

Patrician College of Arts and Science
Department of Computer Applications(Shift I)
Paid Webinar details – 2020-2021

S.No	Name of the Faculty	Name of the Institution	Amount
1	Ms B Anandapriya	Don Bosco College, Thirupattur	Rs.100
2	Dr Subbulakshmi	--	NIL
3	Ms Srivaishnavi	--	NIL
4	Ms Sangeetha	--	NIL
5	Ms Ajitha Purnima	--	NIL
6	Ms Josephine Shanthi	--	NIL
7	Ms Annies Mary Jeyaseeli	--	NIL

(B. ANANDAPRIYA)
26/2/2022

+

Name : B.ANANDAPRIYA

Department : BCA(SHIFT I)

Conference Date: 18th & 19th Dec 2020

Name of the College: Don Bosco College, Thirupattur

Title : 6th International Conference on Computing Paradigms

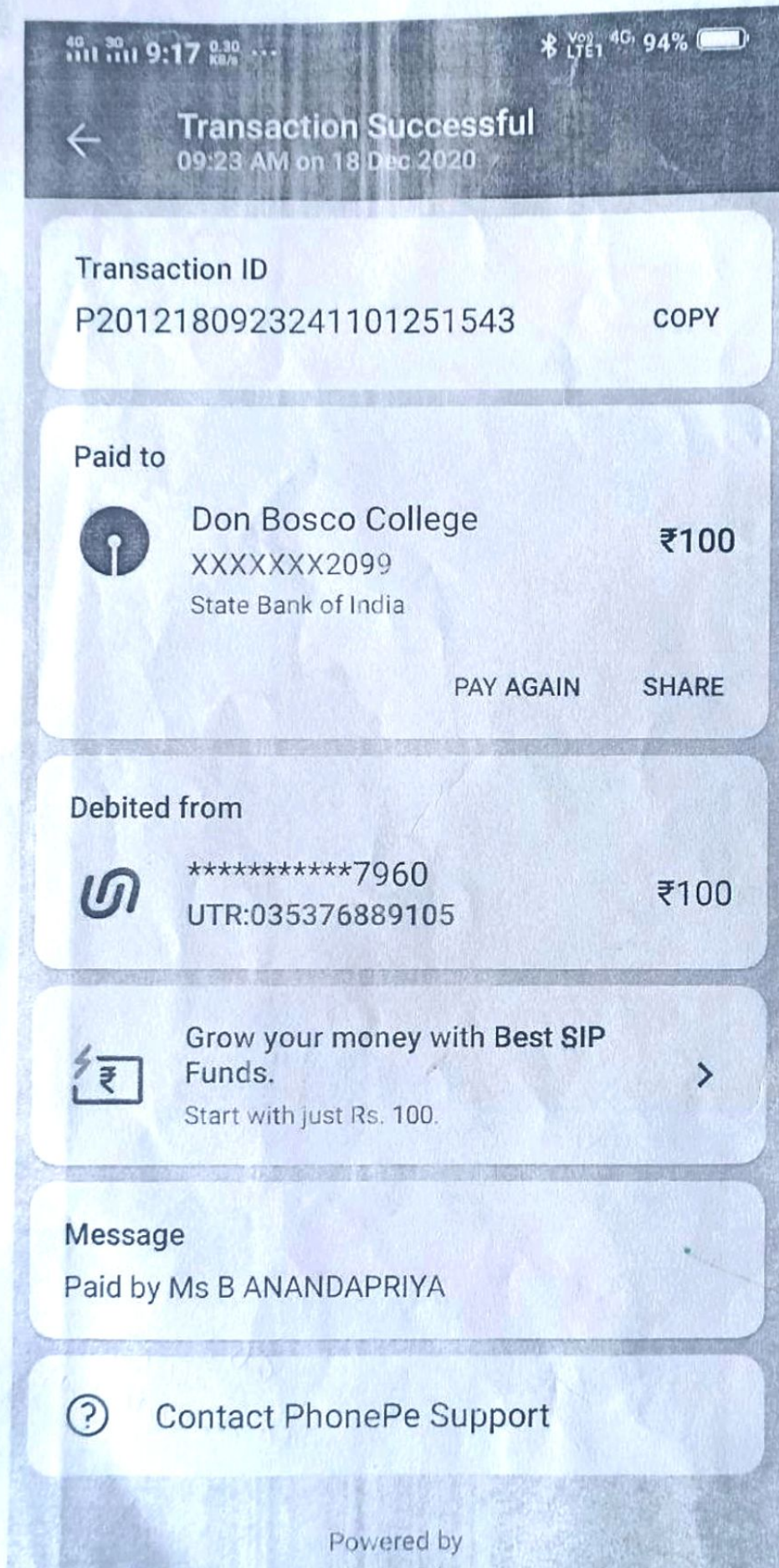
Participation/ Presented: Participated

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*25/12/2020
(B. ANANDAPRIYA)*





PATRICIAN COLLEGE OF ARTS AND SCIENCE

DEPARTMENT OF COMPUTER SCIENCE

Details of participation in paid Webinar / Publication

JUNE 2020 TO MAY 2021

Sl.No.	Name of the Staff	Webinar/ Publications	Amount Paid
1	Mrs.Mashiya Afroze A	nil	nil
2	Mrs.Frizilin R	nil	nil
3	Mr.John Vaseekaran S	nil	nil
4	Mrs.Thasin Fouzia M H	nil	nil

M.H. Thasin Fouzia
11/3/2022

(M.H. THASIN FOUZIA)
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S. NO	NAME OF THE FACULTY	PAID WEBINAR/ PAPER PRESENTATION/ CONFERENCE/ SEMINAR/ FDP	CLAIMED AMOUNT
1	Dr. UNIKA D	17500	NIL
2	DR. GEETHA RUFUS	NIL	NIL
3	DR. B. MEENA	NIL	NIL
4	DR. BRO. AROKIJARAJ	NIL	NIL
5	MR. S. ARUNAN	Rs.3000	NIL
6	MRS. S. MARY LOUISA	NIL	NIL
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8	DR. MAHENDRAN V	NIL	NIL
9	MS. SUNITA JOHN R	14500	14500
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Page 1 / 1

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This is to certify that Dr.D.Unika, Associate Professor, Patrician College of Arts & Science, Chennai, Participated and Presented a paper titled AN EMPIRICAL INVESTIGATION OF FLW: DIGITAL CENTRIC SHOPPING EXPERIENCE WITH REFERENCE TO CHENNAI CITY in the International Virtual Conference on Industry 5.0 - Post Pandemic Transformation jointly organized by Department of Commerce (Shift II), Patrician College of Arts & Science, Chennai and Department of Commerce, St. Joseph's College of Commerce, Bengaluru on 18th August 2021.

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for the paper entitled

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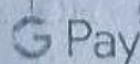
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h Article

2020-7(14): 3256-3266

doi: 10.31838/jcr.07.14.600

LINKAGE BETWEEN CAPITAL STRUCTURES WITH FINANCIAL PERFORMANCES OF AUTOMOBILE INDUSTRY IN INDIA – COMPARATIVE ANALYSIS

R. SUNITA, Dr. M. MOHAMED SIDDIK.

ABSTRACT

Abstract

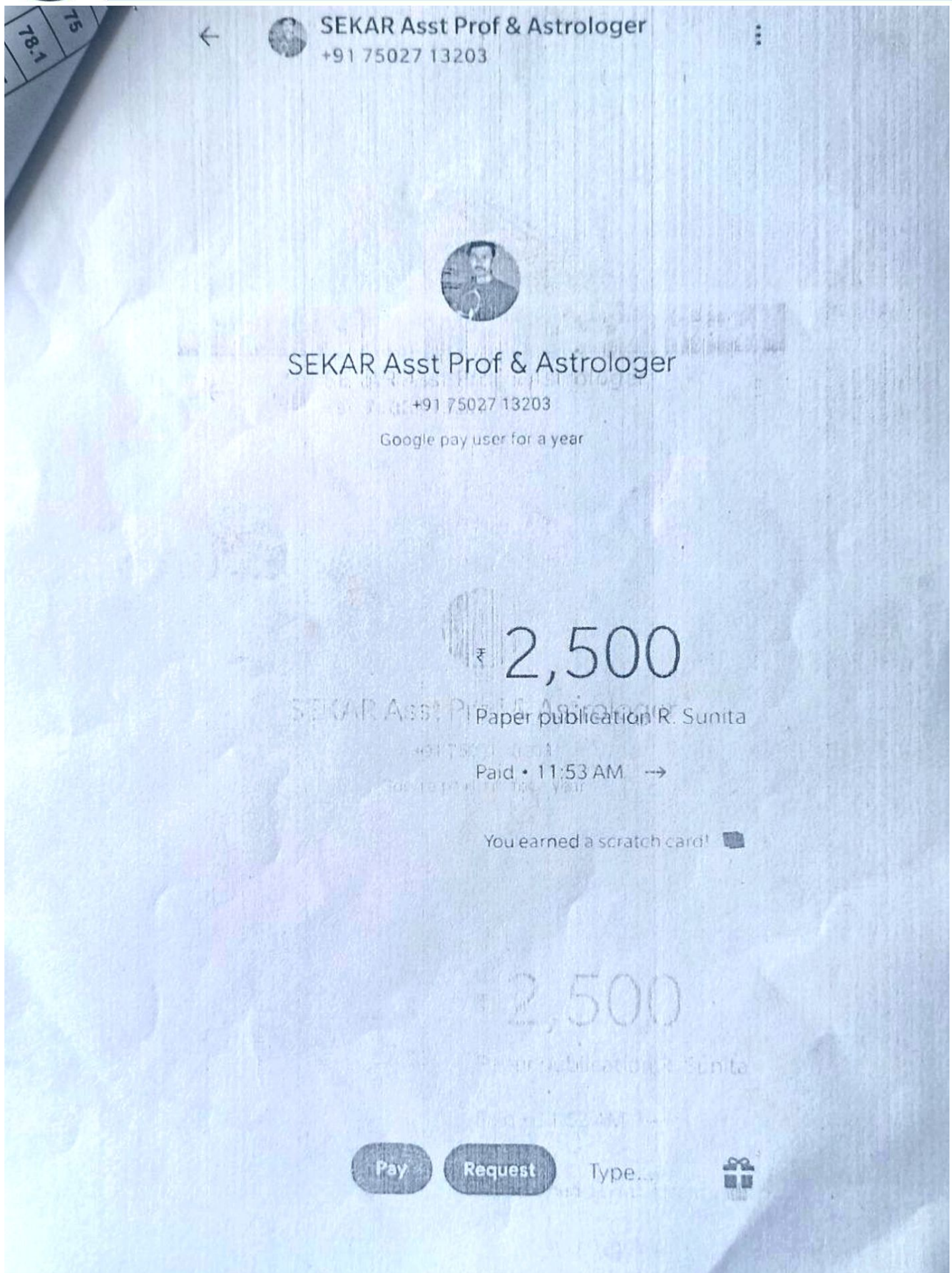
The present study is mainly based on the secondary data and the data is collected from the annual report of Nifty 50 automobile companies and websites of moneycontrol.com, BSE.com etc for the period ended on 31st March 2010 to 31st March 2019. IGR and SGR under Du Pont analysis were used as modern financial variable instead of other financial variables like operating profit ratio, ROCE etc. (D P Singh 2012), EPS and NAPS (Sundat Ojo 2012), RONW (Shailesh 2013) and ROI/ROA (Zhi Tang 2011, Evelyn Setiawan et al 2012). All the parameters have been analyzed with descriptive analysis, Karl Pearson's correlation for its validity. The coefficient of determination has also been tested through linear regression analysis and result of coefficient of correlation proved that Capital Structure has negative, but significant relationship IGR and SGR at 0.01% levels. EPS, DPS, ROCE, NPM and Asset turnover has positive impact on IGR at 84.24% and EPS, DPS and ROCE have positive impact on SGR at 74.9%. EPS, BVPS, NP Margin and Asset Turnover have significant impact on Capital structure to the extent of 72.8% of selected Nifty 50 automobile companies in India for the study period.

Key words: Internal Growth Rate(IGR), Sustainable Growth Rate (SGR), Capital Structure and Automobile industry



MOHAN P DIVYA, DR. MRS. VAGHA SUNITA, DR. SHUKLA SAMARTH
2019; 6(6): 515-519.

LINKAGE BETWEEN CAPITAL STRUCTURES WITH FINANCIAL PERFORMANCES OF AUTOMOBILE INDUSTRY IN
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R. SUNITA, Dr. M. MOHAMED SIDDIK
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BUYING BEHAVIOUR IN CHENNAI**

Authored by

R. SUNITA

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Research scholar & Department of Commerce
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Dr. M. MOHAMED SIDDIK

Assistant Professor & Department of Commerce
Sadakathuah Appa College, Tirunelveli, Tamilnadu, India.

TITLE OF RESEARCH PAPER

RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY,
CORPORATE ETHICS AND CORPORATE GOVERNANCE

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Shodh Sarita, Volume 8, Issue 14 (III), July to September 2020

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RELATIONSHIP BETWEEN CORPORATE SOCIAL RESPONSIBILITY, CORPORATE ETHICS AND CORPORATE GOVERNANCE

□ R. SUNITA*

□ DR. M. MOHAMED SIDDIK**

ABSTRACT

Corporate Social Responsibility (CSR), Corporate Ethics (CE) and Corporate Governance (CG) are conceptualized by the Western countries, where their practices have developed tremendously in the last decade. The success of modern business is apparent, but recently there is much concern in the business-and-society literature and in the general press on whether business fulfils its social role responsibly. Business ethics, corporate social responsibility and corporate governance movements have been developed in recent decades as responses to a growing sense of corporate wrongdoing. This paper attempts to explain why the three movements seem yet to have generated little in the form of widely accepted prescriptions for improvement of business behavior to the satisfaction of the "constituents" of business, i.e. the major stakeholders. Without denying the usefulness of any of the three movements, the paper suggests that there are weaknesses in all three, especially concerning the way they conceive modern business operation. To this end business pluralism, responsive codes of practice and re-examination of the assumptions (conditions) of business operation could be helpful.

Keywords : Business Ethics; Corporate Social Responsibility; Corporate Governance.

Introduction

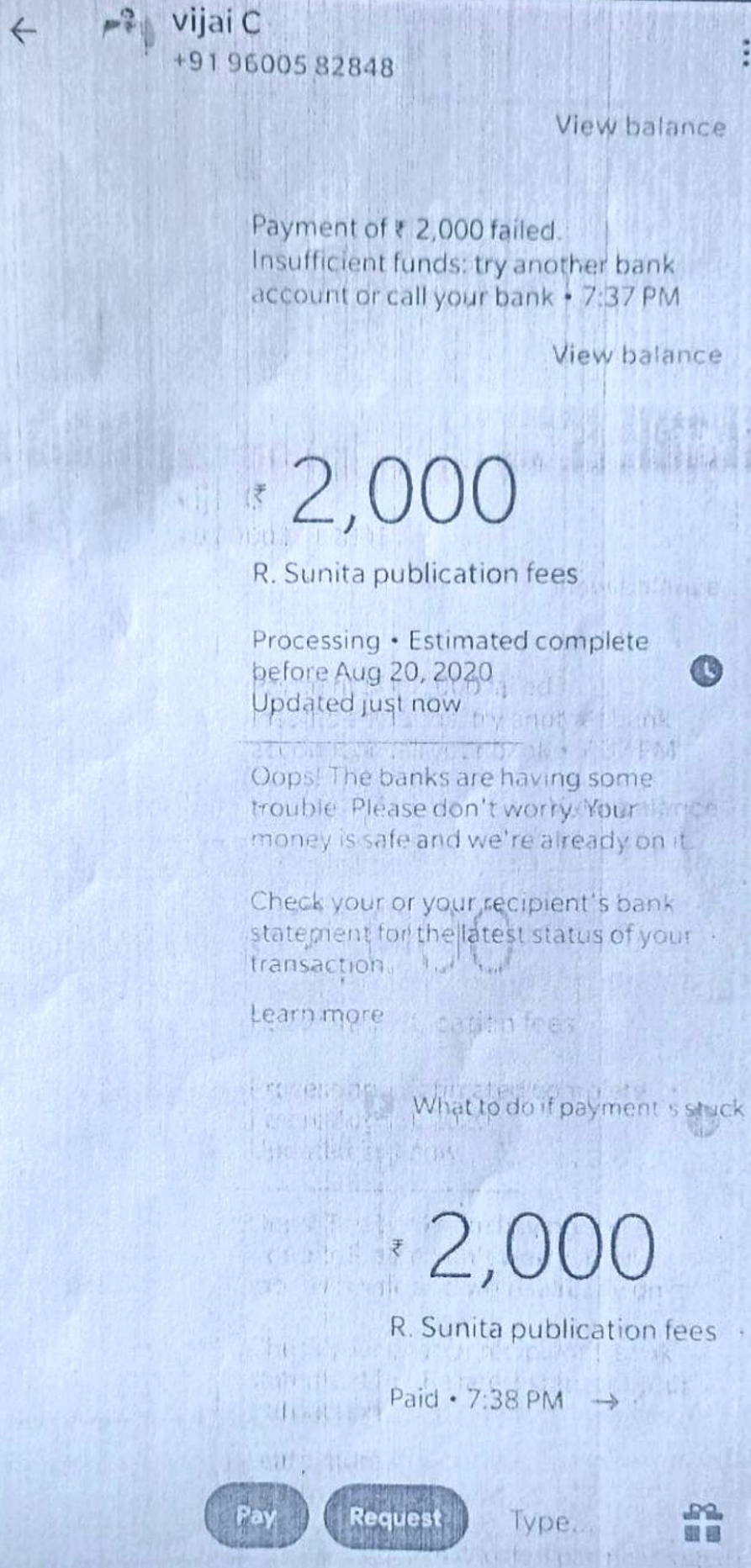
Corporate social responsibility is a topic that has been given increased attention in the last two decades in practice and in theory, both in management and law. Defined in an influential 1970's article as "the firm's considerations of, and response to, issues beyond the economic, technical, and legal requirements of the firm to accomplish social benefits along with the traditional economic gains which the firm seeks," the European Commission more simply defined it in 2011 as "the responsibility of enterprises for their impacts on society." As the Commission stated in adopting that definition, "[e]nterprises should have in place a process to integrate social, environmental, ethical, human rights and consumer concerns into their business operations and core strategy in close collaboration with their stakeholders." Thus, the emphasis has shifted from philanthropy and attention to corporate action "beyond law," to an inquiry into how a company conducts its business. Indicative of

this shift, many academics and practitioners in management now refer to the topic as corporate responsibility, not corporate social responsibility, as will this author.

In the business literature there is a major strand that celebrates business strength and seeks formulae for success. This strand was manifested in the Scientific Management tradition dating from Frederic Taylor's work in the early twentieth century (Taylor, 1911) and continued through the Human Relations studies of Elton Mayo that sought to find growth through taking care of the "people dimension" (Roethlisberger and Dickson, 1939). The tradition was further developed following the publication by Peters and Waterman (1982) of their book *In Search of Excellence*, and by Goldsmith and Clutterbuck (1985) in *The Winning Streak* and by the movement for business process re-engineering (Hammer & Champny, 2001).

* Research scholar & Department of Commerce & Manonmaniam Sundaranar University Tirunelveli Tamilnadu, India.

** Assistant Professor & Department of Commerce & Sadakathullah Appa College, Tirunelveli, Tamilnadu, India.



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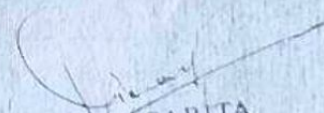
Research scholar & Department of Commerce,
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TITLE OF RESEARCH PAPER

THE CONCEPT OF GREEN MARKETING CHALLENGES
AND OPPORTUNITIES FOR SUSTAINABLE DEVELOPMENT

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AN INTERNATIONAL BILINGUAL PEER REVIEWED REFEREED RESEARCH JOURNAL

THE CONCEPT OF GREEN MARKETING

☐ S. JENIFER ANGELEN*

Sl. No.

CHALLENGES AND OPPORTUNITIES FOR

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☐ B. SUNITA**

SUSTAINABLE DEVELOPMENT

☐ Dr. M. MOHAMED SIDDIK***

1 Dr. Meena B

ABSTRACT

2 Dr. Nagajothi S

Green revolutions, going green, environmental protection, sustainable life style, sustainable development, protecting our earth and many more have become a natural phenomenon in our everyday life. Green marketing is a tool used by many companies in various industries to follow this trend. The development of green marketing has opened the door of opportunity for companies to co brand their products into separate line, lauding the green-friendliness of some while ignoring that of others. This paper mainly focuses on the concept, need, importance & strategy of green marketing in India. As society becomes more concerned with the natural environment, businesses have begun to modify their behavior in an attempt to address society's "new" concerns. Some businesses have been quick to accept concepts like environmental management systems and waste minimization, and have integrated environmental issues into all organizational activities. One business area where environmental issues have received a great deal of discussion in the popular and professional press is marketing. Terms like "Green Marketing" and "Environmental Marketing" appear frequently in the popular press. Many governments around the world have become so concerned about green marketing activities that they have attempted to regulate them.

Keywords : Green marketing, Sustainability, Environmentally Safe, Recyclable, Eco-Friendly products.

8 Dr. Muthukumaravel S

Introduction

The term green marketing is often used freely and in the wrong context. The terms like phosphate free, recyclable, refillable, ozone friendly and environmentally friendly are some of the things consumers most often associate with green marketing. But green marketing incorporates a broad range of actions such as the product modification, changes to the production process, packaging changes, as well as modifying advertising which can be applied to consumer goods, industrial goods and even services. According to a recent research, at a world level, the positive image of a company about its environmental responsibility is determined by the 53% of consumers (about 1 billion) as an important reason that makes them buy and use its products. Unfortunately, a majority of people

believe that green marketing refers only to the endorsement or advertising of products with environmental characteristics. Terms like Phosphate free, Recyclable, Ozone friendly, and environment friendly are some of the things consumers most often associated with green marketing. In general, green marketing is a much broader concept that can be useful to consumer goods, industrial goods and even services. Thus green marketing incorporates a broad range of activities, including product modification, changes to the production process, packaging changes, as well as modifying advertising.

WHAT IS GREEN MARKETING?

The marketing or promotion of a product based on its environmental performance or an improvement thereof (Charter & Polonsky 1999).

* Research scholar & Department of Commerce & Manonmaniam Sundaranar University Tirunelveli Tamilnadu, India

** Research scholar & Department of Commerce & Manonmaniam Sundaranar University Tirunelveli Tamilnadu, India

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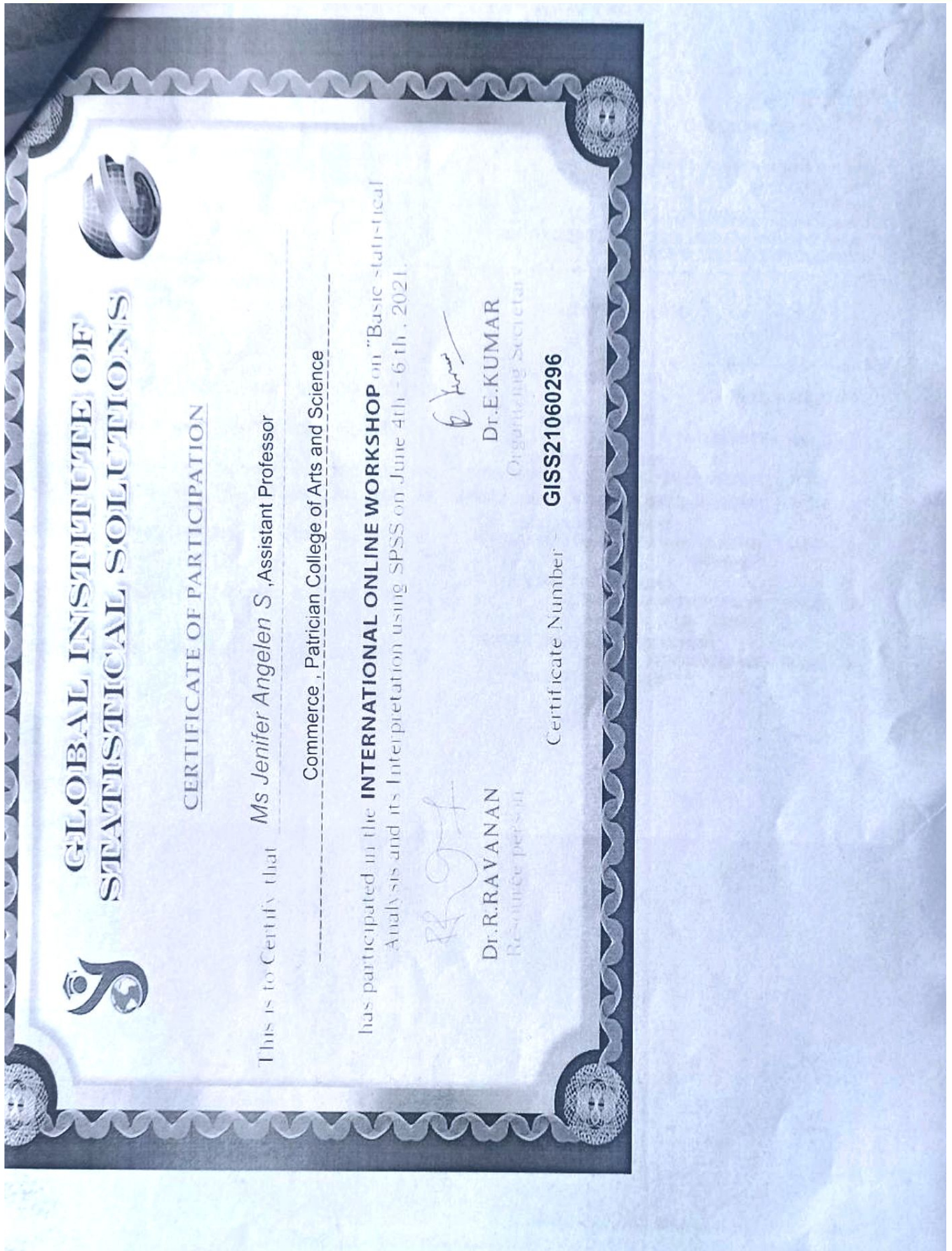

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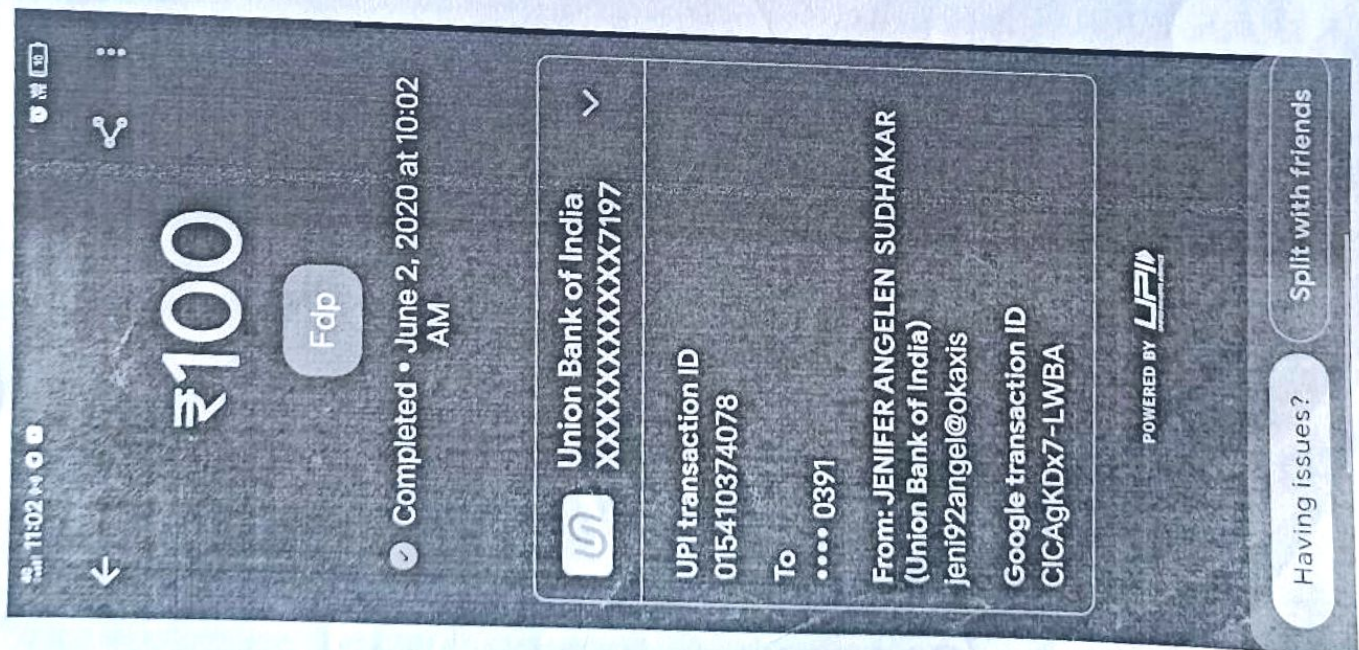
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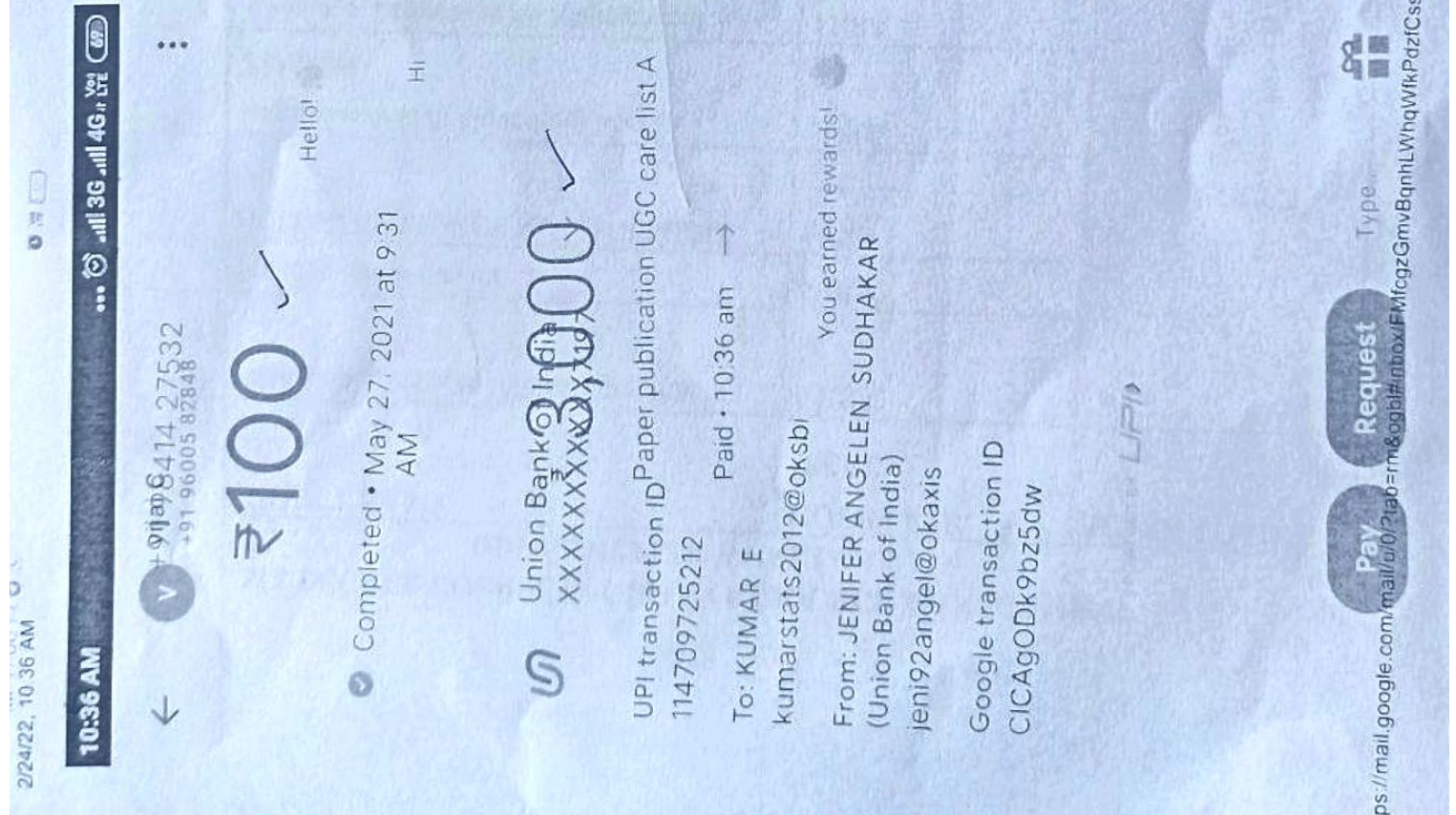
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3	DR.B.SASIKALA	WEBINAR	NIL
4	DANIEL FELIX JOSEPH CHALKE	WEBINAR	NIL
5	DR.S.VIJAYA KUMARI	PUBLICATION	3250
6	MS.J.DHARSHANA	PUBLICATION	NIL

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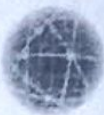
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GIREESH KUMAR
KAMMILI

DR. BR. AMBEDKA
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Mahalakshmi G.

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BBA - 2020-21

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ITEM

Educational Fees

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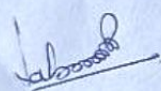
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TOTAL PAYABLE AMOUNT

₹ 3250.00

Patrician College of Arts and Science
Dept of English - 2020 - 2021
Paid Conference / NPTEL/ Publication Details

1	Mrs. Lakshmi Kumari Cross Bell HOD	Not attended paid conference/ webinar
2	Mrs. Lenora Vieyra	Not attended paid conference/ webinar
3	Mrs. Mohana Priya. N.	Not attended paid conference/ webinar
4	Mr.Prithivi Rajkumar. M.	Not attended paid conference/ webinar
5	Mr. Dharmendar. A.	Not attended paid conference/ webinar
6	Mrs. Alice P.R.D.	Not attended paid conference/ webinar
7	Mrs. Gayathri. K.	Not attended paid conference/ webinar
8	Ms. Abinaya Devi. N.	Not attended paid conference/ webinar
9	Dr. Vijayaganesh. A.	Not attended paid conference/ webinar
10	Mrs.Maria Benita Fernando	Not attended paid conference/ webinar
11	Mr. Aravind Raj P	Not attended paid conference/ webinar
12	Dr. Murali. M.	Not attended paid conference/ webinar
13	Ms. Nivedhitha. I.	Not attended paid conference/ webinar


[R. Lakshmi Kumari]


[Academic Director].
DR. FATIMA VASANTH.

School of Media Studies

Details of Paid participation

Sl.No	Name of the Faculty	Participation (Webinar / Seminar / Workshop)	Amount Spend
1	S.Habeeb ur Rahaman	2	300
2	Ahamed Rasool	NIL	NIL
3	Dr Mahalakshmi S	NIL	NIL
4	Ms. Arathy Haridas	NIL	NIL
5	Martin Baskar.J	NIL	NIL
6	Paulson Santhosh	NIL	NIL NIL
7	Gayathri C S	1	210

14
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ON

TEach to REach

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Patrician college of arts and science

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organised by the Post Graduate and Research Department of Social Work
in Association with IQAC, Patrician College, Chennai on June 12, 2020.

[Signature]

Dr. Usha George
Principal

[Signature]

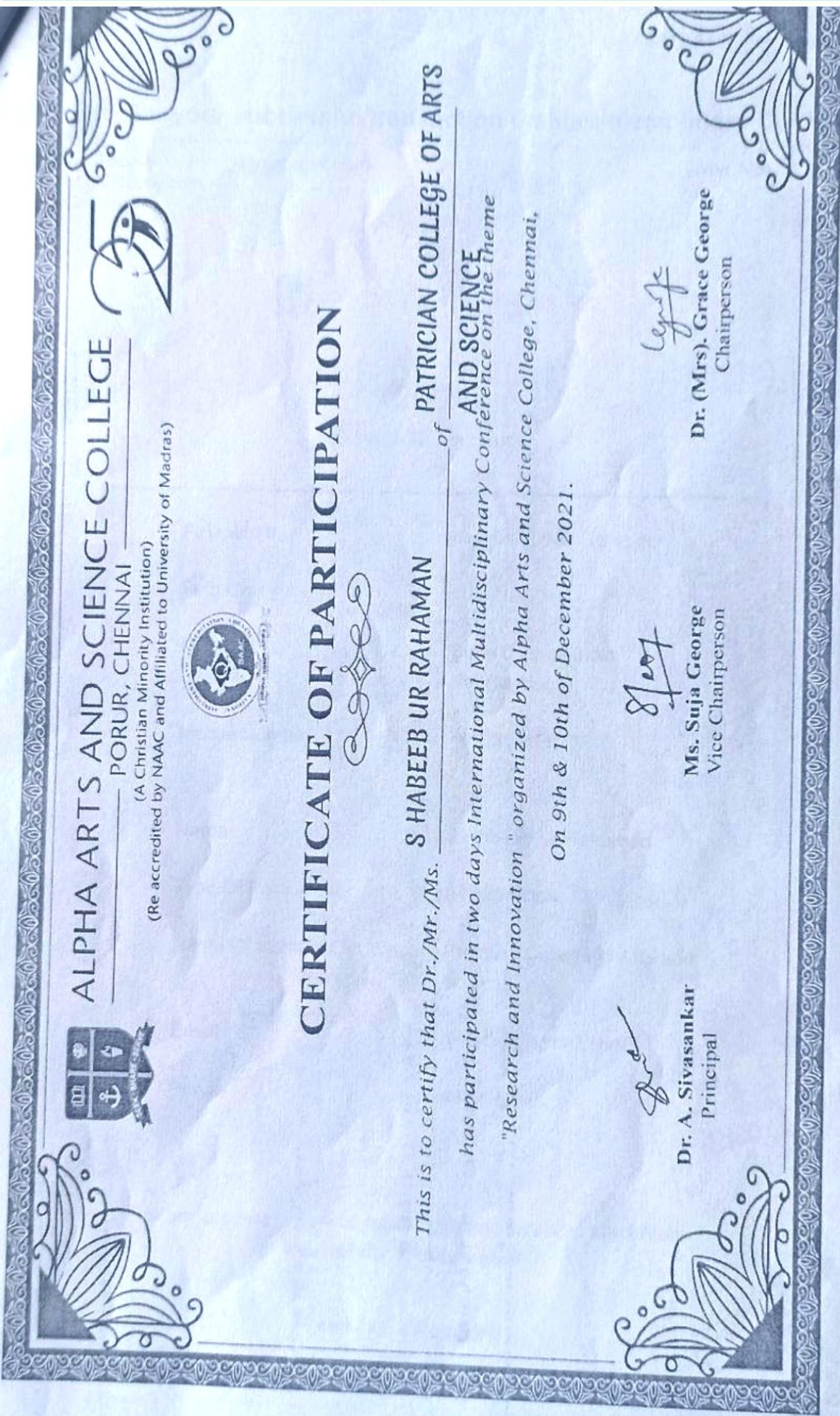
Dr. Fatima Vasanth
Academic Director

[Signature]

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GAYATHRI C S Assistant Professor, Department of Visual Communication, School of Media Studies
Patrician College of Arts and Science

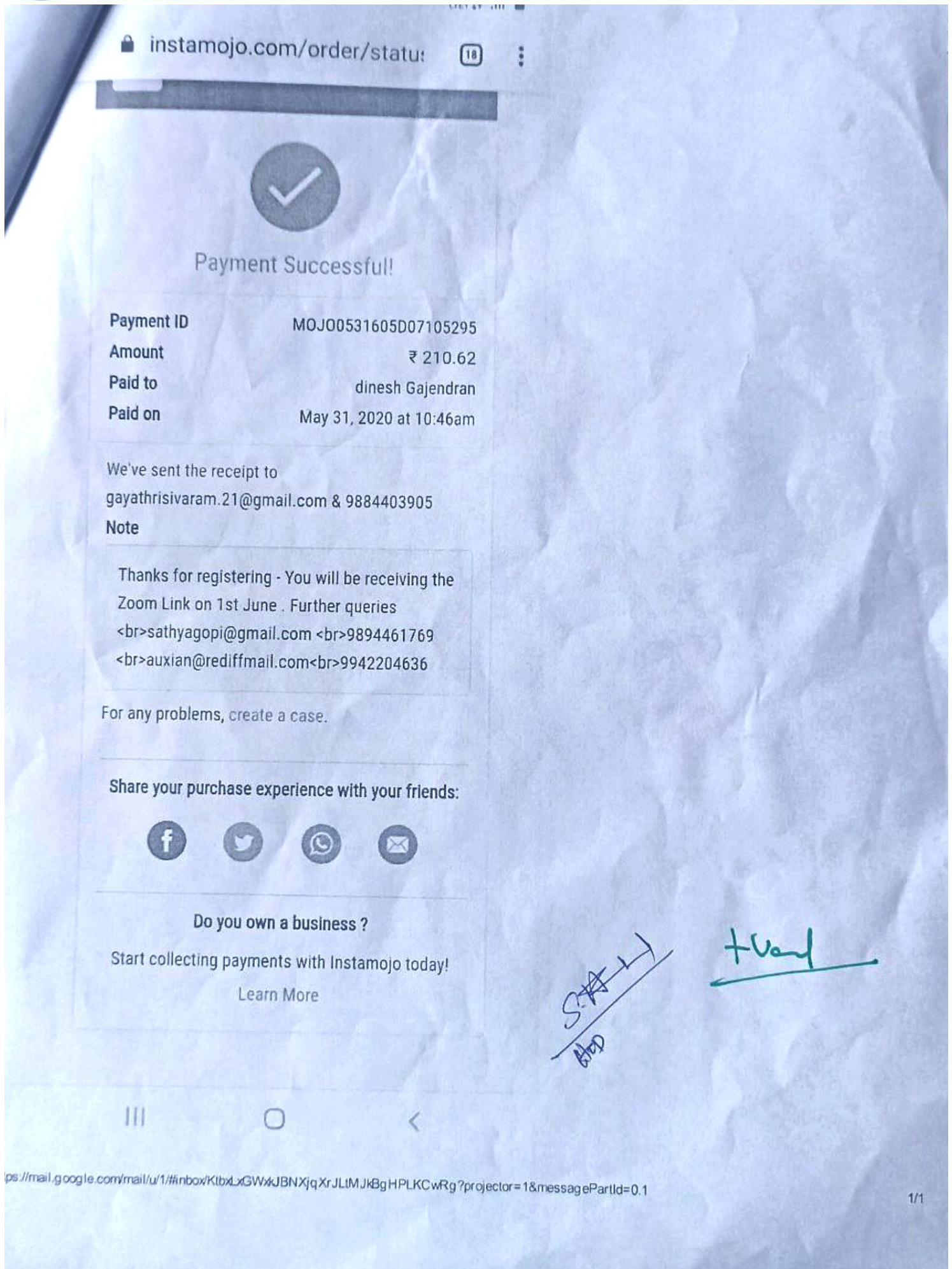
has participated in One Week International Faculty Development Programme on “Challenges in Restructuring the Innovative Teaching Learning Techniques” from 02.06.2020 to 08.06.2020
(35 Hours) organized by the Department of Commerce.

Sagya M. T.
Dr.(Sr).Sagaya Mary.T
Assistant Professor
Coordinator

N. Sathya
Mrs. Sathya N
Head in charge
Department of Commerce (Shift II)
Coordinator

Auxilia Antony S.
Dr. Auxilia Antony S
Assistant Professor
Coordinator

S. Reginald Mary R.
Dr. Sr. Regina Mary R
Principal



BSW/PSW 2020-21 Batch.

PATRICIAN COLLEGE OF ARTS & SCIENCE

DEPARTMENT OF SOCIAL WORK – SHIFT I

Detail of participation in webinar/Seminar/Publication

June 2020 to May 2021

Sl.No	Date	Name of the Staff	Details	Amount Paid
1.	8.7.20	Divya J	Gamification as an education strategy	303
2.	22.10.20	Divya J	KALA publication – Attitude of change	2000
3.	12.1.21	Divya J	Strategic Approach to online teaching	202
4.	28.5.21	Divya J	STDJ publication – Social Envnt of Adolescents	2000
5.	22.10.2020	Justus Wallis C J	KALA Publication – Where we are heading?	2000
6.	22.10.2020	Justus Wallis C J	KALA Publication – Challenges faced by migrant workers	2000
7.	01.06.2020	Justus Wallis C J	FDP	300
8.	22.10.2020	E Reena Rachel	KALA Publication – Safety Level of migrant workers in Tamil Nadu	2000
9.	22.10.2020	Vinola W	KALA Publication – Effectiveness of online classes conducted during Covid -19	2000
10.	22.10.2020	Leanne Maria	KALA Publication – A Case study on understanding the factors and strategies in building a sustainable livelihood for Migrant workers in Puducherry	2000
11.	22.10.2020	Raichel Diana	KALA Publication – A Study on challenges faced by Migrants during the Covid -19 Pandemic.	2000
12.	22.10.2020	Dr Sindhu Sivan	KALA Publication – Sexual Harassment of women Employees at work Place	2000
13.	22.10.2020	Usha jose	KALA Publication – Awareness Among College Students on Child Sexual Abuse and its Prevention Strategies.	2000

Dr. J.

+

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- 8. Payment through UPI is subject to the limits set by respective payment service providers.

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Page 1 of 3

Amount
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Transaction Details

Reference ID	0123127422
Transaction Type	Bill Payments
Debit Account	016001504053
Transaction Date	28/05/2021
Transaction Amount	INR 2,000.00
Remarks	DiPaperPublica -100000459776-engineering skill development
Transaction Status	Success
Beneficiary/Biller	PAYUMONEY

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12-12-2021	5649030898	LAKSHMI AND CO FRESH 2 CHENNAI IN	16	794.00

202

The Journal of Indian Art History Congress

Certificate of Publication

Certificate of publication for the article titled:

**A STUDY ON CHALLENGES FACED BY THE
MIGRANTS DURING THE COVID- 19 PANDEMIC**

Authored by

RAICHEL DIANA

Assistant Professor, Department of Social Work Patrician College of Arts and
Science, Chennai.

Volume No.26

No.2(XII) : 2020 - 2021

in

KALA : Journal of Indian Art History Congress



Editor:

Kala Journal



ज्ञान-विज्ञान विमुक्तये

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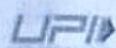
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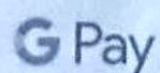
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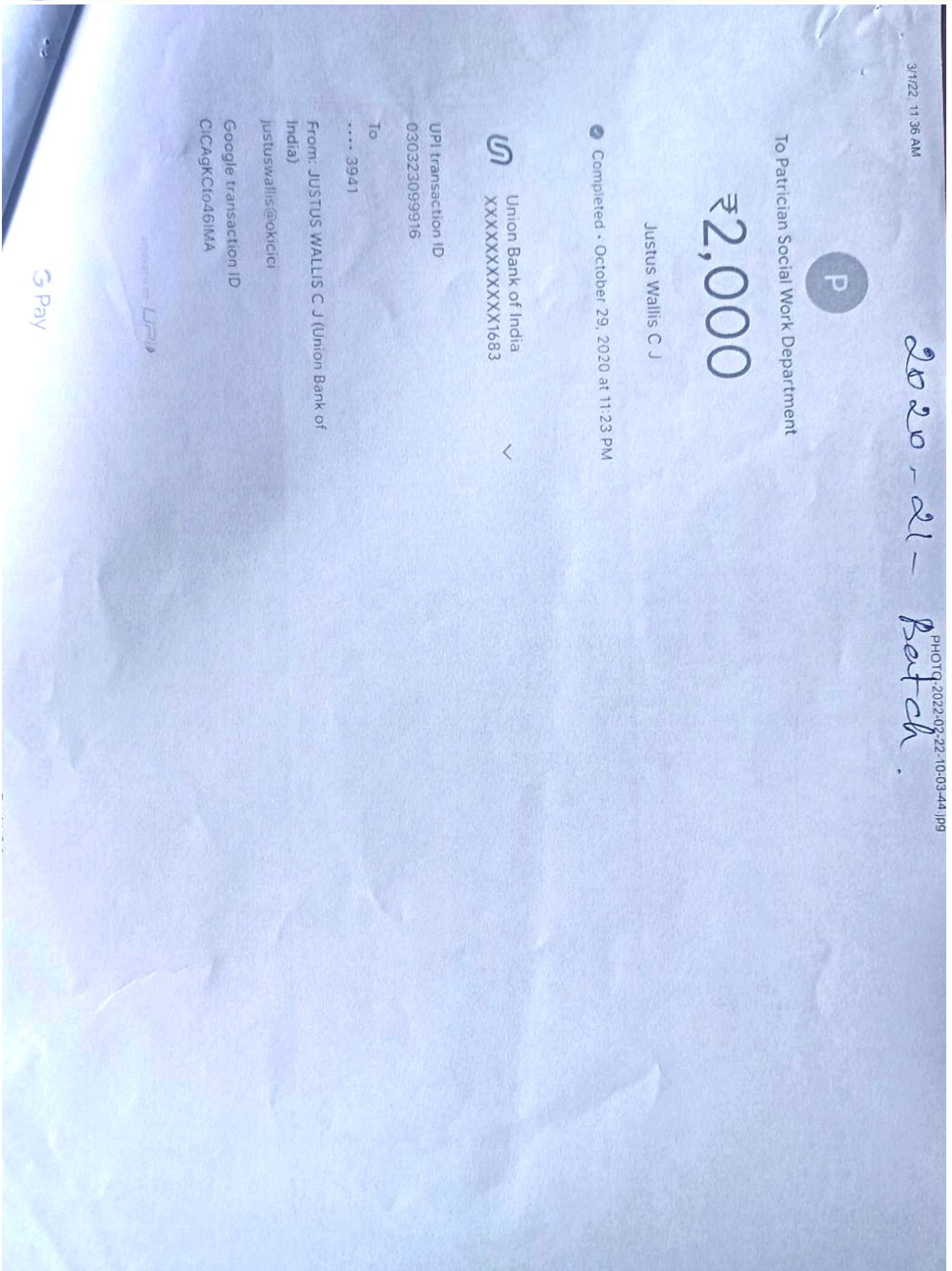
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PATRICIAN COLLEGE OF ARTS AND SCIENCE

Department of Mathematics

Financial Support Claimed for the Year 2020-2021

S. No	Name of the Faculty	Paid Webinar / Paper presentation /Conference /Seminar /FDP	Claimed Amount
1	Prof. A JOSEPH BELLARMIN	NIL	NIL
2	Dr. S SRIRAM	NIL	NIL
3	Prof. T CHRISTY	NIL	NIL
4	Dr. R RAJAJI	NIL	NIL
5	Dr. G SARAVANAN	Rs 200	Rs 200
6	Prof. P VIGNESH	NIL	NIL
7	Prof. N T NAGARJUN	NIL	NIL
8	Prof. U NAVIN KUMAR	NIL	NIL
9	Dr. J MARTINA JENCY	NIL	NIL
10	Dr. A LINCY AMALA CELINE	NIL	NIL

Joseph
Signature of HOD

A. Joseph Bellarmin

Signature of Academic Director

[Signature]
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2020**

ON

MATHEMATICAL ANALYSIS & APPLICATIONS

November 02-04, 2020

Organized by

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This is to certify that Mr. G. Saravanan of Patrician College of Arts and Science, Adyar has participated and presented the scientific work, entitled “On a new subclass of Sakaguchi type functions using (p,q) -derivative operator” in International Conference on Mathematical Analysis and Applications in virtual / online mode, during November 02- 04, 2020, organized by the Department of Mathematics, National Institute of Technology Jamshedpur, India.



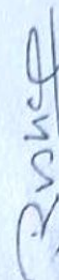
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(Secretary)



Dr. Sumit Kumar Debnath
(Chairman)



Dr. Sunil Kumar
(Patron & Head of the Department)



Prof. R. V. Sharma
(Dean (R & C))



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MAA 2020 conference

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PATRICIAN COLLEGE OF ARTS AND SCIENCE
DEPARTMENT OF PSYCHOLOGY
FACULTY PAPER PRESENTATION DATA JUNE 2020-DEC 2021

S.No.	Name of the Faculty	Papers presented in Conferences/Seminars/Workshops	Amount spent
1.	Dr. Senthil Kumaran J	Nil	Nil
2.	Ms Sukanya Pal	Nil	Nil
3.	Ms Vinya M N	Nil	Nil
4.	Ms Arul Mozhi M	Nil	Nil
5.	Ms Divya C	Nil	Nil
6.	Mrs Jayashree K	Nil	Nil
7.	Mrs Ramya S	Nil	Nil
8.	Ms Saadhiha Taj M	Nil	Nil
9.	Ms Prabalya T	Nil	Nil

Handwritten signature

Tamil - Dept - Shift - I

PATRICIAN COLLEGE OF ARTS AND SCIENCE
DEPARTMENT OF TAMIL - SHIFT I
DETAILS OF PARTICIPATION IN PAID WEBINAR
JUNE 2020 TO MAY 2021

S NO	NAME OF STAFF	WEBINAR/ CONFERENCE/ WORKSHOP	AMOUNT PAID
1.	DR E. RAJASEKAR	NIL	NIL
2.	DR R. SATHIYA PRIYA	NIL	NIL
3.	MRS A. MARY JULIE	NIL	NIL
4.	DR D. DHANANJAYAN	NIL	NIL
5.	DR M. BABY	NIL	NIL
6.	DR N. ARIVARASAN	WEBINAR	1500
7.	MR P. K. SUBRAMANIAM	NIL	NIL

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அனுப்புநர்

முனைவர் ந. அறிவரசன்,
இணைப் பேராசிரியர்,
தமிழ்த்துறை,
பாட்ரிசியன் கலை மற்றும் அறிவியல் கல்லூரி,
அடையாறு, சென்னை – 20.

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14.02.2022
(E. Rajasekaran)

இப்படிக்கு
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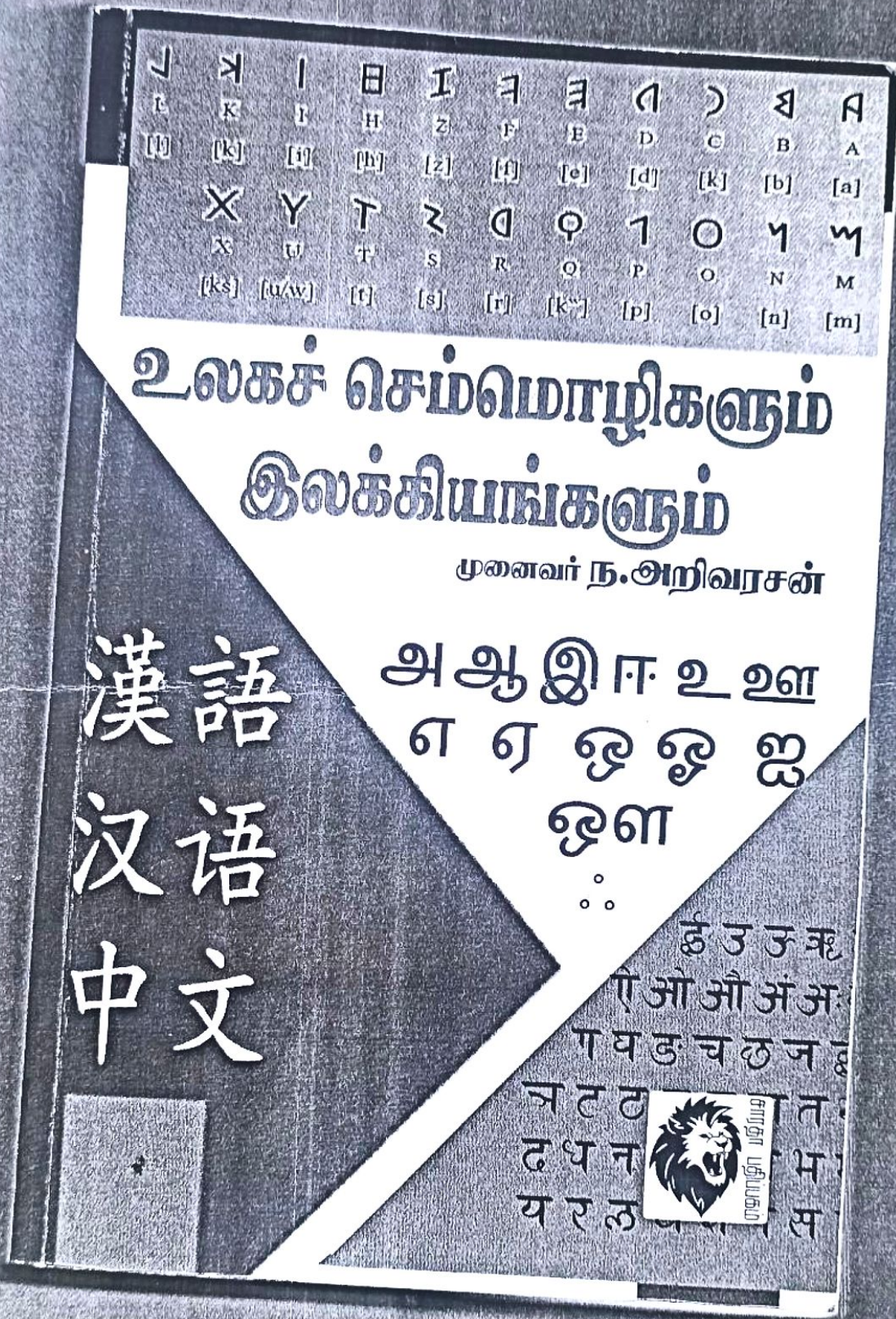
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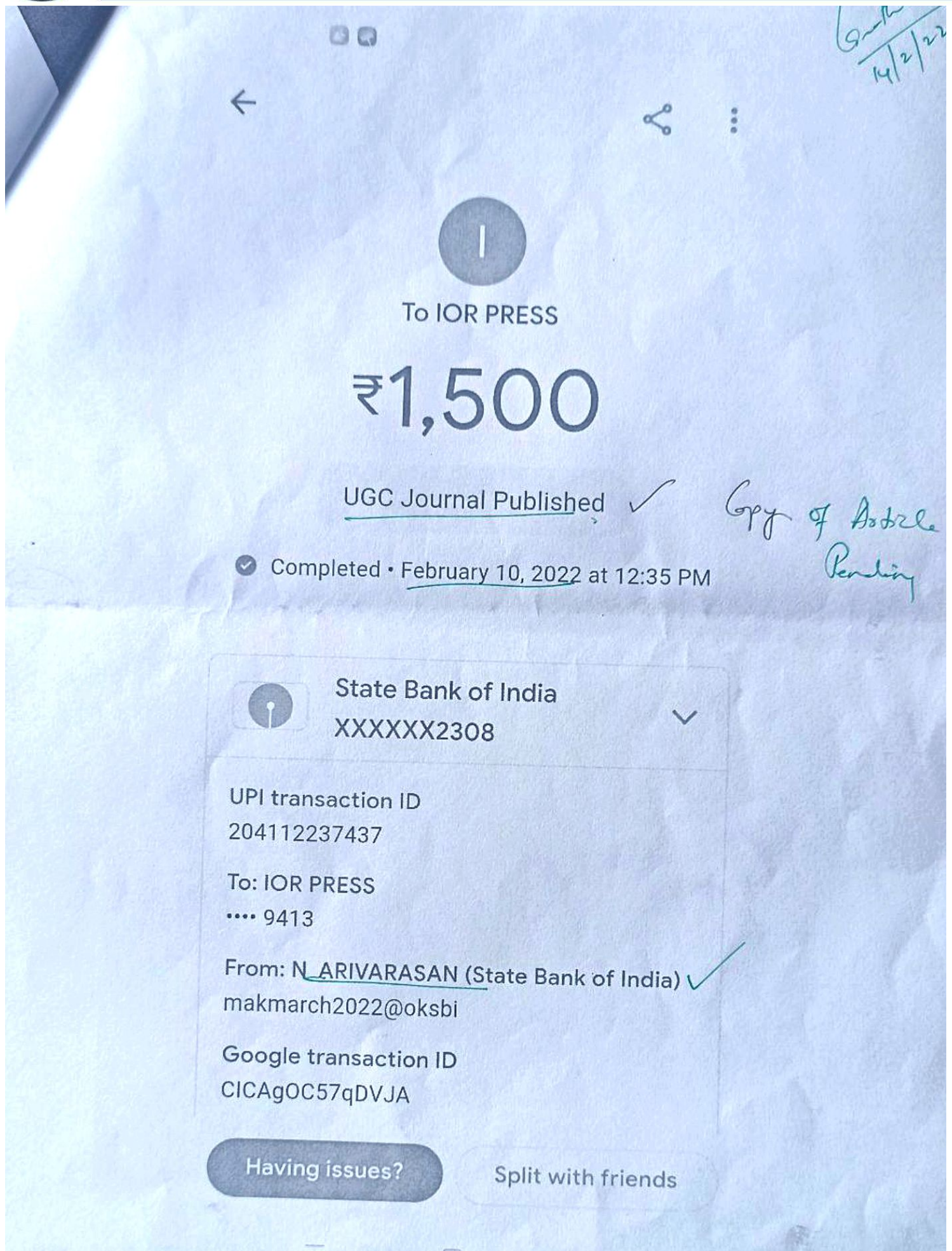
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PATRICIAN COLLEGE OF ARTS AND SCIENCE
DEPARTMENT OF COMPUTER APPLICATIONS SHIFT II

PAID WEBINAR CLAIM DETAILS – 2020-21

SNO	NAME OF THE FACULTY	AMOUNT
1.	Ms. PUSHPALATHA	NIL
2.	Mr.SABAPATHI	NIL
3.	Dr. Charles	NIL

L. Pushpalatha.
(L. PUSHPALATHA).

h

PATRICIAN COLLEGE OF ARTS AND SCIENCE
DEPARTMENT OF COMPUTER SCIENCE SHIFT II
DETAILS OF PARTICIPATION PUBLICATION PAID WEBINAR
JUNE 2020 TO MAY 2021

SNO	NAME OF STAFF	Webinar/Conference/Workshop attended	Amount paid
1	Kumar J	NIL	NIL
2	Dr Viswambari M	NIL	NIL
3	Dr M Edison	NIL	NIL

HL
28/2/22

HL
28/2/22
[KUMAR J]
HOD BSCCS S2

**PATRICIAN COLLEGE OF ARTS AND SCIENCE
DEPARTMENT OF COMMERCE – SHIFT II**

Details of participation in paid Webinar / Publication

JUNE 2020 TO MAY 2021

S.No.	Name of the Staff	Publication	Amount Paid
1.	Dr. Sweety Regina Mary	Edited Book Book : Emerging Issues in Business Management Title : E-Commerce	Rs.2,000
2.	Mr.Kalaiaasan C	Journal : Turkish Journal of Computer & Mathematics Education Title : The Relationship between Green HRM activities and corporate commitment : An Overview	Rs.5,000
3.	Mr. Janardanam	Nil	nil

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E-COMMERCE

S. Sweety Regina Mary

*Coordinator, Assistant Professor, Department of Commerce (Shift II), Patrician College of Arts & Science,
Chennai, India*

Abstract

Ecommerce (e-commerce) or electronic commerce is the purchasing, selling, and exchanging of goods and services over computer networks (such as the Internet) through which transactions or terms of sale are performed electronically. Ecommerce has created new commercial circumstances in many fields and it is anticipated that with it profound changes can be created in the structure, management and the notion of commercial services provided by the internet. The progression and outcomes are well exposed in the way that many firms utilize it to accomplish their main tasks such as identification of customers, presenting market products and services and even receiving and paying the payment. One of the reasons for its victory is the inclination of the community to accept this new way of transaction. Ecommerce can be placed in several categories based on the parties involved in the transaction such as business to business or consumer to business. Use of technology enables buyers to purchase or sellers to access business market globally by the use of internet but it generates challenges for the people with the lack of internet access or knowledge. Ecommerce carries variety of challenges and problems ranging from the lack of infrastructure, of ICT knowledge and skill, policies, and laws to security concern. The firms have to overcome all these challenges and they have to give their customers new products with updated technology and it must reach all kinds of customers easily. For this, they have to maintain standard ways to achieve their desired results and in order to achieve these conditions, those ways should be continuously scrutinized.

INTRODUCTION

The influx of the Internet and web access has affected today's world in the same way as the industrial revolution affected the world many centuries ago. The Internet has efficiently linked all countries throughout the globe and business is no longer limited to one's immediate town or state. In the past few years, enterprises across the globe have experienced significant changes and many challenges associated with it. Enormous investments were made in enterprise resource planning and implementations but still they struggle to get timely information that is needed to make effective business decisions and to safeguard continuous growth of enterprises. Advancements in telecommunications, the booming of the internet and the emergence of electronic commerce have helped an environment that promotes the globalization of markets throughout the world. Here, the internet plays the magic prescription for never-ending story of success and rapid returns for enterprises. Ecommerce made tremendous revolution in the field of commerce and industry. It introduces incredible benefits such as the diffusion of information, the development of new technologies, the promotion and sales of products and services. It increases productivity, reduces cost, regulates business processes, provides better consumer service and creates better and new opportunities for emerging entrepreneurs.

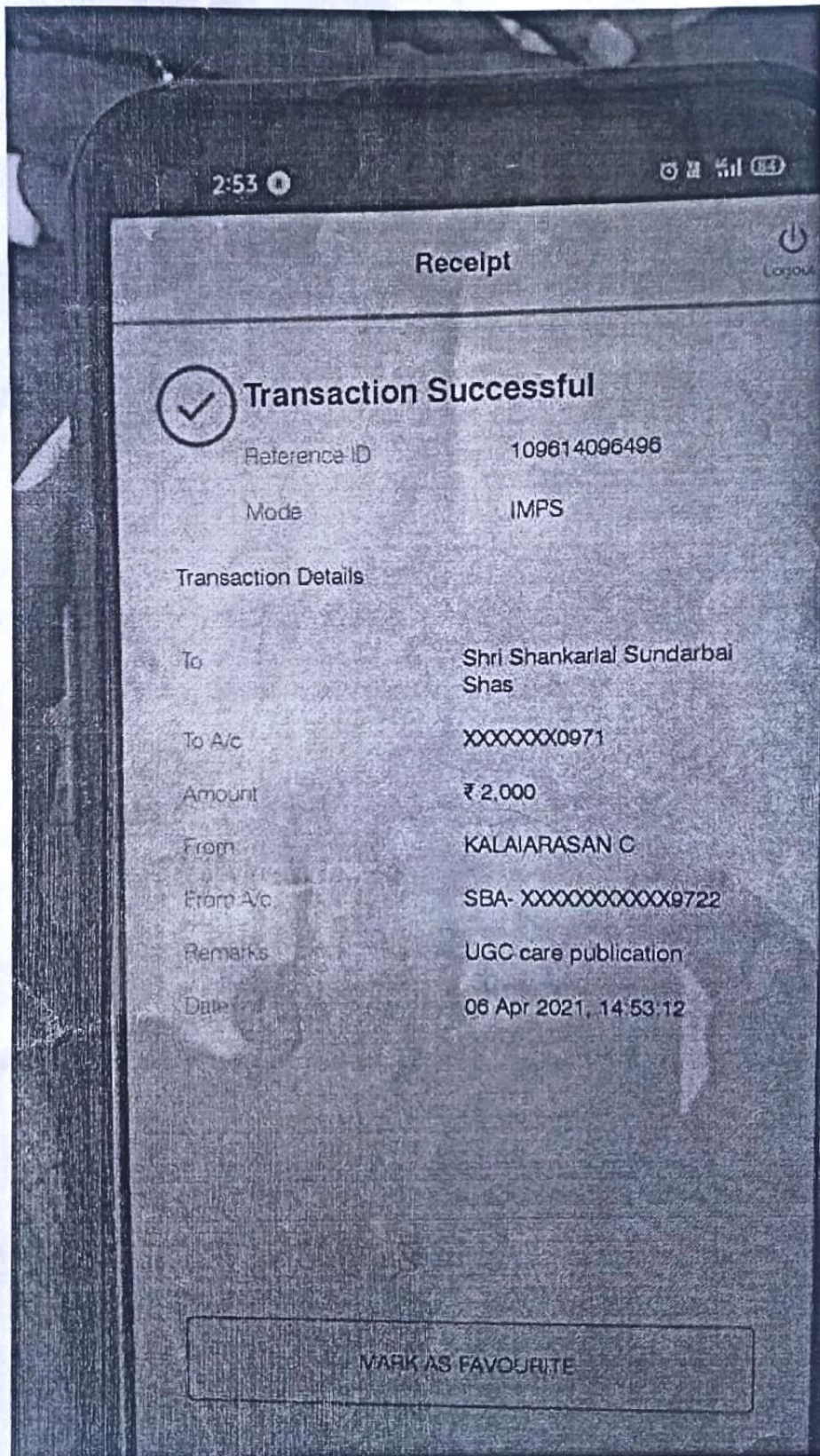
Definition

According to **P.T.Joseph** "Ecommerce comprises core business processes of buying and selling goods, services and information over the internet".

According to the **World Trade Organisation's** work programme on electronic commerce, it is understood to mean the production, distribution, marketing, sale or delivery of goods and services by electronic means. Broadly defined, electronic commerce encompasses all kinds of commercial transactions that are concluded over an electronic medium or network, essentially, the internet.

The **Organization for Economic Co-operation and Development** defines "e-commerce transaction as the sale or purchase of goods or services, between businesses, households, individuals, governments and other public or

EMERGING ISSUES IN GLOBALIZED ERA: MANAGEMENT EDUCATION IN 21ST CENTURY <i>Raj Singh, Rajesh Bhatt</i>	97
DEVELOPMENT OF POSITIVE ORGANIZATIONAL BEHAVIOR: ROLE OF PSYCHOLOGICAL CAPITAL (PSYCAP) <i>Ravindra Kumar, Amit Kumar Sharma, Ravindra Kumar</i>	104
MUTUAL FUND INDUSTRY IN INDIA- AN OVERVIEW <i>Ram Singh, Rohit Bansal</i>	108
E-COMMERCE <i>S. Sweety Regina Mary</i>	114
NON – PERFORMING ASSETS IN INDIAN BANKS: A COMPARATIVE STUDY ON SBI AND ICICI BANK <i>Shikha Vohra, Anupam Rani</i>	122
COVID-19 PANDEMIC AND INDIAN AVIATION AND TOURISM INDUSTRY: VARIED AND DISASTROUS <i>Dr. Smriti Mathur, Akanchha Singh</i>	128
EMERGENCE OF SKILL UNIVERSITIES IN INDIA <i>Sonia Singh</i>	133
E-COMMERCE: BENEFITS & CHALLENGES <i>Soni Shakeel</i>	139
MICRO, SMALL AND MEDIUM ENTERPRISES (MSMEs) AND THEIR CONTRIBUTION TO THE INDIAN ECONOMY <i>Prof Divya Alok, Dr. Sushma Verma</i>	145
FAILURE OF NOKIA – LESSONS FROM LOSERS <i>Vijay Joshi, Ashok Panigrahi</i>	155
SOIL LESS CULTURE- HYDROPONICS <i>Vivek Bhagat, Arti Keshav</i>	161



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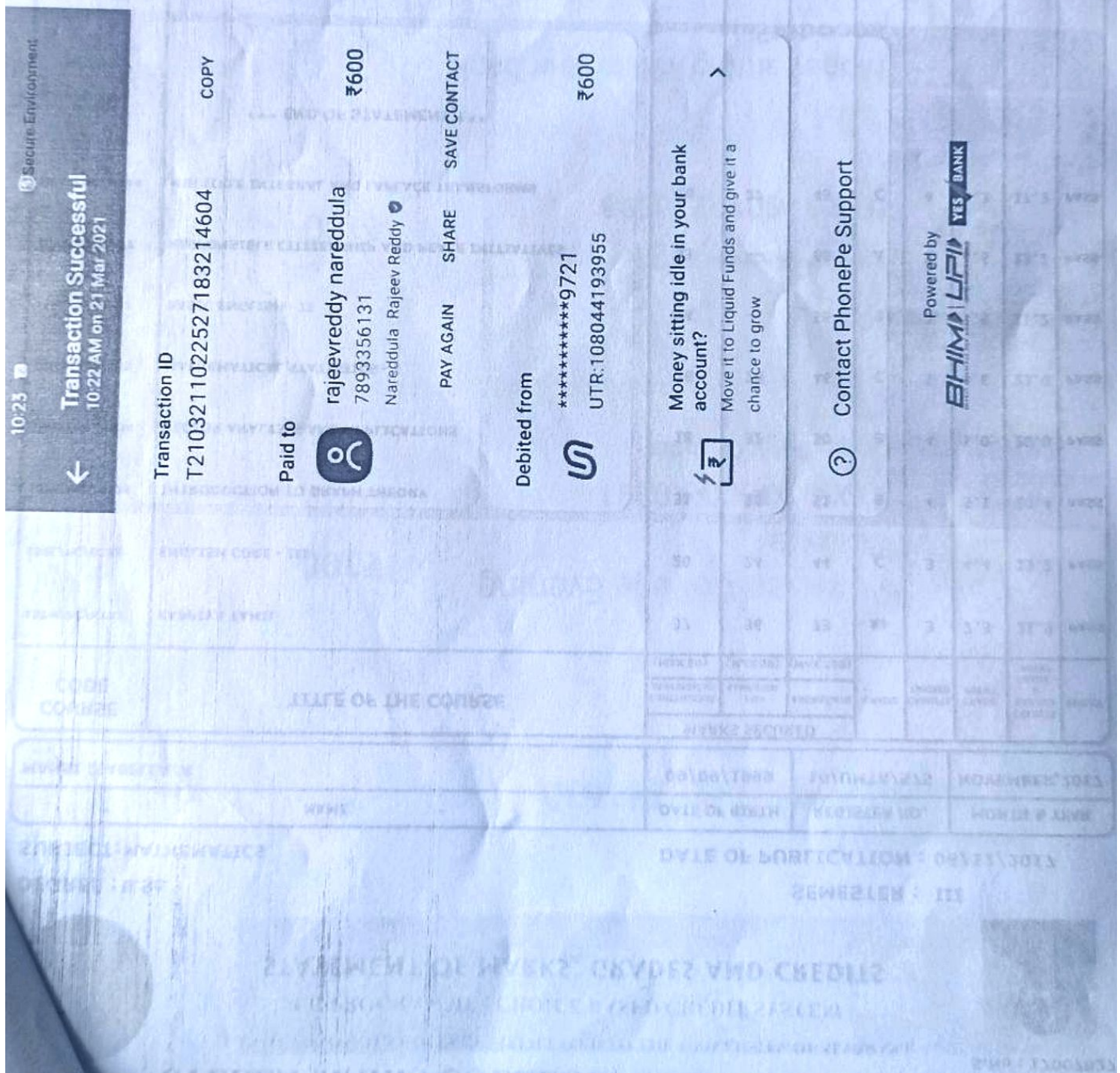
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DETAILS OF PARTICIPATION IN PAID WEBINAR

JUNE 2020 TO MAY 2021

S. No.	Name of Staff	Webinar/Conference/Workshop Attended	Amount Paid
1	Rekha Naidu	Webinar	Rs. 100
2	Deepika R	Webinar	Rs. 100
3	Nagarajan S	Webinar	Rs. 100
4	Nagarajan S	Webinar	Rs. 600

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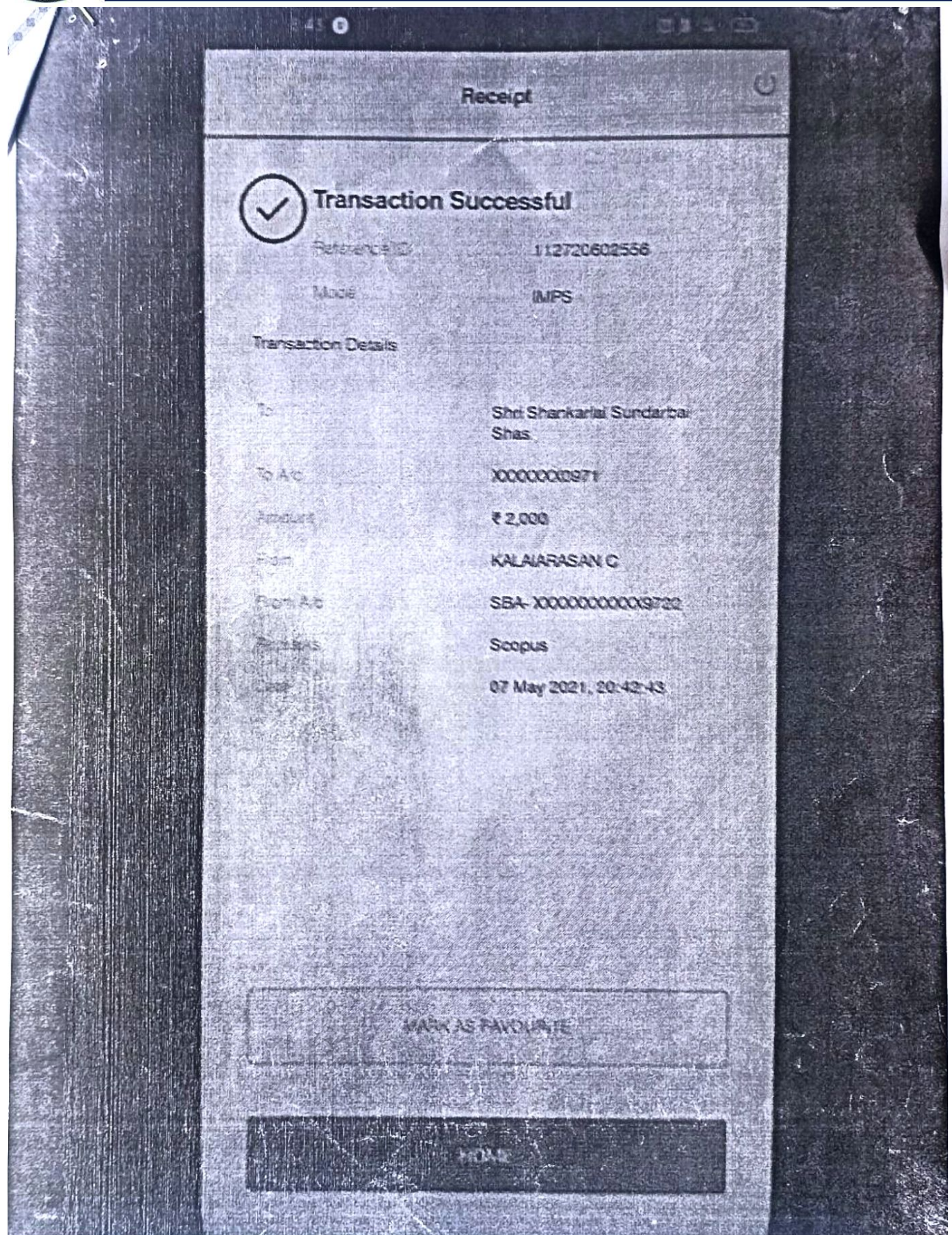
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S.No.	Name of the Staff	Publication	Amount Paid
1.	Mr.D.Raja	NIL	NIL
2.	Dr.Thenmozhi.S	Journal : Turkish Journal of Computer & Mathematics Education Title : The Relationship between Green HRM activities and corporate commitment : An Overview	Rs.5,000
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2	MR. DINESH A	NIL	NIL	NIL

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3	Mr,Vivekanandan.V	NIL	NIL


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