



All India Commerce Conference Indian Commerce Association

13th-15th December 2011

hosted by



DEPARTMENT OF COMMERCE, SCHOOL OF MANAGEMENT
PONDICHERRY UNIVERSITY



Invitation

Pondicherry University considers it as a privilege and matter of great pride to hold the 64th All India Commerce Conference during 13th-15th December 2011 in the Silver Jubilee year of establishment of Department of Commerce. We would like to invite you to share your research ideas, efforts and results with other academicians, researchers from all over the country in the topics of great relevance for business, industry and nation at large. We proudly feel that this event is going to be a great occasion to unite the community of academicians, researchers and practitioners to bridge the gap between theory and practice. This conference will motivate the participants for academic exchange of ideas. We anxiously look forward to this forthcoming academic endeavor with lot of enthusiasm fervor and zeal. The academic deliberations of this conference will definitely go a long way in enriching the commerce education.

ORGANIZING COMMITTEE

Patron

Prof. **J. A. K. Tareen**, Vice Chancellor

Convener

Prof. **M. Ramdass**, Director(SEI & RR) & Dean (SOM)

Conference Secretary

Dr. **Malabika Deo**, Head, Dept. of Commerce

Advisory Committee

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Dr. S. Hariharan, Director, ASC

Dr. B. Murugesan, Former Dean, SOM

Dr. R. Panneerselvam, Former Dean, SOM

FACULTY COORDINATORS

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Dr. Velmurugan P.S. 0413 2654695 (M) 09944115566

Dr. S. Shijin 0413 2654727 (M) 09345949434



Thiruvanamalai



Chidambaram



Gingee Fort



Mamallapuram



Kanchipuram



INDIAN COMMERCE ASSOCIATION (ICA)

The Indian Commerce Association (ICA), the oldest professional body was founded in 1947, as a cohesive group of Commerce and Management experts, Economists, Business Community persons and Technologists etc. The objective behind formation of this association was to support the Indian corporate sector by enriching the academic arena of Commerce. The Indian Commerce Association (ICA) was founded with multi dimensional objective. It serves as a forum for exchange of ideas, experience, collection and dissemination of information on business, trade, and management, to promote the research activities and to bring coordination in curriculum of Commerce and Management at national level. Indian Commerce Association facilitates the academicians and researchers in the field of commerce to further their contributions to the world of academics and research. Till date, Indian Commerce Association has organized 63 Annual Conferences throughout the country. The 64th Annual conference is scheduled to be organized by the Department of Commerce, SOM, Pondicherry University.

PONDICHERY UNIVERSITY

Pondicherry University, a Central University, has come in to existence in the year 1985 by an Act of Parliament with teaching and research as its primary functions. The University is constantly exploring ways to make its courses relevant to the changing needs of the time. Its jurisdiction spreads over three Union Territories i.e. Pondicherry, Andaman & Nicobar Island and Lakshadweep Students of this University are drawn from all over India. The University aims to live up to the expectations of the people of India in providing a platform for the growth of togetherness, with the thrust of **Expansion, Excellence and Equity**. The University has been recognized as the fastest growing University during the 11th plan and is poised to be a model University to look at, by other Universities in the country.

DEPARTMENT OF COMMERCE (School of Management)

The Department of Commerce which started in the year 1986 is celebrating its Silver Jubilee this year. Since its inception, the department has proved its caliber by attracting a good number of students and sending its output with good placements. Based on the significant academic achievements in terms of publication, research output and projects, the department has been awarded DRS - 1 under Special Assistance Program (SAP) by UGC. The products of this department serve as faculty in prestigious institutions like IIM, XLRI, NIBM, TAPMI and various Universities. The department offers the course like M.Com (Business Finance), M.Com (Accounting and Taxation), M.Phil, Ph.D., P.G Diploma in Investment Management.



UNION TERRITORY OF PONDICHERY

Away from the hustle and bustle of big city, Pondicherry is a quiet little town on the Southern Coast with excellent infrastructure. The unmistakable French connection, the tree lined boulevards, the quaint colonial heritage buildings, the spiritual scene, the endless stretches of unspoilt virgin beaches, backwater, a surprising choice of restaurants provide a heady mix that draw travelers from near and far. It is the perfect place to come to give time a break.

It is the place where Sri Aurobindo and The Mother chose to stay and whose writings still remain a tremendous source of spiritual awakening that emphasize the progress of humanity and spiritual brotherhood of the human race. It is also the place where the national poet Sri Subramania Bharathiar wrote several of his masterpieces that fanned the flames of freedom Bharathidasan a staunch disciple of Subramania Bharathiar, whose poems stressed social revolution and emancipation of women, was an eminent son of Pondicherry. It is a cosmopolitan city with 100% literacy and people from all over the world.

SPECIAL ATTRACTIONS OF PONDICHERY

Sri Aurobindo Ashram

Churches:

Secret Heart Church (1700 AD), Church of Capuchino (First Church in Pondicherry), Notre Dame Des Agnes (Greek Roman Architecture), Church of Assumption, Church of Our Lady of Lords (model of Basilica in France), Church of Our Lady of Goodwill (1690)

Temples

Manakula Vinayaka Temple, Varadaraja Perumal Temple (600 AD), Vedapuriswara Temple, Kamatchiamman Temple, Kaniga Parameswari Temple, Kalathiswaran Temple, Panchavati Panchamukhi Hanuman Temple, Shri Gokelambal Thirukameswarar Temple at Villainur built by Chola kings

Mosques

Jamai Mosque, Meeran Mosque, Kuthbha Mosque

Auroville:

A unique experimental International City with its golden meditational tomb "Matri Mandir". Lakes and water sports complex, Museum, Botanical Garden



PLACES OF ATTRACTION AROUND PONDICHERY

Pondicherry is a perfect base to explore the rich tourist destination around it. The imposing Gingee Fort, the holy temple town of Kanchipuram, Thiruvanamalai, Chidambaram, Tanjavur, Kumbhakonam, Thiruvapur, Karaikal and famous shrine of Our lady of Velankanni, Nagore Dhargah, Poombuhar handicraft village, the heritage sculpture and magnificent rock temples of Mahabalipuram, the famous Vellore Fort, Danish Fort at Tharangampadi and the cool and lush hill station of Yercaud are to name a few.

Access to Pondicherry :

Pondicherry is situated on Coromandal coast, 160 Kms. south of Chennai.

Air Access : The Chennai airport is located 135 kilometers from Pondicherry

Railway Access : Pondicherry is also accessible by rail (Pondicherry, Villupuram Jn. and Cuddalore).

Road Access : The National Highways provide road access to Pondicherry. Frequent buses on the East Coast Road also connect the city and campus with Chennai.



**Technical Tracks at the 64th All India Commerce Conference
13th -15th December 2011**

Technical Session I Accounting & Reporting Practices : Ethical Dimensions

Chairperson : **Prof. RAMESH AGADI**
Chairman, Dept.of Studies in Management
Gulbarga University, Gulbarga 585 106 (Karnataka)
Cell: 09342331314, agadiramesh@gmail.com

Co-Chairperson : **Dr. (Ms.) ANJANA RAJU**
Associate Professor, Dept. of Commerce,
Goa University, Goa, Cell: 09370566341,
rajuanjana@rediffmail.com

Technical Session II Work Life Balance: Dilemma of Modern Society

Chairperson : **Dr. SACHIN S. VERNEKAR**
Director, Bharatiya Vidyapeeth University
Institute of Management & Research, A-4, Paschim
Vihar, Main Rohtak Road, New Delhi 110063
Cell: 09910062961, drssvernekar@yahoo.co.in

Co-Chairperson : **Dr. RAN SINGH DHALIWAL**
Associate Professor
School of Management Studies, Punjabi
University Patiala 147 002
Cell: 09417139480, ranfateh@gmail.com

Technical Session III- Regulatory Framework of Business: Emerging Scenario

Chairperson: **Dr. G. Y. SHITOLE**
Prof. & Head, Dept of Commerce
SNDT Women's University
New Marine Lines, Mumbai 400020
Cell: 09322247148, ganapatraos@gmail.com

Co-Chairperson : **Dr. SHIV RAM PRASAD**
Head, Department of International
Business Acharya Nagarjuna University,
Guntur (AP) Cell: 09849856589,
raminensisearam@yahoo.co.in

Technical Session IV-MGNREGA: Issues & Challenges

Chairperson : **Prof. JAYANT K PARIDA**
Head & Dean, Faculty of Commerce
Utkal University, Bhubaneswar
Cell:09437229465,
jayantakp@yahoo.co.in

Co-Chairperson : **Dr. (Ms) RENU JATANA**
Associate Professor
Dept. of Banking & Business Economics
M.L. Sukhadia University, Udaipur (Rajasthan)
Cell:09829217313, drrenujatana@gmail.com
renu_jatana@yahoo.co.in

Seminar: Activity Based Learning in Commerce Education

Chairperson : **Prof. H. J. GHOSHROY**
Director & Dean, IMSAR
Maharshi Dayanand University, Rohtak
Cell: 09896007654,
drhjghoshroy@rediffmail.com

Co-Chairperson : **Dr. SANTOSH KUMAR SHARMA**
Head, Department of Commerce
GVYT Govt. (PG) College Durg
(Chhattisgarh) 491001 Cell: 09827108199,
sk_sharma_1957@yahoo.co.in

Manubhai M Shah Memorial Research Gold Medals: Empirical Researches in the field of Marketing

Chairperson : **Prof. G.V. BHAVANI PRASAD**
Chairman, Board of Studies
Dept. of Commerce & Management Studies
Kakatiya University, Warangal (AP)
Cell: 09848193906, bhavaniprasadgv@gmail.com

Co-Chairperson : **Dr. SANJAY BAIJAL**
Professor, Dept. of Commerce
DDU Gorakhpur University
Gorakhpur 273009
Cell: 09415321905, sanbaijal@gmail.com

The participants are requested to send their papers along with a soft copy in MS-Word format, latest by 31.10.2011 to the chairpersons of the respective technical sessions.

IMPORTANT INFORMATION

(No Accommodation without prior registration please)

LAST DATE FOR REGISTRATION : 31.10.2011

Delegate Fee

- a) Rs.1000/- for members of ICA (Rs.1200/- Each for every accompanied person including children)
- b) Rs.1500/- for non members of ICA (Rs.1200/- Each for every accompanied person including children)

LATE AND FINAL REGISTRATION DATE : 10.11.2011

Delegate Fee

- a) Rs.1200/- for members of ICA (Rs.1400/- Each for every accompanied person including children)
- b) Rs.1700/- for non members of ICA (Rs.1400/- Each for every accompanied person including children)

A Demand Draft/Multicity Cheque should be drawn in favor of "The Conference Secretary, 64th AICC, Pondicherry University" payable at Pondicherry should be sent essentially with filled-in Registration Form as per the last dates mentioned above.

However Travel Plan with arrival date, departure date and accompanying person may please be mailed before 15th November 2011 to the mail id aicc2011enquiry@gmail.com or aicc64@pondiuni.edu.in. All delegates are sincerely requested to adhere to the above Registration procedure without fail, only to make their visit and stay at Pondicherry during the conference comfortable.

The Conference Secretary will not be responsible for any inconvenience of the delegates who do not follow the above Procedure of Registration as per deadline dates.

Accommodation cannot be provided whose registration fees will be received after 10th November, 2011. Accommodation will be provided only on sharing basis in Hotels and Guesthouses

Note: For further and update information of the Conference please visit ICA Website www.icaindia.info and Website of Pondicherry University www.pondiuni.edu.in

For Official Correspondence

Conference Secretary

Prof. **MALABIKA DEO,**

Head, Department of Commerce, S O M,

R.V. Nagar, Kalapet, Pondicherry - 605 014.

Ph. 0413 2654694 (O), 2340755 @, Mobile 09442140745,

Fax: 0413 2656732, **Email : deo_malavika@yahoo.co.in**

ICA AWARDS

Best Business Academic of the Year Award (BBAY Award) :

The BBAY award is instituted under the auspices of the ICA with effect from the year 2005 to encourage the youth in the field of research in commerce and management. The award comprises of BBAY Gold Medal for the best paper contributed to the All India Commerce Conference and BBAY Silver Medal for the best paper contributed in every technical track and Seminar of the All India Commerce Conference. The papers submitted for presentation at various technical tracks and seminar of ICA to be selected for the BBAY Award should be submitted before 31st October 2011.

Manubhai M. Shah Memorial Research Award:

The MMSMR Award is instituted under the auspices of the Indian Commerce Association with effect from the year 2010. Two certificates of honors' and Gold Medals are awarded for two best papers contributed and presented in a specified area of empirical research. The empirical area of research in which MMSMR award is going to be given in the 64th AICC is Marketing. This award is instituted to encourage empirical research in various areas of commerce and management. The last date for submission of paper to be considered for the award is 31st October 2011

INDIAN COMMERCE ASSOCIATION OFFICE BEARERS (2011-12)

President	: Prof. B. Ramesh Dean & Head, Faculty of Commerce Goa University, GOA
Immediate Past President	: Prof. Bhagirath Singh , Dept of EAFM, University of Rajasthan, Jaipur,
Executive Vice President	: Prof. H. Venkateshwarlu Principal, University College of Commerce & Management, Osmania University Hyderabad
Secretary	: Prof. Ravinder Vinayek Dean Academic Affairs, M D University, Rohtak, Haryana
Joint Secretary	: Dr. P T Choudhary Head, Dept. of Commerce, M J College, Jalgaon, Maharashtra
Managing Editor, IJC	: Prof. Nawal Kishor Director, School of Mgt. Studies, IGNOU, Maidan Garhi, New Delhi.
Conference Secretary	: Prof. Malabika Deo Head, Department of Commerce, S O M, Pondicherry University, Puducherry.

REGISTRATION FORM
64th ALL INDIA COMMERCE CONFERENCE

DECEMBER 13th -15th, 2011

Name :Age/sex :

Designation:Organization / Institute:.....

Correspondence Address :

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Phone : (O)(R.....

Fax :Mobile:.....

E-mail :

ICA Life Member: Yes/No....., Membership No:

Contribution of Paper: Yes / No....., If yes, Title of Paper

Required Accommodation: (Yes / No).....

No. of accompanying persons:, Name:

.....

(A single DD acceptable for total amount)

DD No/Multicity Cheque No..... Rs..... Date.....

Drawn on

Registration fee for the members of ICA is Rs. 1000/- and for non-members is Rs.1500/-
Registration fee for the accompanying person shall be Rs. 1200/- (Delegate's kit will not be provided to the accompanying person).

Last date for Registration of delegates is **31st October 2011**. Thereafter all delegates and accompanied persons will be charged Rs.200/- extra as Registration fee. The Demand Draft should be drawn in favor of **The Conference Secretary, 64th AICC Pondicherry University, payable at Pondicherry. The Final date for registration is 10th Nov, 2011.**

The delegates are required to communicate their travel plan latest by 15th November 2011 to mail id aicc2011enquiry@gmail.com. Stay arrangement for registered delegates will be made only from 12th December to 15th December, 2011.