

CONFERENCES/ WORKSHOPS/ SEMINARS ORGANIZED EVENTS:

S. No	CONFERENCES/ WORKSHOPS/ SEMINARS	PERIOD
1.	One- Day Workshop on Tips and Tricks of publishing in high impact journals”	26 th August, 2019
2.	International Day of Peace	23 rd September, 2019
3.	Webinar on “Global Economic Scenario: A Boon or Bane for FDI and Supply Chain Management?”	20 th May, 2020
4.	Webinar on “Global Trade Challenges and Opportunities in the Current Economic Scenario”	22 nd June, 2020
5.	Webinar on “Export Competitiveness of Indian Textile Industry”	26 th June, 2020
6.	Webinar on “Logistics Intermediaries in Global Trade – Challenges and Opportunities”	17 th July, 2020
7.	Webinar on “Emerging India with Resilience and perseverance”	16 th September, 2020
8.	Webinar on “Contemporary Relevance of International Finance”	7 th October, 2020
9.	Four Days Online Workshop on “Econometric Models: Theory & Practice”	13 th to 16 th October, 2020
10.	International Webinar on “Global Trade Risks: Strategies & Challenges”	7 th October, 2020
11.	Five Days AICTE Training and Learning (ATAL) online FDP on “Blockchain in FinTech”	11 th to 15 th December, 2020
12.	Ten-Day ICSSR Sponsored Workshop on Research Methodology and Data Analysis.	19.02.2021 to 28.02.2021
13.	International Webinar: Application of Data Science in Logistics and Supply Chain Management Industry	28 th August 2021
14.	National Seminar on EXPORT-LED GROWTH STRATEGIES – POST COVID 19 CONTEXT	1ST April 2022
15.	International Peace Day	21st Sep .2021
16.	Special Lecture on Food Safety- Scaling up to Global Standards	24th Nov.2021
17.	Special Lecture Programme on: Mental Care for ALL, Let’s make it Reality	11th Oct,2021
18.	Lecture on Evolution of ERP-Industrial Automation Era to Intelligence ERA	2nd December 2021

19.	International webinar: Foreign Institutional Investors (FIIs) in Indian Stock Market	23rd April 2022
20.	International Peace Day	26th September 2022
21.	National Seminar : “SHIPPING INDUSTRY: GROWTH, OPPORTUNITIES AND OPERATIONAL CHALLENGES”	31st October 2022

DEPARTMENT ACTIVITIES



Alagappa University has emerged from the galaxy of institutions initially founded by the great philanthropist and educationist Dr.RM. Alagappa Chettiar. Alagappa University was brought into existence by a Special Act of the Govt. of Tamil Nadu in May 1985. The University is Accredited with A+ Grade CGPA: 3.64 out of 4.0 point scale by NAAC in the third cycle and also the first State University that obtained the A+ status in TamilNadu. It is the only state university in TamilNadu Obtained the Category-I Status. The University has recently received 100 Crores under RUSA Phase 2.0 Scheme based on the NAAC Score. The University has been accorded the 20th place in the QS Ranking-2019 in India. 104th among BRICS Countries and 216th among Asian Country Universities. The University has secured 28th position among the National Institutional Ranking Framework (NIRF) 2018 ranking. The University has secured Fourth position in Swachha Ranking 2018 for the cleanest Higher Educational Institutions in the Country under the category of Government Institutions.



The Department of International Business is pioneered in South India offering academic programs in the emerging discipline, International Business from 1995 – 96, in tune with the Liberalization, Privatization and Globalization (LPG) policy drive of the Government of India introduced in 1991. The Department offers Post Graduate (MBA) and Research Programs in Management with specialization in International Business.

visit us @
www.fdimistie2k19.tk

CHIEF PATRON
Prof. N. RAJENDRAN
Vice – Chancellor

PATRON
Prof. H. GURUMALLES PRABU
Registrar

CONVENER
Dr.TR. GURUMOORTHY
Dean, Faculty of Management

ORGANIZING SECRETARY
Dr. K. UTHAYASURIYAN
Professor & Head, DIB

CO-CONVENERS

Dr.S.Rajamohan
Professor & Director, AIM

Dr.M.Senthil
Professor & Head, DLom

Dr.C.Vethirajan
Professor & Head, DCS

Dr.G.Jeyabal
Professor & Head, DBM

Dr.A.Narayanamoorthy
Professor and Head, DDM

Dr.V.Sivakumar
Associate Professor and Head, DTHM

"FDI is a responsibility for Indians & an opportunity for the world" - Narendra Modi
Hon'ble Prime Minister of India

CONFERENCE THEME

'Make in India' is an initiative launched by the Government of India, with an objective of attracting capital and technological investment and increase manufacturing in India by the multi-national and national corporates to improve the Indian economy. India is one of the fastest growing major economies in the world. Make in India initiative facilitates the top investors a conducive ecosystem to come to India and invest in businesses. FDI policy and procedures have been simplified and liberalized progressively. Key sectors that have been opened up for FDI include Defence Manufacturing, Food Processing, Telecommunications, Agriculture, Pharmaceuticals, Civil Aviation, Space, Insurance and Pensions and Medical equipment. Manufacturing currently contributes just over 15% to the national GDP. The aim of this initiative is to grow this to a 25% contribution as comparable with other developing Asian Economies.

CONFERENCE TRACKS

1. Role of SEZ's in attracting FDI
2. FDI & employment generation
3. FDI & the New Global Trade order
4. Recent Trade tensions and its impact on FDI
5. FDI in various sectors
6. Conservative geopolitics and its Impact on FDI

AUTHOR GUIDELINES

The paper should be original. An abstract not exceeding 300 words needs to be submitted in advance. Manuscript should be of 2000 – 3000 words including Tables, Figures & References. Papers should be in Times New Roman with a font size of 12, double spaced and submitted in MS Word 2003/2007 version. The papers should comprise of the following sections: Title page, Abstract, Keywords, Introduction, Material & Methods, Findings & Results, Interpretation & Discussion and Conclusion besides supportive references.

The author is responsible for accurate referencing and for all reproduced material. For submission of papers, visit website www.fdimistie2k19.tk

PUBLICATION

- All papers will be published in conference proceedings.
- Shortlisted papers will be published in conference editor volume with ISBN.
- Selected papers will be published in the UGC approved Journal* / Scopus indexed Journal*.
- A special issue on the conference will be published in "FOCUS : Journal of International Business", a peer reviewed journal published by Journal Press India.
- Listed in UGC care list of journals and indexed with EBSCO, Summon (ProQuest), CrossRef, Research Gate, Google Scholar, Indian Citation Index(ICI), J-Gate, Scilit, I-Solar databases.
- The papers to be published in the special issue, would be selected based on the scope of the journal, review and screening by the editorial team.
- For Scopus indexed journal publications we associated with Global Multidisciplinary Research and Education Association (GMREA).

*on payment of subscription fee prescribed by the publisher.

ORGANIZING COMMITTEE

Dr.A.Muthusamy, Professor

Dr.S.Prasad, Assistant Professor

Dr.K.Chitradevi, Assistant Professor

Dr.S.Gopalsamy, Assistant Professor

Department of International Business

VALUE ADDITIONS

- Internationally Reputed Speakers
- Paper Presentation
- Publication in Scopus Indexed / UGC Approved / ISSN Volume
- Certificate
- Best Paper Award
- 3 Best Presentation Awards (Faculty/Scholar/Student)

Communication Address

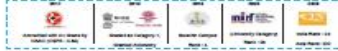
Dr.K.UTHAYASURIYAN
Professor & Head
Department of International Business
Alagappa University
Karaikudi – 630003, Tamil Nadu, India
9790592686 / 9443300400
E-mail : fdimistie2k19@gmail.com
Web : www.fdimistie2k19.tk

Two days International conference on the theme FDI MISTIE 2K19 on 30 & 31-09- 2019 and In that many researchers from India and abroad sent their research articles and many participants from all over the country benefited and gain knowledge in the FDI domain Area

ALAGAPPA UNIVERSITY



(A State University Established in 1985)
KARAIKUDI - 630 003, Tamil Nadu, India



Department of International Business
organizes

“Four Days Online Workshop on Econometric Models: Theory & Practice”

Date : 13th – 16th October 2020

Time: 10:00 am to 12:00 pm

Platform: ALUOP (Google Meet)

Under the Presidentship of



Prof. N. Rajendran
Vice-Chancellor- Alagappa University
Karaikudi

Resource Persons for the Workshop



Dr. R. Kasilingam
Professor,
Department of Management Studies,
Pondicherry University, Pondicherry.



Dr. Hussain Yaganti
Assistant Professor
Department of Economics and Finance,
BITS Pilani/Hyderabad Campus.



Dr. T. Mohanasundaram
Associate Professor
Department of Management Studies,
Ramalah Institute of Technology,Bangaluru.



Mr. M. Gnanendra
Assistant Professor
School of Business and Management,
CHRIST (Deemed to be University), Bengaluru.

4 Days online workshop on the topic “Econometric Models: theory and Practice” from October 13th to 16th 2020. This program helps the research scholars to get in-depth knowledge in the recent Econometric models and implement the same in their research work .



ALAGAPPA UNIVERSITY

(A State University Established in 1985)

Karaikudi - 630 003



Webinar
on

"Global Economic Scenario: A Boon or
Bane for FDI and Supply Chain Management?"

GES2K20

Google Meet, 10:30 AM
May 20, 2020



Organized By

DEPARTMENT OF INTERNATIONAL BUSINESS

School of Management

ALAGAPPA UNIVERSITY

KARAIKUDI – 630 003, Tamilnadu, India | 04565-223531/30 | www.alagappauniversity.ac.in

One Day International Webinar on the topic “ Global Economic Scenario: A Boon or Bane for FDI and Supply Chain Management?” on 20th May,2020 . Many participants from our university and outside were benefited by gaining knowledge in the FDI and SCM.

ALAGAPPA UNIVERSITY
Karaikudi, Tamilnadu, India- 630004
 Accredited with A+ Grade by NAAC (CGPA: 3.64) in the Third Cycle
 Graded as category - I University and Granted Autonomy by MHRD-UGC

Department of International Business
 is organizing a webinar on

**'EXPORT COMPETITIVENESS OF
 INDIAN TEXTILE INDUSTRY'**

With the sponsorship from ICSSR
 26.06.2020

Under the Presidentship of

Prof.N.RAJENDRAN
 Vice-Chancellor, Alagappa University, Karaikudi.

Resource Person

Shri A. Arulsamy
 Executive Director (Retd.)
 NATIONAL TEXTILE CORPORATION LIMITED
 Southern Region, Coimbatore-641009 Tamil Nadu
 Topic:
 GLOBAL TRADE IN TEXTILE INDUSTRY:
 INDIA'S COMPETITIVE PERFORMANCE

Resource Person

Dr.S.Lakshmi Manokari
 PROFESSOR AND HEAD
 DEPARTMENT OF TEXTILES AND APPAREL DESIGN,
 PERIYAR UNIVERSITY, SALEM, TAMIL NADU,
 Topic:
 SUSTAINABLE GROWTH OF
 INDIAN TEXTILE INDUSTRY

Organizing Secretary
Dr. S.Gopalsamy
 Assistant Professor
 Organizing Committee

Dr. S. Prasad
 Assistant Professor

Dr. K. Chitradevi
 Assistant Professor

Dr.A.Muthusamy
 Professor & Head
 Convener

Prof.H.Gurumallesh Prabu
 Registrar

<https://docs.google.com/forms/d/e/1FAIpQLSfgAEZdcT4fjwawSVe4OKfMIBANupTzwj7G500rvgGHPwrB1Q/viewform?nc=0&c=0&w=1>
 Participants will be given e-certificates. Register Now! ☎ 99525 28689/77086 67899

One Day National Webinar on the topic “ Export Competitiveness of Indian Textile Industry” on 26th June,2020. Many students, Scholars, Industrialist participants get knowledge about Textile Export Field.

ALAGAPPA UNIVERSITY
Karaikudi, Tamilnadu, India- 630004
(A State University Established in 1985)

2017 Accredited with A+ Grade by NAAC (CGPA: 3.84)
2018 Graded as Category-1
2019 Swachh Campus Rank-4
2020 NIRF (University Category) Rank-36
2020 India Rank-24 Asia Rank-222

Department of International Business
is organizing a webinar on
"EMERGING INDIA WITH RESILIENCE AND PERSEVERANCE"
EIRP2k20
Google Meet (10.30 AM), September 16, 2020
Under the Presidentship of

Topic: MAKE LOCAL, SELL GLOBAL



Mr. Rahim Iyaz
CEO & Foreign Trade Consultant,
VUnited Impex Consultants LLP,
Chennai



Prof. N. RAJENDRAN
Vice-Chancellor, Alagappa University, Karaikudi.

Topic: INDIA: THE HUB OF GLOBAL BUSINESS DESTINATION



Mr. Druva Lakshmanan
Chief Executive,
Marvel Machines Private Limited,
Chennai.

Organizing Secretary
Dr. S. Prasad
Assistant Professor

Organizing Committee

Dr. K. Chitradevi Assistant Professor
Dr. S. Gopalsamy Assistant Professor

Dr. A. Muthusamy Professor & Head Convener
Prof. H. Gurumallesh Prabu Registrar

Registration Link:
<https://docs.google.com/forms/d/e/1FAIpQLScy6gGAsE6K50S2R7FHrCISz7E43VnCdP5bbNXUBFEduhow/viewform?vc=0&c=0&w=1&flr=0>

ibdept2016@gmail.com Participants will be given e-certificates. Register Now! © 9944882478/9790592686

One day National Level Webinar on the topic “ Emerging India with Resilience and Perserverance” on 16th September, 2020. All the participants gain knowledge in the International Investment and Finance.



DEPARTMENT OF INTERNATIONAL BUSINESS

Organizes

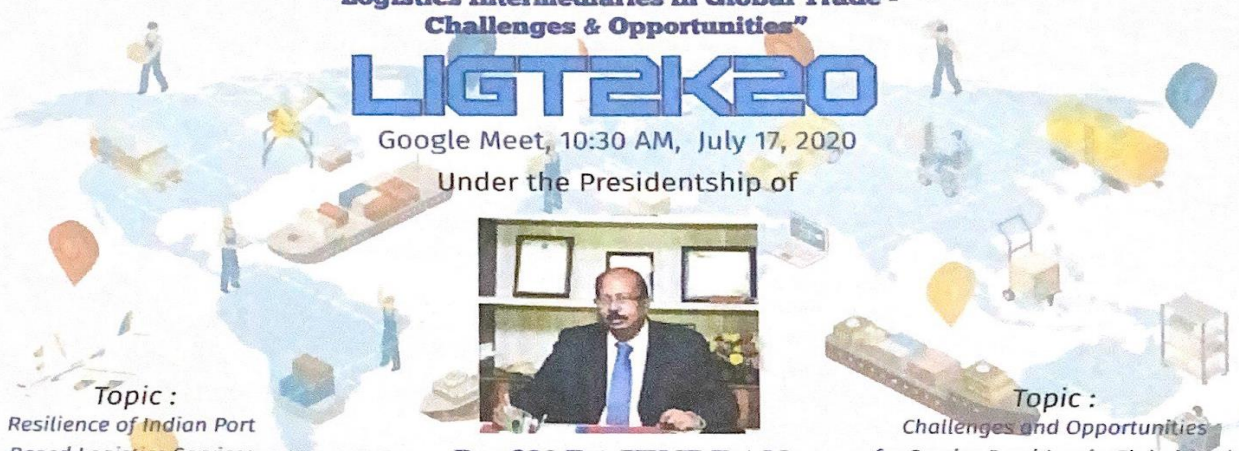
Webinar On

“Logistics Intermediaries in Global Trade - Challenges & Opportunities”

LIGT2K20

Google Meet, 10:30 AM, July 17, 2020

Under the Presidency of



Topic :

Resilience of Indian Port Based Logistics Services.



Mr. Jeyanth Thomas

General Manager
Chakiat Agencies Pvt Ltd
Tuticorin

Dr. S. Prasad

Assistant Professor



Prof.N.RAJENDRAN

Vice-Chancellor, Alagappa University, Karaikudi.

Organizing Secretary

Dr. A. Muthusamy

Professor & Head

Organizing Committee

Dr. K. Chitradevi

Assistant Professor



Mr.K.E.Balaji

Branch – Head
e-Ship Global Logistics
Chennai.

Dr. S. Gopalsamy

Assistant Professor

Registration Link : <https://docs.google.com/forms/d/e/1FAIpQLSd0EQfOjiUISjq3ccIP7Xqn91QtPxPLiVPx-A0dwMBng3eg4A/viewform>

Dr.A.Muthusamy
Professor & Head

✉ ligt2k20@gmail.com

Prof.H.Gurumallesh Prabu
Registrar

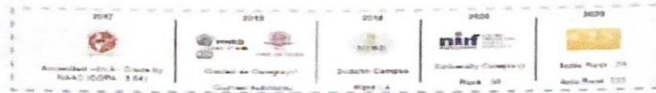
88256 45636 | 77086 87891

Participants will be given e-certificates, Register Now!

One Day National Level Webinar on the topic” Logistics Intermediaries in Global Trade Challenges & Oppourtunities” on 17th July,2020 about the role and functions of Intermediaries in global Logistics.



ALAGAPPA UNIVERSITY
Karaikudi, Tamilnadu, India- 630004
(A State University Established in 1985)



Department of International Business
is organizing a webinar on

"CONTEMPORARY RELEVANCE OF INTERNATIONAL FINANCE"

CRIF2k20

Google Meet (10.30 am), October 07, 2020

Under the Presidentship of

Topic:
INTERNATIONAL FINANCE:
PROSPECTS



Dr. K. Prabhakaran
Professor-Finance,
Resource person-SEBI and EDII
Former Professor
Muscat college sultanate of Oman



Prof. N. Rajendran

Vice - Chancellor
Alagappa University
Karaikudi

Organizing Secretary

Dr. K. Chitradevi
Assistant Professor

Organizing Committee

Dr. S. Prasad
Assistant Professor

Dr.S. Gopalsamy
Assistant Professor

Topic:
STRATEGIES TO MANAGE RISK
IN INTERNATIONAL FINANCE



Mr. M. Jeyaprakash
Director,
MCUBE Academy,
Chennai.

Dr. A. Muthusamy
Professor & Head
Convener

Prof.H.Gurumallesh Prabu
Registrar

Registration
Link :

https://docs.google.com/forms/d/e/1FAIpQLSdK6tQetXeb93pe5D3pul5X68cQG6q517gf_yo9VgZKT1Tdfg/viewform

✉: ibdept2016@gmail.com

Participants will be given e-certificates. Register Now!

☎ 9489872213/7708165097

One Day National Level Webinar on the topic "Contemporary Relevance of International Finance" on 17th Oct,2020. Through this webinar participants came to know many new things in the fields of International Finance.



ALAGAPPA UNIVERSITY

(A State University Established in 1985)
Karaikudi - 630 003.



DEPARTMENT OF INTERNATIONAL BUSINESS

Presents
A Webinar On
**“Global Trade Challenges and Opportunities
in the Current Economic Scenario”**

GTCO2K20

Google Meet, 10:30 AM
June 22, 2020
Under the Presidentship of



Prof.N.RAJENDRAN
Vice-Chancellor, Alagappa University, Karaikudi.

*Post COVID strategies to overcome
India's Foreign Trade crisis*



Dr. P.G. Arul
Professor
Department of International Business,
School of Management,
Pondicherry University, Puducherry

*Footprint of COVID 19
on Global Trade*



Mr. Sivaraman Vairavan
Chief Operating Officer,
Badili Hardware Limited,
Papua New Guinea

Organizing Secretary
Dr. A. Muthusamy
Professor & Head

Organizing Committee

Dr. S. Prasad
Assistant Professor

Dr. K. Chitradevi
Assistant Professor

Dr. S. Gopalsamy
Assistant Professor

Registration Link : https://docs.google.com/forms/d/e/1FAIpQLSf1jU2r9Uc76CrSr29gb_ukP1yuNNeZcleBfdUHVQ0vSPqXOA/viewform?vc=0&c=0&w=1

Dr.A.Muthusamy
Professor & Head
gtco2k20@gmail.com

Prof.H.Gurumallesh Prabu
Registrar
88256 45636/77086 87891

Participants will be given e-certificates. So, Register Now!

One Day International Webinar on the topic “ Global Trade Challenges and Opportunities in the current Economic Scenario” on 22nd June,2020. From this Webinar participants gain knowledge in the recent Global Trade Challenges and Opportunities.



ALAGAPPA UNIVERSITY

(A State University Accredited with A+ Grade by NAAC (CGPA : 3.64) in the Third Cycle and Graded as Category - I University by MHRD - UGC)
Karaikudi - 630 003, Tamil Nadu, India.



2017	2018	2018	2020	2020
				
Accredited with A+ Grade by NAAC (CGPA : 3.64)	Graded as Category-1, Granted Autonomy	Swachh Campus Rank : 4	(University Category) Rank : 36	India Rank : 24 Asia Rank: 199

DEPARTMENT OF INTERNATIONAL BUSINESS

Cordially invites you to the One-Day Programme on
“International Day of Peace”
 On 21st September 2021, 10:30 A.M
 at Conference Hall, Faculty of Management





Chief Patron	Dr. T. R. Gurumoorthy Senior Professor and Head Department of Commerce, Alagappa University Vice- Chancellor's Officiating Committee
Welcome Address	Dr. A. Muthusamy Professor and Head Department of International Business, Alagappa University
Keynote Speaker	Dr. T. Ravichandran Director Gandhian Constructive Programme Museum Department of Gandhian Thought and Peace Science The Gandhigram Rural Institute-Dindugal
Special Address	Dr. S. Rajamohan Dean, Faculty of Management Senior Professor and Director Alagappa Institute of Management, Alagappa University
Vote of Thanks	Dr. K. Chitradevi Assistant Professor Department of International Business, Alagappa University

Organizing Committee

Dr. S. Prasad Assistant Professor	Dr. K. Chitradevi Assistant Professor	Dr. S. Gopalasamy Assistant Professor
Dr. A. Muthusamy Organizing Secretary		Dr. C. Sekar Registrar i/c


“Peace comes from within do not seek it without”
- Buddha






One Day Program on the topic “ International Day of Peace” on 21st September, 2021> This program educates the importance of the Peace all around the world and this is the unique program organized among the all university in the state.




ALAGAPPA UNIVERSITY

(A State University Accredited with A + Grade by NAAC (CGPA : 3.64) in the Third Cycle
and Graded as Category - I University by MHRD - UGC)
Karaikudi - 630 003. Tamil Nadu, India.




2017  Accredited with A+ Grade by NAAC (CGPA : 3.64)	2018  Graded as Category-1, Granted Autonomy	2018  Swachh Campus Rank : 4	2020  (University Category) Rank : 36	2020  India Rank : 24 Asia Rank : 199
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DEPARTMENT OF INTERNATIONAL BUSINESS

Cordially invites you to the Inaugural function of the
ICSSR Sponsored



“Ten – Day Workshop on Research Methodology and Data Analysis”

On Friday, 19th February 2021, 10.00 a.m.
at Seminar Hall, Faculty of Management

Dr. A. Muthusamy
Professor & Head
Department of International Business
Welcomes

Hony. Col. Prof. N. RAJENDRAN
Vice- Chancellor
Presides

Dr. M. Senthil
Dean, Faculty of Management
Felicitates

Dr. P. Saravanan
Professor of Finance, IIM-Trichy
Delivers Keynote Address

Dr. A. Narayanamoorthy
Dean Research
Senior Professor & Head
Department of Economics and Rural Development
Delivers Special Address

Dr. S. Prasad
Assistant Professor
Department of International Business
Delivers Vote of Thanks

Dr. A. Muthusamy
Course Director

Dr. S. Prasad
Course Co-Director

Dr. B. Vaseeharan
Registrar i/c

“Learning is not attained by chance. It must be sought for with ardor and attended with diligence”
- Abigail Adams

10 - Day ICSSR Workshop on the topic “ Research Methodology and Data Analysis” from 19.02.2021 to 28.02.2021. All the participants of this program enriched their knowledge in the research field and also gained practical exposure.

ALAGAPPA UNIVERSITY
(A State University Established in 1985)
KARAIKUDI- 630 003, Tamil Nadu, India
www.alagappauniversity.ac.in

2017 American Society for Quality (ASAC) Accredited
2008 ISO 9001:2008 Certified
2008 ISO 14001:2004 Certified
2008 ISO 27001:2005 Certified
2018 NIFT Accredited
2018 QS Accredited

DEPARTMENT OF INTERNATIONAL BUSINESS
in association with **fssai**
TAMIL NADU FOOD SAFETY DEPARTMENT
cordially invites you to the
SPECIAL LECTURE ON
FOOD SAFETY - SCALING UP TO GLOBAL STANDARDS
(Under EAT RIGHT Sivagangai Challenge)

Date : 24.11.2021, Time : 10:30 A.M.
Venue : Conference Hall, Faculty of Management

Welcome Address
Dr.A.Muthusamy
Professor and Head, Department of International Business,
Alagappa University.

Inaugural Address
Dr.S. Karuppuchamy
VC Officiating Committee & Member of Syndicate
Alagappa University.

Presidential Address
Dr. S.Prabhavathi MD
Designated Officer,
Tamil Nadu Food Safety & Drug Administration Department.

Thematic Address
Mr. R.Thiyagarajan
Food Safety officer,
Tamil Nadu Food Safety & Drug Administration Department.


Felicitation Address
Dr. S.Rajamohan
Dean, Faculty of Management
Alagappa University.

Special Address
Dr. C.Sekar
Registrar i/c,
Alagappa University.

Vote of Thanks
Dr. S.Prasad
Assistant Professor, Dept of International Business
Alagappa University.

**You Don't have to EAT LESS
You just have to EAT RIGHT**


One Day Program on the topic “ Food Safety – Scaling Up to Global Standards” on 24th November,2021. Students from our university came to know how to live Fit & healthy.



ALAGAPPA UNIVERSITY

Karaikudi, Tamilnadu, India- 630004
(Accredited With A+ Grade by NAAC (CGPA : 3.64) in the Third Cycle
Graded as Category - I University and Granted Autonomy by MHRD - UGC)

2017 Accredited with A+ Grade by NAAC (CGPA: 3.64)	2018 MHRD Graded as Category-I, Granted Autonomy	2018 AICTE Swachh Campus Rank: 6	2020 nirf (University Category) Rank: 35	2020 CS Institution Rank: 24 Ass Rank: 166
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DEPARTMENT OF INTERNATIONAL BUSINESS

organizing an International webinar on

“Applications of Data Science in Logistics and Supply Chain Management Industry”

ADLS2K21

Google Meet, 03:00 PM, August 28, 2021
Under the Presidentship of

ALAGAPPA UNIVERSITY VICE- CHANCELLOR'S OFFICIATING COMMITTEE

 <p>Mr D.Russel Raj Senior Manager, Sales Operation DahNAY Logistics Pvt Ltd, Chennai.</p>	<p>Topic 1 Current Trends in Logistics Industry</p> <p>Topic 2 Data Science in Supply chain Management Industry</p>	 <p>Mr Kamalakannan ETL Developer, Softrams, Cockeysville, Maryland United States.</p>
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Organizing Secretary
Dr. A. Muthusamy
Professor & Head

Organizing Committee

Dr. S. Prasad Assistant Professor	Dr. K. Chitradevi Assistant Professor	Dr. S. Gopalsamy Assistant Professor
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Dr.A.Muthusamy
Convener

Dr.C.Sekar
Registrar i/C

“Data are Becoming the New Raw Material of Business”
-Craig Mundie

Registration Link :
https://docs.google.com/forms/d/e/1FAIpQLScWc1O-4XxGbdDFHtMBQpEGKyGBke5BsLEny_MjZEm3FcByvw/viewform?usp=pp_url

Participants will be given e-certificates. Register Now!

✉ intl@alagappauniversity.ac.in ☎ 88256 45636/90427 36251

One Day International Webinar on the topic “ Applications of Data Science in Logistics and Supply Chain Management Industry” on 28th August,2021



ALAGAPPA UNIVERSITY

Karaikudi, Tamilnadu, India- 630004

Accredited with A+ Grade by NAAC (CGPA: 3.64) in the Third Cycle
Graded as category - I University and Granted Autonomy by MHRD-UGC)









**Department of International Business
in Collaboration with
Securities and Exchange Board of India
Organizing a Faculty Development Program**



Topics

- 1 How to Buy and Sell Shares in Stock Exchanges?
- 2 Mutual Funds Investing.

About the Program

The Two-days faculty development program aims at imparting knowledge to the participants on various aspects related to stock market. The program will enhance the ability of the participants to make wise decision regarding investments and managing portfolios. Individuals with very limited experience in stock investing are either terrified by horror stories of the average investor losing 50% of their portfolio value. It is not surprising, then, that the pendulum of investment sentiment is said to swing between fear and greed. Hence this program will enable the participants to better understand the concepts related stock markets. The reality is that investing in the stock market carries risk, but when approached in a disciplined manner, it is one of the most efficient ways to build up one's net worth. While the value of one's home typically accounts for most of the net worth of the average individual, most of the affluent and very rich generally have the majority of their wealth invested in stocks. In order to understand the mechanics of the stock market, this program is organised to equip the participants.

Date & Time

29th, July 2021 @ 11.00 AM
30th, July 2021 @ 11.00 AM



Mr.M.Jeyaprakash
Facilitator

Mr.M.Jeyaprakash is an active financial market Professional, NSE & NISM Approved Trainer for Financial Market Professional for their Continuous Professional Education (CPE) He helps students, working professional and business owners to become "Do it Yourself - Financial Management" in the process of financial freedom.

Dr.A.Muthusamy
Professor & Head
Convener

Dr.K.Chitradevi
Organizing Secretary

Dr.C.Sekar
Registrar i/c

Organizing Committee

Dr.S.Prasad
Assistant Professor

Dr.S.Gopalsamy
Assistant Professor

HYPER LINK

<https://forms.gle/fvwXw8LyvKVZZAW6>



WHO CAN ATTEND

FACULTY MEMBERS
NON - TEACHING STAFF
FAMILY MEMBERS OF FACULTY MEMBERS
PARENTS OF THE COLLEGE STUDENTS.

✉ intlb@alagappauniversity.ac.in

☎ **9489872213/9500076515**

**One day national Webinar On the topic “ How to Buy and sell Shares in Stock Exchange”
and “Mutual Funds Investing” on 29th and 30th July,2021**



ALAGAPPA UNIVERSITY
(A State University Established in 1985)
KARAIKUDI- 630 003, Tamil Nadu, India
www.alagappauniversity.ac.in



2017 Accredited with A Grade by NAAC (CGPA - 3.84)

2018 MHRD Quality Improvement Grant (QIG) Category-1, Unaided Autonomy

2018 NIPER South Campus Rank - 1

2018 NIRF (University Category) Rank - 39

2018 India Rank - 21 Asia Rank - 199

EQUAL OPPORTUNITY CELL (UGC - Scheme)
Cordially invites you to the One - Day Webinar on
Job Readiness - Connect with Work

Google Meet 10.30 A.M October 30th, 2021

Under the Presidentship of
ALAGAPPA UNIVERSITY'S VICE - CHANCELLOR OFFICIATING COMMITTEE



TOPIC
IGNITING YOUNG MINDS
Dr. N.GANESAN
Former Principal
Texcity Arts and Science College, COIMBATORE.
HoD - Commerce (Retd.)
NGM College, POLLACHI

TOPIC
CAMPUS TO CORPORATE
Mr. KATHIRESAN PERUMAL
Tech Trainer
SALEM



Dr. A. Muthusamy
Organizing Secretary &
EOC - Coordinator

Dr. S. Nagarajan
EOC - Deputy Coordinator

Dr. C. Sekar
Registrar i/c

Intelligence is the ability to adapt to Change
- Stephen Hawking

One day National Level Webinar on the topic “ Job Readiness - Connect with Work” on 30th October,2021



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 KARAIKUDI- 630 003, Tamil nadu, India
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2017  Accredited with A+ Grade by NAAC (CGPA : 3.61)	2018  Graded as Category-1, Granted Autonomy	2018  Swachh Campus Rank : 4	2020  (University Category) Rank : 36	2020  India Rank : 24 Asia Rank: 199
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EQUAL OPPORTUNITY CELL (UGC - Scheme) & DEPARTMENT OF INTERNATIONAL BUSINESS

Cordially invites you to the One - Day Special Lecture on
“Mental health care for all: let’s make it a reality”



On the occasion of World Mental Health Day 2021, Under District Mental Health Programme, Sivaganga
On 11th October 2021, 10:30 A.M. at Conference Hall, Faculty of Management

Welcome Address	:	Dr.A.Muthusamy Professor and Head, Department of International Business, EOC-Coordinator, Alagappa University.
Presidential Address	:	Dr.C.Sekar Registrar i/c, Alagappa University.
Inaugural Address	:	Dr. R. Ilango Maheswaran M.S., D.C.H., Joint Director of Health Services, Sivaganga District, Tamilnadu.
Special Address	:	Dr. T. R. Gurumoorthy Senior Professor and Head, Department of Commerce, Alagappa University.
Special Address	:	Dr. A. Tharmar M.D (A), D.C.H., Hospital Superintendent, Government District Head Quarters Hospital, Karaikudi.
Keynote Address	:	Dr. M. Kamaraj M.D (Psy),, District Psychiatrist, Sivaganga District, Tamil Nadu.
Felicitation Address	:	Dr. S. Rajamohan Dean, Faculty of Management, Senior Professor and Director, Alagappa Institute of Management, Alagappa University.
Vote of Thanks	:	Dr. S. Nagarajan EOC – Deputy Coordinator , Alagappa University.

Dr. A. Muthusamy
 Organizing Secretary &
 EOC - Coordinator

Dr. S. Nagarajan
 EOC - Deputy Coordinator

Dr. C. Sekar
 Registrar i/c

**“HEALTHY CITIZENS ARE THE GREATEST ASSET ANY COUNTRY CAN HAVE.
 -Winston S. Churchill”**

One Day Program on the topic” Mental Health care for all: Lets Make it a reality” on 11th October,2021



ALAGAPPA UNIVERSITY

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2017 Accredited with A+ Grade by NAAC (CGPA : 3.64)	2018 Graded as Category-1, Granted Autonomy	2018 Swachh Campus Rank : 4	2020 (University Category) Rank : 36	2020 India Rank : 24 Asia Rank: 199
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DEPARTMENT OF INTERNATIONAL BUSINESS

cordially invites you to the

LECTURE ON

Evolution of ERP- Industrial Automation Era to Intelligence Era

Date : 02.12.2021, 11:30 A.M.

Venue : Conference Hall, Faculty of Management

Organizing Secretary
Dr A. Muthusamy
Professor & Head



Mr. Arunagirinathan J
Manager Projects
Cognizant Technology Services
Chennai



Patron
Dr C. Sekar
Registrar i/c

Software is a great combination between artistry and engineering - Bill Gates

One Day Special Lecture on the topic “ Evolution of ERP- Industrial Automation Era to Intelligence Era” on 02nd December,2021



ALAGAPPA UNIVERSITY

(A State University Established in 1985)
KARAIKUDI, TAMILNADU







DEPARTMENT OF INTERNATIONAL BUSINESS

ORGANIZES

3 - IN - ONE PROGRAMME

1

**NATIONAL SEMINAR on
"EXPORT LED GROWTH
STATREGIES –
POST COVID
19 CONTEXT"**

2

**SIGNING OF
MoU WITH
DAHNAV
LOGISTICS PRIVATE
LIMITED, CHENNAI**

3

**DEPARTMENT
LEVEL
PLACEMENT**

Date : 01.04.2022

Venue : Seminar Hall, Management Block





Dr. A. Muthusamy
Organizing Secretary

Dr. C. Sekar
Registrar i/c

Organizing Committee

Dr. S. Prasad
Assistant Professor
Department of International Business

Dr. S. Gopalsamy
Assistant Professor
Department of International Business

Dr.K. Chitradevi
Assistant Professor
Department of International Business



Creativity is an Import - Export Business.

- Ethan Zuckerman

3-in1 Program, National Seminar, Signing MoU, Department Level Placement Drive on 01st April,2022. Through this MoU our department students were benefited by getting Internship & Placement,



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Karaikudi – 630 004, Tamilnadu, India



DEPARTMENT OF INTERNATIONAL BUSINESS ORGANIZES



2 – IN - 1 PROGRAMME

**NATIONAL SEMINAR ON
"SHIPPING INDUSTRY :
GROWTH, OPPORTUNITIES
AND
OPERATIONAL CHALLENGES."**

**SIGNING OF MoU WITH
1. V UNITED IMPEX CONSULTANTS LLP,
REGIONAL INSTITUTE OF
INTERNATIONAL TRADE –
CHENNAI.
2. NAVIO SHIPPING Pvt Ltd
Navi Mumbai**

Date: 31.10.2022 (Monday), 10.30 AM Venue: Seminar Hall, Management Block.



Dr. A.Muthusamy
Organizing Secretary

Dr. S.Rajamohan
Registrar /c

Organizing Committee

Dr. S.Prasad
Assistant Professor
Department of International Business

Dr. K.Chitradevi
Assistant Professor
Department of International Business

Dr. S.Gopalsamy
Assistant Professor
Department of International Business

*"Logistics is Simple, But Not Easy"
Joe Lynch.*

2-1 Program , National Seminar on the Topic” Shipping Industry: Growth, Opportunities and Operational Challenges” and Signing MoU on 31st October,2022. Through this MoU our department students were benefited by getting Internship & Placement,



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2017 2018 2021 2018 2021 2022



DEPARTMENT OF INTERNATIONAL BUSINESS
Cordially invites you to the
International Webinar
OR
Foreign Institutional Investors (FIIs) in Indian Stock Market
Google meet 10.30 A.M April 23rd, 2022

Dr. R. Swaminathan
Member of Syndicate &
Member of the Vice-Chancellor's Officiating Committee
Presidential Address

Dr. S. Karuppuchamy
Member of Syndicate &
Member of the Vice-Chancellor's Officiating Committee
Felicitation Address

Resource Persons


Dr. Karthika Nathan
Associate Professor
College of Business & Economics,
Kannur Dental University, Kozhikode


Dr. K. Prabhakaran
Professor (Former Faculty Muscat College, Sultanate of Oman)
Kannur Kannur University Institute of Technology
Campus


Mr. Kulandhai velu
Asst. General Manager (Rtd.)
UCO Bank
Mumbai

Dr. A. Muthusamy
Engineering Secretary

Dr. K. Chitradevi
Vice-IP Librarian

Dr. C. Sekar
Registrar

Link : <https://meet.google.com/sgi-gtwe-rja>

The Stock market is a device for transferring money from the impatient to the patient.
- Warren Buffett

One Day International Webinar on the topic “ Foreign Institutional Investors (FIIs) in Stock Market” on 23rd, April,2022

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Karaikudi – 630 004. Tamil Nadu, India

2017 Azadi Ka Amrit Mahotsav
2017 ACCREDITED WITH A+ GRADE BY NAAC (CGPA: 3.64)
2018 UGC GRANTED AS CATEGORY - I GRANTED AUTONOMY
2018 MHRD SWACHH CAMPUS RANK - 6
2018 MHRD
2020 nirf NATIONAL INSTITUTIONAL RANKING FRAMEWORK (UNIVERSITY CATEGORY) RANK - 33
2020 QS INDIA RANK 34 ASIA RANK 328
2022 THE QUALITY EDUCATION PARADIGM WORLD RANKING RANK 1001-1050
G20

 **DEPARTMENT OF INTERNATIONAL BUSINESS**
Cardially invites you to the Inaugural function of the
INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH
Sponsored
**“TWO-WEEK CAPACITY BUILDING PROGRAMME ON
DATA ANALYSIS AND PUBLICATION ETHICS IN RESEARCH”**
On Monday, 15th May 2023, 10.00 am at Seminar Hall, Faculty of Management

Dr. A. Muthusamy
Professor & Head, Dept. of International Business
Welcomes

Prof. G. Ravi
Vice- Chancellor, Alagappa University
Presides

Dr. V. Palanisamy
Senior Professor & Head, Department of Computer Application
Syndicate Member, Alagappa University
Felicitates

Prof. Dr. M. Selvam
Vice Chancellor, Bharathidasan University,
Delivers Special Address

Dr. K. Chitradevi
Assistant Professor,
Dept. of International Business
Delivers Vote of Thanks

Dr. A. Muthusamy
Course Director

Prof. S. Rajamohan
Registrar i/c

“TEACHING IS THE GREATEST ACT OF OPTIMISM” –COLLEEN WILCOX

ICSSR Sponsored Two Weeks Capacity Building Program on the topic “ DATA ANALYSIS AND PUBLICATION ETHICS IN RESEARCH” from 15th to 30th March,2023. Faculty Participants from Our University, State University and Other Regional Universities participated and Learned in and out of the recent Research in the Social Science Area.



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Karaikudi – 630 004. Tamil Nadu, India





RUSA 2.0 Theme Based Research Programme

One Day Workshop on

EMERGING TRENDS IN EXPORT FOR MSMEs IN TAMIL NADU

In Association with District Industries Centre, Sivagangai.

Date: 28th July, 2023 (Friday), 10.30 am,
Venue: Seminar Hall, Management Block.

Inaugural Ceremony

<i>Welcomes</i>	Dr. A.Muthusamy Professor and Head Department of International Business
<i>Presidential Address</i>	Dr. G. Ravi Vice-Chancellor Alagappa University, Karaikudi.
<i>Keynote Address</i>	T. Kannan B.E., General Manager DIC, Sivagangai,
<i>Felicitates</i>	Dr. R. Swaminathan Syndicate Member, Principal, Vidhyaa Giri College of Arts and Science, Puduvayal,
<i>Vote of Thanks</i>	Dr. S.Prasad Associate Professor Department of international Business

Dr. A. Muthusamy
Organizing Secretary

Dr. S.Prasad
Associate Professor

Organizing Committee

Prof. S. Rajamohan
Registrar i/c

Dr. S.Gopalsamy
Assistant Professor

“ Creativity is an Import – Export Business” Ethan Zuckerman

One Day Workshop on the topic “ EMERGING TRENDS IN EXPORT FOR MSMEs IN TAMIL NADU In association with District Industries Centre, Sivagangai” on 28th July,2023



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Karaikudi – 630 004, Tamilnadu, India



Equal Opportunity Cell (UGC-Scheme)

In Association with



Department of International Business

Cordially Invites you to the
One - day Seminar on

SUCCESS STRATEGIES FOR COMPETITIVE EXAMS

Date: 17th February, 2023
On Friday @ 10.15 a.m Venue: Seminar Hall, Management Block.



Dr. A.Muthusamy

Coordinator, Equal Opportunity Cell

Dr. P. Boomi

Deputy Coordinator, Equal Opportunity Cell

Dr. S.Rajamohan

Registrar i/c

*“Success is the Sum of Small Efforts
Repeated Day in Day Out”*

Robert Collier

One Day Seminar on the Topic “ SUCCESS STRATEGIES FOR COMPETITIVEXAMS” on
17th February,2023



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Karaikudi – 630 004. Tamilnadu, India



DEPARTMENT OF INTERNATIONAL BUSINESS

Cordially invites you to the One-Day Programme on

INTERNATIONAL DAY OF PEACE



Venue: Conference Hall, Faculty of Management

Date: On 21st September 2023, Time:10.00 am

Welcome Address

Dr.A.Muthusamy

Professor & Head,
Department of International Business

Presidential Address

Prof.G.Ravi

Vice-Chancellor
Alagappa University, Karaikudi

Keynote Address

R.Nadarajan

Education Officer Cum Curator
Gandhi Museum, Madurai

Felicitation Address

Dr.S.Rajamohan

Registrar i/c
Alagappa University

Vote of Thanks

Dr.K.Chitradevi

Assistant Professor,
Department of International Business

Organizing Committee

Dr. S. Prasad

Associate Professor

Dr. K. Chitradevi

Assistant Professor

Dr. S. Gopalsamy

Assistant Professor

Dr. A. Muthusamy

Organizing Secretary

Dr. S. Rajamohan

Registrar i/c

*“Peace Cannot be kept by Force
it can only be achieved by understanding”*

-Albert Einstein

One Day Program on the theme “ International Day of Peace” on 21st September,2023



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KARAIKUDI - 630 003, Tamil Nadu, India

www.alagappaniversity.ac.in



DEPARTMENT OF INTERNATIONAL BUSINESS

Venue: Conference Hall, Faculty of Management

Date: On 12th September 2023, Time: 2.00 pm

SPECIAL LECTURE

WELCOME ADDRESS: **Dr. A. MUTHUSAMY**
Professor & Head,
Department of International Business.

SPECIAL LECTURE: **Prof. Dr. M. H. THOWFEEK**
Professor of Management & IT
Faculty of Management and Commerce (FMC),
South Eastern University of Sri Lanka.
TOPIC: **BIG DATA ANALYTICS AND APPLICATION OF
ARTIFICIAL INTELLIGENCE IN INDUSTRIES**

SPECIAL LECTURE: **Dr. S. GUNABALAN**
Professor,
Department of Management,
South Eastern University of Sri Lanka.
TOPIC: **MODERN ORGANISATIONAL SETTING AND
VISIONARY LEADERSHIP**

VOTE OF THANKS: **Dr. S. GOPALSAMY**
Assistant Professor,
Department of International Business.

Organizing Committee

Dr. S. Prasad
Associate professor

Dr. K. Chitradevi
Assistant Professor

Dr. S. Gopalsamy
Assistant Professor

Dr. A. Muthusamy
Organizing secretary

Invited International Special Lecture on 12th September, 2023



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Karaikudi – 630 004. Tamilnadu, India



DEPARTMENT OF INTERNATIONAL BUSINESS

Organise

3 - IN - 1 PROGRAMME

1 WORKSHOP ON APPLICATION OF SOFTWARE FOR EXPORT, IMPORT AND LOGISTICS BUSINESS

2 SIGNING MoU WITH PROMISE SHIPPING LINE (PVT) LTD CHENNAI

3 RELEASE OF PLACEMENT BROCHURE

Date: 1st March 2024 Time: 10.00 am Venue: Placement Conference Hall

Inaugural Ceremony

Dr.A.Muthusamy

Professor & Head, Department of International Business

Welcome Address

Prof.G.Ravi

Vice-Chancellor, Alagappa University, Karaikudi

Presidential Address

Mr.M.Prabu

Director, Promise Shipping Line (Pvt) Ltd, Chennai

Thematic Address

Dr.V.Palanisamy

Member of Syndicate, Alagappa University, Karaikudi

Felicitates

Dr.C.Yogalakshmi

Dean, School of Management

Felicitates

Dr. S. Gopalsamy

Assistant Professor

Vote of Thanks

Dr. A. Muthusamy

Organizing Secretary

Organising Committee

Prof. A. Senthilrajan

Registrar

Dr. S. Prasad

Associate Professor

Dr. K. Chitradevi

Assistant Professor

Dr. S. Gopalsamy

Assistant Professor

Technology is a useful servant but a dangerous master - CHRISTIAN LOUS LANCE

3-in-one Program, Workshop on “ Application of Software for Export, Import and Logistics Business”, Signing MoU and Release of Placement Brochure on 01st March,2024. Through this MoU our department students were benefited by getting Internship & Placement,