

Tumkur University
Department of Studies and Research in Commerce
Two-Day National Conference on
“Innovations and Challenges in Business Horizons”
2nd & 3rd December 2011

Conference Report

Department of Studies and Research in Commerce, Tumkur University organized a Two-Day National Conference on **“Innovations and Challenges in Business Horizons”** on 2nd and 3rd December 2011 at Sir M. Visveswaraya Auditorium, University College of Science, Tumkur University, Tumkur.

The inaugural function of the conference commenced at 10 am on 2nd December 2011, Prof. P. S. Yadapadithaya, Professor of Commerce & Registrar (Evaluation), Mangalore University, Mangalore, inaugurated and delivered key note address. He also released edited volume (with ISBN) of selected papers of the National Conference. Dr. M. Jayaramu, Director of P.G. Departments, presided over the function and Dr. P.Paramashivaiah, Professor and Chairman, highlighted about the theme of the conference. Conference Secretary Dr. B. Shekhar welcomed the august gathering and Dr. G.Sudarsana Reddy offered vote of thanks.



Prof. P. S. Yadapadithaya inaugurating the Conference. (From Left) Dr. B Shekhar, Prof. B C Sanjeevaiah, Prof. P Paramashivaiah and Dr. M Jayaramu are seen

Prof. P. S. Yadapadithaya in his inaugural speech highlighted that, under the able leadership of Hon'ble Vice Chancellor Prof. S. C. Sharma, Tumkur University has become more and more vibrant and drastic changes have been taking place in the University.

He also explained the importance of higher education in India and in particular the role and significance of business education. He said in today's knowledge economy, where rapid changes are occurring in all spheres of life, business education has become more important and crucial component of higher education and thus created vibrant challenges among the learning community and policy makers in the country.



Release of the Conference Proceedings

Students should have dreams in their life, focus on achieving it with a passion and develop a questioning attitude in their student life, should focus on developing multiple skills, should be disciplined, then they can reach success in their life, he said.

He stressed on two important concepts viz., learning and changing. One should change his attitude to learn many aspects both academic and life skills, which are most important in the life. Similarly, one should learn by changing his overall personality by experiences. Changing and learning go together; they are the two sides of the same coin. He insisted on character building, competency building, skill development and positive thinking.



Prof. Yadapadithaya delivering the keynote address

The Two-Day National Conference had been arranged in to Five Technical Tracks.

1. Innovations in Accounting and Taxation
2. Innovations in Management
3. Innovations in Finance, Banking, and Insurance
4. Innovations in Marketing
5. Innovations in Information Technology and Inter-disciplinary Studies

On 2nd December 2011, in the first technical session on Innovations in Accounting and Taxation, Prof. M.R. Shollapur was the Resource Person and Prof. B.C. Sanjeevaiah chaired the session and Dr. Pralhad Rathod was the Rapporteur in the session. 9 papers were presented in the session.

In the second technical session on Innovations in Management, Prof. Muralikrishna was the Resource Person and Prof. P. Paramashivaiah was the chairperson and Ms. C. Shobha was the Rapporteur in the session. A total of 15 papers were presented in the session.

In the third technical session on Innovations in Finance, Banking, and Insurance Prof. G.T. Govindappa was the Resource Person and Dr. G. Sudarsana Reddy was the chairperson and Dr. Raghunatha Reddy was the Rapporteur in the session. A total 12 papers were presented in the session.

On 3rd December 2011, the second day of conference i.e. in the fourth technical session on Innovations in Marketing Prof. D. Anand, Chairman, Bahadur Institute of Management Studies, University of Mysore, Mysore was the Resource Person and Dr. B. Shekhar was chairperson and Dr. K.R. Jalaja was the Rapporteur in the session. A total 14 papers were presented in the session.



Prof. D Anand delivering his talk on “Innovations in Marketing”

In the fifth technical session on Innovations in Information Technology, Sri Laxmi Srinivasan, Manager, IBM, and Sri B.K. Suresh were the Resource Persons and Dr. M. Venkatesh was the chairperson and Dr. Noor Afza was the Rapporteur in the session. A total 12 papers were presented in the session.

There was a separate session for students for presenting their papers on 3-12-11 from 8.30 am to 10.30 am. A total of 20 students presented their papers on different issues.

The valediction programme was held on 03-12-11 at 4.00 pm. His holiness Sri Sri Sri Dr. Veereshananda Saraswathy Swamiji delivered valedictory address in the function. He advised the youngsters to understand the five fundamental areas which are very essential for the human life. They are

1. The Physical Scheme of the Universe
2. Fundamental theme of the organic life
3. Historic process of human psychology
4. Structure and function of social life and

5. Plan and purpose of the Universe with respect to philosophy, culture, religion and others.



Sri Sri Sri Dr. Veereshananda Saraswathi Swamiji being felicitated during the Valediction

He stressed upon the values of life, goals of education, the quality of human resource, leadership qualities, and also focussed on the many burning issues. He also appreciated the sincere efforts, hard work and vision of the Vice- Chancellor Dr. S.C. Sharma in taking this University to greater heights.

Dr. M. Jayaramu presided over the function. Prof. P. Paramashivaiah welcomed the gathering and Conference Secretary Dr. B. Shekhar proposed vote of thanks.

More than 400 teachers and student delegates participated in the conference.