



DWARAKA  
DOSS  
GOVERDHAN  
DOSS  
VAISHNAV  
COLLEGE



A NEWS LETTER OF P.G & RESEARCH DEPARTMENT OF COMMERCE

Volume- 4

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Issue- 1



*Jagad Guru  
Shrimad Vallabhacharya*

**Shri. ASHOK KUMAR MUNDHRA**

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&  
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**Assistant Professor (Commerce)  
&  
Faculty Coordinator**

Dear Readers,

Jai Shree Krishna!

With the grace of Almighty, we are happy to bring Volume 4, Issue 1 of 'COMTALK' - Quarterly Newsletter of Post Graduate & Research Department of Commerce. I am happy to inform you that we have successfully entered into the fourth year of bringing out the newsletter of our department.

The first section of this issue has information on events, workshop, seminars organized by the department. Accolades and achievements of the students of our department are also highlighted. The next section has write-ups by students on contemporary topics concerning trade, commerce and economy. Some of the topics are; Research Online - Purchase Offline behaviour of consumers, Artificial intelligence & future of work, Impact of AI on business, Electric Vehicles as a precursor to automobile revolution, Blockchain in the contemporary scenario and a small and thought-provoking poem in vernacular language (Tamil).

We have an inspiring anecdote under the column 'Anecdote Nook'. A Brief on the status of Indian economy & budget is also highlighted. Students have also contributed some creative contents in the form of - Memes on commerce & trade related issues. A crossword puzzle on business makes one put the thinking cap on. There is also a handmade painting of our presiding deity Shri Krishna by a student.

I thank Sri Ashok Kumar Mundhraj, our college secretary and Dr. S. Santhosh Baboo, our Principal; as this journey could not have been continued without their constant motivation and support. I thank our Head of Department, Dr. S. Seshadrinathan for his inputs and cooperation.

Finally, a message to our students.

यत्र नार्यस्तु पूज्यन्ते रमन्ते तत्र देवताः। यत्रैतास्तु न पूज्यन्ते सर्वास्तत्राफलाः क्रियाः ॥

[Devatas (gods) reside where women are respected (worshipped). Where women are disrespected, all actions and dharma come to naught (do not bear fruits).]

Thank you.

Dr. Haridayal Sharma

Associate Editor, COMTALK

## Events & Workshops Organized

### Josh Phase- 1

The PG and Research Department of Commerce organised an outreach event and performed an act of service to mentally challenged distitutes at Shri Arunodhayam (home for mentally challenged distitutes) on 17th October 2023



### Josh Phase- 2

The PG and Research Department of Commerce organised the second phase of an outreach event and performed an act of service to boy's children home at Shri Seva Chakra Children's Home on 13th January 2024.



## Student Achievements

1. Prasanth S of II B.Com 'A' won first prize in 17th National Floorball tournament.
2. Pradeep K of II B.Com 'A' and Jawahar A of II B.Com 'C' won 2nd prize in Pantomining ,an inter-collegiate event at Stella Marris College.
3. Jawahar A of II B.Com 'C' participated in Shipwreck and won 1st prize in Imitation Tranquil(Mime) an inter-collegiate event at Dwaraka Doss Goverdhan Doss Vaishnav College.
4. Aravindan S of II B.Com 'A' participated in Shipwreck , won 1st prize in Imitation Tranquil(Mime),2nd prize in Pantomiming and 1st prize in Block and Tackle,an inter-collegiate event at Dwaraka Doss Goverdhan Doss Vaishnav College.
5. Pradeep K of II B.Com 'A' won 1st prize in Imitation Tranquil(Mime) an inter-collegiate event at Dwaraka Doss Goverdhan Doss Vaishnav College.
6. Aravindhnan S of II B.Com 'A' 3rd prize in Shipwreck in an inter-collegiate event at Loyola College
7. Pradeep K and Aravindhnan S of II B.Com 'A', Jawahar A of II B.Com 'C' and Kaushik M III B.Com 'C' won 1st prize in Adazap in an inter-collegiate event at Loyola College.
8. Arish R , Vimal Kumar G and Harish S of III B.Com 'A' won 1st place in Volleyball in an inter-collegiate sport event at Saveetha School of Law.
9. Aravindhnan S of II B.Com 'A' won 1 st prize in BIZZ Boosters in National Level at SRM.
10. Dhanalakshmi V of III B.Com 'C' ,Prathyusha Rao and Aswathi of III B.Com 'A' won 2nd in Sweden - India Nobel Memorial Quiz 2023 at Women's Christian College.



## Creative Corner

### *Navigating the ROPO Landscape: The Symbiotic Dance of Online Research and Offline Purchases in Modern Consumer Behavior*

In today's digital era, a distinctive consumer behavior known as ROPO, or "Research Online, Purchase Offline," has surfaced. This trend signifies a shift in consumer shopping habits, where individuals utilize online platforms for research before finalizing purchases in physical stores. Thrifty shoppers and bargain hunters notably drive the prevalence of ROPO, with expectations of its continued significance in the ecommerce industry in 2023.

The ROPO journey commences with consumers actively seeking information online, encompassing activities such as reading reviews, price comparisons, and exploring product options. The wealth of comprehensive information available empowers consumers to make well-informed decisions prior to visiting brick-and-mortar stores. Various factors contribute to the ascent of ROPO, including the seamless integration of online and offline channels, the ubiquity of smartphones for on-the-go research, and the preference for physically experiencing products before committing to a purchase. Trust gained through in-person interactions further influences the decision-making process.

For retailers, understanding and adapting to ROPO behavior are imperative for the formulation of effective strategies. This involves maintaining a robust online presence, optimizing websites for user-friendliness, and ensuring seamless omnichannel integration. The dynamic nature of consumer behavior in this context necessitates the utilization of data analytics tools to gain insights into customer interactions and tailor marketing efforts for an enriched overall customer experience.



The emergence of ROPO can be seen as the culmination of 15 years of online shopping evolution. Customers now prefer researching products online before making offline purchases, enabling them to make informed choices. Notably, Absolutnet, a Montreal-based e-commerce agency, reports that 82% of customers use mobile devices to research local businesses, with 18% of local searches resulting in a sale within 24 hours.

Contrary to the perception of a shifting landscape towards online retail, data from the Australian Bureau of Statistics in 2018 indicates that consumers still spent a significant amount at physical stores compared to online purchases. Large shopping centers in Australia continue to yield substantial turnovers.

A report from Rakuten Marketing in 2018 further supports this nuanced perspective, revealing that 78% of consumers engage in both online and offline shopping simultaneously. These insights collectively give rise to the concept of ROPO, emphasizing the enduring importance of physical retail stores in the intricate landscape of today's digital consumer.

Madhavan S

M.Com I

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## ***UNLOCKING POTENTIAL: HOW CAN AI IMPROVE THE WORKFORCE***

AI is a powerful tool that can change the world's dynamics. It is the science of making machines think more like humans. It can do things that are considered “ smart “. AI technology can process data in ways, unlike humans. The main focus of artificial intelligence is to understand human behaviour and performance. AI technology is widely used throughout industry, government, and science. As AI is such a powerful tool it can possess benefits as well as threats.

From the early days of the development of artificial intelligence, there have been arguments, for example, about whether tasks that can be done by computers actually should be done by them, given the difference between computers and humans, and between quantitative calculation and qualitative, value-based judgement. There are different stances where economists and other professionals think that and speculate this technology can lead to ethical risk, unemployment and existential risk.

There are arguments that AI will become more powerful than humans which could lead to loss of control over them. Some references to this type of scenario can be seen in fiction where a computer or robot suddenly develops a human-like sense (“self-awareness”, and “emotion”)and becomes the antagonist of the story. These sci-fi scenarios are misleading because an AI program is given a specific role and uses learning and intelligence to achieve it and not necessarily destroy humanity to achieve it.

In order to be safe the programs assigned to them should be morally aligned with human values. Friendly AI designs have been developed to minimize the potential risks and to make choices that benefit humans. Machines with intelligence have the potential to use their intelligence to make ethical decisions. The field of machine ethics provides machines with ethical principles and procedures for resolving ethical dilemmas. The field of machine ethics is also called computational morality and was founded at an AAAI symposium in 2005.

Still, there is a need for regulations on these tools as they are used in the development of public sectors. The first AI safety summit which was held on the 1st and 2nd of November 2023, was hosted by the UK in Bletchley Park, where most of the EU states and other countries such as Canada, China, India, Japan, Mauritius, the Russian Federation, Saudi Arabia, United Arab Emirates, US and Vietnam shared their national AI strategies and they called for international co-operation to manage the challenges and risk of artificial intelligence. The United Nations also launched an advisory body to provide recommendations on AI governance; the body comprises technology company executives, government officials and academics.

But it is still to be known that AI can help human beings in different forms to increase their efficiency and it can lead to more productivity. For example, if a data analyst spends most of his time collecting data and puts less time into analysing it and forming conclusions and predictions now AI can help him/her to collect data and the analysing part can be done efficiently as there is more time. Some areas in which AI can improve the workforce namely in customer service, employee satisfaction, human resource development, augmented collaboration, cost savings, decision-making, scheduling, changing job requirements, automating tasks, and improving accuracy.

Repetitive tasks are some which cannot be avoided as they provide the base for the work we do. So AI can best take place in these areas. So people should not only see the negative side of this technology but take the positive to their maximum potential.

In the upcoming generation, it is necessary to have an integral relationship between technology and humans. People should learn to coexist with them.

Dhanalakshmi

B.Com- III C

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## ***AI Technology in Business***

Artificial intelligence (AI) is the development of computer systems that perform activities that normally require human intelligence. These activities include learning, thinking, problem solving, perception, language comprehension, and even decision-making. AI seeks to mimic human cognitive skills and improve machines' ability to process information and adapt to changing environments. There are two forms of AI: narrow AI and general AI. Narrow AI is intended to do a specialized activity, such as speech recognition or picture categorization, whereas General AI seeks to emulate human intellect across a wide range of activities. Artificial Intelligence plays a significant role in revolutionizing the commerce sector, encompassing various aspects of business operations and customer interactions.

AI can improve Productivity, Innovation, and Efficiency in the business operation. whenever there is a new general-purpose technology introduced, it destroys an industry and simultaneously it has created game-changing opportunities. For eg when Blockbuster couldn't adopt the Internet in its business Netflix become a billion-dollar company by doing exactly something in their business and when Barnes Nobles went Bankrupt because they ignored the internet, Amazon became a trillion-dollar company by doing the exact something, that is selling books. AI in e-commerce includes personalized product recommendations, chatbots, virtual shopping assistants, dynamic pricing, fraud detection, and logistics optimization. AI is a growing market that's expected to become even bigger in the coming years. In 2030, it's projected that the global market for AI-enabled eCommerce solutions will reach \$16.8 billion, indicating a CAGR of 15.7% (2021-2030).

A study by Harvard Business Review found that companies using AI for sales can increase their leads by more than 50%, reduce call time by 60-70%, and have cost reductions of 40-60%. Given these numbers, it's clear that businesses looking to improve their bottom line should look into Artificial Intelligence. Success in the fast-paced business environment of today depends on remaining one step ahead of the competition. Artificial Intelligence is one of a business owner's most effective technologies. AI is revolutionizing business thanks to its capacity to evaluate enormous volumes of data, automate procedures, and generate precise forecasts. A major advantage can be gained by incorporating AI into your business plan, regardless of the size of your company—a start-up or large enterprise.

AI can be applied in Business may gain the ability to:

- Save time and money by automating and optimizing routine processes and tasks.
- Increase productivity and operational efficiencies.
- Make faster business decisions based on outputs from cognitive technologies.
- Avoid mistakes and 'human error', provided that AI systems are set up properly.
- Mine vast amounts of data to generate quality leads and grow your customer base.
- Increase revenue by identifying and maximizing sales opportunities.

Artificial Intelligence has ushered in a new era for commerce, redefining how businesses operate and interact with customers. As businesses continue to leverage these technologies, they are likely to witness increased efficiency, competitiveness, and a more adaptive approach to the evolving demands of the market. Embracing artificial intelligence is not merely an option for commerce; it is imperative for those aiming to thrive in the dynamic landscape of modern business. AI holds the key to unlocking a magnificent future where, driven by data and computers we understand our world not just how to turn on the switches but why the switches need to be turned on. Even further, they may one day ask us if we need switches at all. Although AI cannot solve all organization's problems, it has the potential to change how business is done.

**Mukilan T**  
**M.com II**

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# **REVOLUTION OF ELECTRIC VEHICLES**

Transport is an essential part of contemporary life, yet the typical combustion engine is rapidly becoming outdated. In a period of increased environmental awareness and a common determination to address climate change, the idea of electric vehicles (EVs) has become a game-changer for the transportation industry. Electric vehicles (EVs) have gained popularity in recent years as a greener and more efficient alternative to conventional gasoline-powered vehicles. With the advancements and innovations in battery technology, an expanding network of charging infrastructure, and rising customer demand, electric vehicles have become a feasible choice throughout the world.

In the 20th century oil determined the power of nations, and in the 21st century whoever controls the resources to build an electric vehicle will control the world. It is speculated that the oil and gas supply we have right now will barely last us another half a century until they run out, so it laid the compulsion of transformation globally from using gasoline-powered vehicles to electric vehicles.

The electric mobility market should have these three major components namely price, margin, and quality. Here comes the most important concept of VERTICAL INTEGRATION in the business it refers to the term where the owners produce their raw materials on their own and procure them to their further manufacturing process by themselves without compromising the quality of raw materials and the other factors relating to the market condition such as price and margin. By producing their raw materials they can reduce their extensive investments and the overall cost of producing the EVs. The one product that the entire value chain revolves around is the BATTERY of EVs, the 50% of the cost factor is borne only by batteries. It is not just functionally important but also economically important, here geopolitics comes into play, the main elements of producing batteries are Lithium and Cobalt. 96% of the entire world's lithium comes from only 4 countries –Australia, Chile, China, and Argentina. In 2021, out of 200,148 of the world's lithium-ion battery mega factories in the pipeline are located in China, whereas Europe and North America have only 21 and 27 megafactories in the pipeline. For a company to attain stability in the electric vehicle market it should be strong in its operations such as –Raw materials, research and development, Manufacturing, Sales and distribution, charging network, and Sales.

Tesla, Ford, and Volkswagen are pouring in billions of dollars to crack the EV market on the other side China and the US are dominating their role globally. Similarly in India, we have giant companies like Ola, TVS, Tata, etc., pushing their boundaries to capture the EV industry in India. The entire IC vehicle industry is dependent on the supply chain of crude oil, the EV industry is dependent on batteries and the world is dependent on China for battery production. India is importing 100% of its lithium products worth 170cr and 8800cr worth of lithium and batteries from other countries with a 70% dependence on China which is risky for the nation.

We have the potential reserves, but not the proven reserves yet. The Indian government has set a target to achieve 30 percent electrification of the country's vehicle fleet by 2030, and has introduced several incentives and policies to support the growth of the EV industry. The industry was given a major boost in the FY24 Union Budget for the production of electric vehicles, adoption of hydrogen fuel, and embracing changing technologies. In the 2023-24 Union Budget, Finance Minister Nirmala Sitharaman announced a budget allocation of INR 35,000 crore for crucial capital investments aimed at achieving energy transition and net-zero targets by 2070. The charging infrastructure is being expanded with investments from both government and private companies in setting up charging stations. In the driver's seat of this electric revolution, we find not just commuters but champions of change. The journey toward widespread electric vehicle adoption is not without its challenges, but it is a journey well worth taking a journey that promises a brighter, cleaner, and more sustainable future for all.

**Annetha M  
M.com II**

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## ***BLOCKCHAIN IN PRESENT ERA***

Blockchain is a method of recording information in such a way that makes it impossible or difficult for the system to be changed, hacked or manipulated. A blockchain is a distributed ledger that duplicates and distributes transactions across the network of computers participating in the blockchain. Blockchain is often associated with cryptocurrencies such as bitcoin but the scope of blockchain extends far beyond the realm of digital. A blockchain is a distributed database that maintains a continuously growing list of ordered records, called blocks. Blockchain works by storing data in blocks, which are then linked together in a chain. These blocks are linked through cryptography. Each block contains a timestamp, a cryptographic hash of the previous block, and a list of transactions.

This structure makes it very difficult to tamper with any of the data in the blockchain, as any change would be immediately reflected in all subsequent blocks. The major disadvantages of blockchain includes partner hesitation, lack of Even though network effect, limited skills and financial issues. Among the technical challenges are performance and limited interoperability with the necessary systems. blockchain technology has some disadvantages it is a revolutionary technology with the potential to transform many industries. So it is important to understand the basics of blockchain and its potential applications to be prepared for the new era.

**M. Aarthi  
B.Com- I C**



## ஆசான்சூடி

அன்பிற்கு அடையா ளமாய்  
 ஆசுகளை நீக்கி விட்டு  
 இனிய வழியில் பயிற்றுவித்து  
 ஈகை குணம் கற்றுக்கொடுத்து  
 உயர்ந்த உள்ளம் கொண்டவர்  
 ஊர் மக்கள் போற்றும்படி  
 எண்ணங்களை எழுத் தாக்கி  
 ஏற்றங்கள் தந்த படி  
 ஐயங்கள் தீர்த்து விட்டு  
 ஒற்றை உள்ளம் கொண்டு  
 ஓங்க செய்வார் மாணாக்கரை  
 ஒளவைவழி வந்த ஆசிரியர் தெய்வமவர்

நகுலன் (குண சேகர்)

B.com- III C

## Anecdote Nook

At least once in our time at college, we would've made the mistake of talking during class while the professor was teaching. What if I told you that we share this experience with someone as remarkable as Swami Vivekananda. Yes, at a young age Narendra (Swami Vivekananda) was a captivating storyteller. One time when he was sitting in his class with his peers sharing one such titillating tale his teacher entered the class. All his friends were so focused on his story they didn't pay any attention to their teacher who had started with his subject.



When the teacher realized that the students were talking among themselves he asked them questions from the topic that he taught them. Since none of them paid attention they couldn't answer him. But Narendra being himself engaged half of his mind in telling the story to his peers and the other half in listening to his teacher, so when the teacher asked he was able to answer the questions. After hearing his answer his teacher was convinced that Narendra was listening to his class, and made everyone but Narendra stand up on the bench as punishment. Seeing everyone stand up on their bench Narendra also joined them. When the teacher asked him why he stood up Narendra replied saying he was the one who was talking.

From this short, relatable anecdote we can learn 2 main lessons from Swami Vivekananda

- An active learner engages in learning even when preoccupied with another activity
- One must hold integrity as their highest quality

Krishnan PNE

B.Com- III C

# STATUS QUO- Financial Updates

## BUDGET

### Budget expectations: (on food and fertilizers)

India may earmark about 4 trillion rupees (\$48 billion) for food and fertiliser subsidies for the next fiscal year, two government sources said, indicating fiscal caution ahead of this year's general election. Food and fertiliser subsidies account for about one-ninth of India's total budget spending of 45 trillion rupees during the current fiscal year that ends on March 31

## FOREIGN INVESTMENTS

### Piyush Goyal says US fund house looking to invest \$50 billion in India(Investment)

US-based fund house is looking to invest about \$50 billion in India in the next 10 years, a reflection of the country's strong macroeconomic fundamentals, commerce and industry. "They said we have invested about \$13 billion so far, we expect it to double it in the next four years and then double the figure... in the next four years... just one fund".

## FOREIGN EXCHANGE

### Forex reserves fall sharply by \$5.89 bn to \$617.3 bn: RBI

Forex reserves declined sharply by USD 5.89 billion to USD 617.3 billion for the week ending January 5 after rising for four consecutive weeks, according to the weekly Reserve Bank data. So far this fiscal, the reserves have increased USD 55.72 billion, according to the Reserve Bank of India (RBI).

## CARBON EMISSIONS

### India faces \$10 trillion funding gap in bid to meet net zero pledge: FM Nirmala Sitharaman

India stares at a "funding gap" of \$10.1 trillion to honour its net zero emissions commitment by 2070, finance minister Nirmala Sitharaman said on Thursday, as she called for a carbon credit market at the International Financial Services Centre (IFSC) in Gujarat's GIFT City to address resource constraints for the green transition.

## AGRICULTURAL SECTOR

The subsidy for 2023-24 is 66% greater than the budget estimates for 2022-23. In 2022-23, Rs 1,05,222 crore was budgeted for fertiliser subsidies, which increased to Rs 2,25,222 crore (114% increase) at the revised stage.

**Balachandra Boopathy**  
Bcom. III C

# MEMES CORNER !



We take into effect the change in cash due to operations when we start with Net profit but we don't take into effect the change in cash due to change in current assets and current liabilities so we take it as working capital changes

**DIAL IDAL**

Students while preparing cash flow statement

finally tallying the balance sheet

some double-sided error from the additional information

When the Price of Coffee Falls:

Boston Tea Party (1773)

Douglas McGregor:

Theory of X      Theory of Y

Partner C in every partnership firm

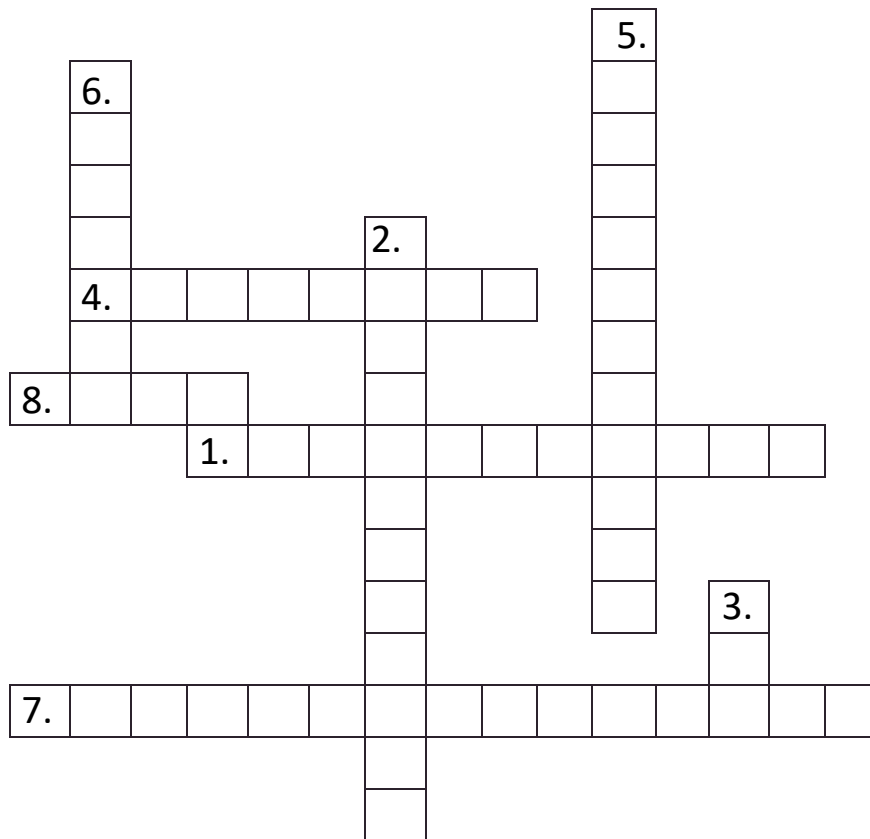
\*The Great Depression hits in 1929  
Classical Economists be like:

Well...

There is nothing we can do...

Krishnan PNE  
B.Com - III C

# CROSS WORD PUZZLE



## ACROSS

1. It is the process of bringing goods into a country for sale or use.
4. It begins when accounting ends.
7. A strategy of spreading investments across different assets to reduce risk.
8. E-Commerce company specializing in homemade and vintage items.

## DOWN

2. A document that specifies the amount and due date of a payment.
3. Initiative allowing customers to seamlessly transfer funds between banks in real time.
5. Founder of tata group.
6. These partners do not take part in the day today affairs of the firm.

1) Importation 2) Bill of lading 3) UPI (Unified Payments Interface) 4) Auditing  
5) Jamsetji Tata 6) Dormant 7) Diversification 8) Etsy

**Rishitha Gandhi P**  
**B.Com- II A**





**Asrah.K**  
**Mcom I**

## OTHER INFORMATION

1. Dr. R. Sundari acted as a resource person at SNDB Vaishnav College on 29th December 2023.
2. Dr. G. Yamuna participated as an academic member at Dr. Abdul Raheem Crescent University on 1st December 2023.
3. Dr. G. Yamuna and Dr. B. Vijaya Kumar acted as a subject expert at LN Government Arts College, Ponneri on 13th December 2023.
4. Dr. B. Vijaya Kumar attended the Board of Studies Meeting of the department of Commerce and Computer science at Ramakrishna Mission Vivekananda College on 12th January 2024.
5. Dr. B. Vijaya Kumar acted as an external examiner at Anna Adarsh College for women on 8th January 2024.
6. Dr. A. G. Vijayanarayanan acted as a resource person at Patrician College on 23rd January 2024.
7. Dr. A. G. Vijayanarayanan acted as a resource person at Quaide Milleth College for Men on 22nd January 2024.
8. CMA Rakesh Shankar Ravishankar acted as a guest lecturer at Justice Basheer Ahmed Sayeed College for Women on 10th January 2024.
9. CMA Rakesh Shankar Ravishankar attended a Game Storming session at the Institute of Cost Accountants of India on 25th January 2024.
10. CMA Rakesh Shankar Ravishankar acted as a resource person at Nallamuthu Gounder Mahalingam College on 24th January 2024.
11. Dr. M. R. Hemamalini acted as an Expert at Sri Akilandeshwari Women's College, Wandiwash on 18th January 2024.
12. Dr. M. R. Hemamalini participated as an academic member at Nallamuthu Gounder Mahalingam College on 24th January 2024.
13. Dr. A. G. Vijayanarayanan completed an online NEP Course on Orientation and Sensitisation Programme from 16/11/2023 to 29/11/2023 for 8 days.
14. Dr. A. G. Vijayanarayanan completed an NPTEL- Toyota system from August - October 2023 for 8 weeks.
15. Dr. A. G. Vijayanarayanan completed NPTEL- Introduction to Marketing Essentials from July - October 2023 for 8 weeks.
16. Dr. A. G. Vijayanarayanan completed NPTEL- Marketing Research and Analysis from August - October 2023 for 8 weeks.
17. Dr. M. R. Hemamalini and Dr. Pradeepa George completed a 5 day online workshop on SPSS in Research at Star International Foundation for Research and Education from 26th to 30th 2024.
18. Dr. R. Sundari acted as a Resource person at Nallamuthu Gounder Mahalingam College on 24th January 2024.
19. Dr. A. Jayaram presented a paper at Saveetha College of Liberal Arts and Science on 5th January 2024 and at Cauvery College for women on 6th January 2024.
20. Dr. Pradeepa George participated in an Online National level seminar at M.S.P Mandal's Yashwantrao Chavan College, Ambojogai on 16th January 2024.
22. Dr. G. Yamuna acted as a subject expert for the BOS at Women's Christian College on 31st January 2024.
23. Prof. Rakesh Shankar acted as a Resource person at SDNB Vaishnav College on 24th November 2023.
24. Prof. Rakesh Shankar acted as an external auditor of AAA at SSS Jain College on 2nd of November 2023.



24. Dr. R. Sundari acted as a resource person at RUSA on 24th November 2023.
25. Dr. A. Jayaram and Dr. G. Yamuna attended the workshop on Documentary as a tool for higher education at Christ University for 2 days from 30/11/2023 to 32/11/2023.
26. Dr. B. Vijayakumar issued a book on Event Management to Margham Publications.
27. Dr. R. Sundari acted as a resource person at A.M Jain College on 13th October 2023.
28. Dr. A. G. Vijayanarayanan acted as Resource person at M.G.R Educational & Research Institute (Academic Staff College) from 9/10/23 to 13/10/23.
29. Dr. A. Jayaram acted as Mcom Viva Vice external examiner at Bangalore University from 25/10/23 to 26/10/23.
30. Dr. M. R. Hemamalini acted as resource person at Ch. P. T Chengalvarayar College of arts and science on 19th November 2023
31. Dr. G. Yamuna acted as Resource person at Quid E-Milleth College of arts and science on 26th November 2023

## ANNOUNCEMENT FOR THE NEXT ISSUE OF COMTALK 4 (2) March 2024

Staff members of Commerce department are welcome to submit articles or brief write up of interest for publication in COMTALK (about 800 to 1000 words). Staff members can also share the details of their academic achievements like: paper presentations, participation as a resource person, participation in FDP's or any other recognitions and awards received for the period January - March 2024. Faculty members can also encourage students to contribute short articles/creative contents in the department newsletter. The details can be mailed to [haridayalsharma@dgvaishnavcollege.edu.in](mailto:haridayalsharma@dgvaishnavcollege.edu.in) by 6th of April 2024.



### NOTE

This newsletter is for the internal circulation and for academic purpose only. The college or the editorial team is not responsible for the views expressed/information provided by the respective contributors in the News Letter.

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## *Presiding Deity*