Ooty (304 km) and has both a Railway station and an Airport connecting all parts of India.

Madurai covers a very wide range of hotels and other accommodation facilities to suit every budget. Participants can make their own arrangement for accommodation.

IMPORTANT DATES TO REMEMBER

Last date for abstract : 03.01.2019
Acceptance Notification (After Peer Review) : 10.01.2019
Full Paper Submission & Payment of Registration Fee : 21.01.2019

POST - CONFERENCE TOUR

It is proposed to facilitate a visit to the nearest tourist locations like Meenakshi Amman Temple, Thirumalai Naicker Palace, Gandhi Museum, Alagar Kovil, Thiruparamkundram, Kodaikanal etc., after the conference. Interested delegates may kindly contact the convenor in advance. The delegates should bear their expenses.

CONTACT

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KEY NOTE SPEAKERS



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Since 1881

THE AMERICAN COLLEGE MADURAI, TAMILNADU, INDIA

(Re-accredited (2nd Cycle) by NAAC with Grade 'A' CGPA 3.46 on a 4-point scale)

INTERNATIONAL CONFERENCE ON INNOVATIONS IN BUSINESS AND MANAGEMENT

1 & 2 FEBRUARY, 2019



Organised By
DEPARTMENT OF COMMERCE,
THE AMERICAN COLLEGE, MADURAI

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