

Annamalai University

Annamalai University, accredited with 'A+' Grade by NAAC in 2022, is one of India's largest public residential university with 10 Faculties (Arts, Science, Marine Sciences, Indian Languages, Engineering and Technology, Education, Fine Arts, Agriculture, Medicine, Dentistry) and 49 departments of study. Sprawling over 950 acres of land, the University does yeoman service in taking education to the doorsteps of the people who are otherwise far from access to centres of higher learning. The University has initiated several innovative teaching programmes over the years and has been a pioneer in distance education. Consequently the Colleges situated in the districts of Villupuram, Cuddalore, Kallakurichi and Mayiladuthurai has been affiliated to Annamalai University.

Department of Business Administration

The Department of Business Administration was established in the year 1978. It is one of the premier Management Departments in Tamil Nadu. In the course of its forty four years, it has stayed nimble and dynamic, adapting to changing times and formulating programmes in tune with the industry needs.

The Department offers programmes such as MBA Business Analytics / Dual specialization / HRM / Finance / Marketing / Infrastructure Management / International Business Management, Ph.D. The Department is staffed with well qualified faculty members across diverse specializations.

This has enabled the department to concentrate on research activities, and so far 202 M.Phils and 403 PhDs have been awarded in the department. The department in association with National Institute of Agricultural Extension Management (MANAGE), an organization under Ministry of Agriculture and Farmers Welfare,

Government of India conducts a series of 45 days programme on Agri-Clinic and Agri-Business Centres to give training to unemployed Agriculture Graduates to develop agripreneurial skills.

The Department is conducting series of Entrepreneurship Awareness Camp (EAC), sponsored by Entrepreneurship Development Institute of India (EDII), Department of Science & Technology, Government of India.

ICSSR

Indian Council of Social Science Research (ICSSR) was established in the year 1969 by the Government of India to promote research in social sciences in the country.

ICSSR provide grants for projects, fellowships, international collaboration, capacity building, survey, publications etc. to promote research in social sciences in India.

Seminar Objectives

- The seminar objectives are to study agricultural production, managing each step of the supply chain from farm to table and everything in between.
- To analyse the dynamic and complex field of agribusiness and its adaptive and flexibility responding to new technological advances.

Address for Communication

**Dr.T. Thileepan / Dr. K. Saravanan
Dr. C. Rameshkumar**

**Assistant Professor,
Department of Business Administration
Annamalai University
Annamalai Nagar - 608 002
Cuddalore District
Tamil Nadu, India
www.annamalaiuniversity.ac.in**

For Further Assistance

9677435622 / 8903667465 / 9790286659



ANNAMALAI UNIVERSITY

[Accredited with 'A+' Grade by NAAC]

**&
INDIAN COUNCIL OF SOCIAL SCIENCE
RESEARCH, NEW DELHI**

Two Days National Seminar on

**India's Opportunities and
Challenges of Creating
Sustainable Agri Retail Supply Chain**

For PG / M.Phil / Ph.D / PDF and Faculty

February 2 & 3, 2023

Honorary Director

Dr.G. UDAYASURIYAN

Professor & Head, Dept. of Business Administration

Programme Director

Dr.T.THILEEPAN

Assistant Professor, Dept. of Business Administration

Programme Co-Directors

Dr.C. RAMESHKUMAR, Dr.K. SARAVANAN

Assistant Professors, Dept. of Business Administration

Organized by

Department of Business Administration

Annamalai University, Tamil Nadu

Thrust Area

- Supply Chain Management.
- Total Quality Management
- Consumer behavior and demand
- Technology Management and ICT
- E-marketing.
- E-retailing
- Finance, insurance and risk management.
- Green marketing and Green HRM.
- Transport, ware housing & advertisement
- Marketing, distribution and retailing.
- Climate change and Business
- Sustainable development.
- Rural development and agribusiness.
- Agricultural production and sustainability
- Sustainable consumption.
- Innovations in agribusiness.
- Food - water- energy nexus.
- Sociological issues in sustainability.
- Nutrient and food security.
- Economics and Sustainability
- Philosophical aspects of sustainability
- Agri - tourism
- History of Sustainability
- Attitude towards sustainability

Registration Details

- Registration link : shorturl.at/fnsDI
 - Paper Submission
- E-Mail Id : auagrimbaseminar@gmail.com



Call for Papers

Thematic and Research based papers on the above suggested themes are invited from academicians, teacher educators, PG students and M.Phil / Ph.D / PDF research scholars. The paper should be original and should not have been published previously.

Paper submission format

- MS- Word, Paper Size: A4.
- Margin: 1cm on All sides.
- Font: Times New Roman, Line Spacing: 1.5.
- No. of Pages should be between 3-10.
- Should be send in word document with basic grammar check.
- Number of authors only two.

Post Conference Publication

Selected papers presented in the seminar will be published as Edited book with ISBN.

Certificate

Certificate will be issued all the paper presenters.

Food and Accommodation

Working lunch and refreshment will be provided.

Accommodation will be provided on a sharing basis at the university hostel to outstation paper presenters.

Registration Fees

No Registration Fees.

Travel Allowance

Traveling allowance (II class train fare / government bus fare) will be provided for limited number of paper presenters.

Dates to Remember

Last Date for Registration : 27. 01.2023.

Last Date for Paper Submission : 30. 01.2023.

Date of Seminar: 02. 02. 2023. and 03.02.2023.

Venue

AUDBA Hall, Dept. of Business Administration, Annamalai University.

Organizing Committee

Chief Patron

Prof. **RM. Kathiresan**, Ph.D., D.Sc.,
Vice - Chancellor, Annamalai University

Patron

Prof.K. Seetharaman

Registrar i/c. Annamalai University

Co-Patron:

Dr.K. Vijayarani

Dean, Faculty of Arts, Annamalai University

Honorary Director

Dr. G. Udayasuriyan

Professor and Head, Dept. of Business Admn.,

Advisors

Dr. K. Murugan

Director, DRD, Annamalai University

Dr.M. Arul

Professor, Dept. of Business Administration

Dr.M. Sadik Batcha

Professor and Head, Dept. of Library, Annamalai University

Dr.G. Ramanathan

Professor and Head

Dept. of Agri. Economics, Annamalai University

Seminar Director

Dr.T. Thileepan

Assistant Professor,

Department of Business Administration

Co-Directors

Dr.C. Rameshkumar

Asst. Professor

Dr. K. Saravanan

Asst. Professor

Organisers

Dr.G. Latha

Dr.J. John Adikalani

Dr. Rincy V. Methew

Dr.V. Balaji

Dr. A. Balamurugan

Dr. J. Birapakaran

R. Anand

Dr.C. Kathiravan

Dr.M. Devanathan

Dr.K. Sethuraman

Dr.M.D.Senthilkumar

Dr. T. Raj Pravin