

Government of Karnataka  
Department of Collegiate Education  
**Maharani's Women's Commerce and Management College, JLB Road,  
Mysuru**

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**DEPARTMENT OF COMMERCE & MANAGEMENT & IQAC 2017-18**

**Report on One Day National Seminar on New Horizons and Innovations in Business & Management held on 19-02-2018**

*A one day National Seminar on New Horizons & Innovations in Innovations in Business & Management was organized by the Department of Commerce & Management (UG & PG) on 19<sup>th</sup> Feb 2018 in coordination with the IQAC cell of the college. The seminar was attended by teaching faculty, research scholars, students and practitioners. Research scholars and the PG students from DOS in Commerce, University of Mysore as well as research scholars & PG Students from other affiliated PG centers and teaching faculty from various colleges attended the seminar.*

*The one day National Seminar started with 'Naada Geethe' rendered by Prof Krishnamurthy, Prof Nagaendra and Team of the college followed by a prayer rendered by Padmini, a B Com students of this college. The key note address was delivered in the inaugural session by Dr. K K Ramesh, Professor, IIM- Kozhikode, Kerala. He brought out the changes taking place in the field of business and management and revealed the scope for career building in the changed business scenario. Prof. Niranjana Murthy, Asst Director, JSS Mahavidyapeetha, spoke on the demand for business education at present and expressed that the seminars of this kind would help in updating knowledge of teaching faculty and the students. Dr B Nagaraju, Chairman DOS in Commerce, University of Mysore, Mysore highlighted changes in emphasized the need for adapting to technology is the need of the hour in order to understand and adapt to the changes in business world. Dr R Mahesh, Chairman, Bahadur Institute of Management Sciences, University of Mysore, Mysore highlighted the relevance of building entrepreneurial skills to adapt to changes in managerial challenges at workplace. Professor M Shivanna HOD- Commerce & Management and the seminar secretary welcomed the gathering; Prof Prasad, the IQAC coordinator of the college proposed the vote of thanks. Prof Somanna, the Organising Secretary of the seminar, Prof Krishnamurthy, Associate Professor, the HOD of Kannada department being one of the seminar conveners were also present. Dr Anne Gowda, the Principal of the college delivered the presidential address. Dr GH Mahadevaswamy, Associate professor and also one of the seminar conveners, anchored the inaugural program.*

*The first technical session was moderated by Dr R Nalini, Associate Professor in Commerce. Dr N Nagaraja, Associate Professor, DOS in Commerce, UOM, Mysore served as the chairperson of the session and commenced the session with his introductory remark. This was followed by Dr Mousumi Sengupta, Professor- HR, SDM IMD, Mysore who spoke on the theme HRM & Organisational Sustainability. Prof Mousumi gave examples of various Indian companies like Mahendra & Mahendra, ITC and also MNCs like Amazon, Microsoft and explained how organizations strive for their sustainability in today's changed scenario. Prof Girisha, Mandya Boys College, Cluster*

*University, Mandya was the rapporteur of this session. This technical session concluded with a vote of thanks proposed by Prof Punitha S J of Department of Commerce & Management.*

*The second technical session was moderated by Prof. Kantharaju, of Department of Commerce & Management. The resource person of this session was Dr. B. Mahadevappa, Professor & Finance Officer, University of Mysore, Mysore. He spoke on Deferred Taxation Accounting which is more relevant in the area of accounting today. Dr. Madhusudhan, Assistant Professor, GFGC, Nanajangudu was the rapporteur of this session. The session was concluded by Dr. Niranjana Babu by proposing vote of thanks to the gathering.*

*At 2 pm the panel discussion on “ Perspectives on Change Management” was held and the panelists were from diversified disciplines. Dr. D. Anand, Prof, BIMS, UOM, Mysore spoke about change from individual as well as managerial perspective; Smt. Swarnagowri Govindraj, Trainer & Councillor, San Diego State University spoke from psychological and medical perspective; and Sri. Swami Shanthivathananda Maharaj of Sri Ramakrishna Ashram , Mysore spoke from philosophical perspective. The panel discussion was moderated by Dr S Manju, CC- M Com of this college. Students interacted with the panelists by raising few questions. The questions were answered satisfactorily by the panelists. Dr Shivaprasad thanked all the dignitaries after the discussion.*

*Later, the paper presentations were held simultaneously in three tracks: 1. Accounting & Finance; 2. General management & HRM; and 3. Marketing & Entrepreneurship. The first track was moderated by Prof Margret Mary of department of commerce & Management, chaired by Prof U Krishnamurthy Maiya of Sri DD Urs GFGC, Hunsur and the rapporteur of this track was Prof Mahesh N P of Sri DD Urs GFGC, Hunsur Track II events were moderated by Prof B V Thulasi of department of commerce & management ; chaired by Dr Shivalinge Gowda, Principal of Sri Puttaswamy First Grade College, Gokulam, Mysore. Prof H E Savithri was the rapporteur of this session. Dr. B. Ravishankar of department of commerce & management was the moderator of Track III. Prof. M. Mahadevaiah, Principal, Basudeva Somani College, Mysore was the chairperson of this track and the rapporteur of this session was Prof Anthony Simon of GFGC, Mandya. The number of papers were received in this track was the highest and the participants have prepared their papers with a focus on changes in the present day business world.*

*The oral feedback obtained from the participants revealed that the participants felt the seminar to be very useful to them. They expressed the subjects chosen and delivered by the experts were very informative. After the paper presentations, the certificates were distributed subsequently and the seminar came to an end successfully.*

**PROF. H K PRASAD,**  
**Assistant Professor in Commerce & IQAC Coordinator**