



**SRM**

INSTITUTE OF SCIENCE & TECHNOLOGY  
Deemed to be University u/s of UGC Act, 1956



**FACULTY OF SCIENCE AND HUMANITIES  
DEPARTMENT OF COMMERCE**

In Association With



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**MERX MERCIS  
WEBINAR SERIES  
FOR STUDENTS**

**DATE : 20.07.2020 TO 31.07.2020**

Through Zoom Cloud Sharing

DAY - 1

**FINANCIAL MANAGEMENT**  
**NEED OF THE HOUR**

By

Dr.P.Sankar

Assistant Professor, Department of  
Commerce, FSH, SRMIST

**AN OVERVIEW ON FINANCIAL**  
**SERVICES**

By

Mrs.T. Muthukalyani

Assistant Professor, Department of  
Commerce, FSH, SRMIST

DAY - 2

# **FUNDAMENTALS OF TAXATION**

By

**Dr.S.Tamilarasi**

Associate Professor, Department of  
Commerce, FSH, SRMIST

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# **QUIZ ON TAXATION**

By

**Dr.S.Chitra**

Associate Professor & Head Of Department,  
Department of Commerce, FSH, SRMIST

DAY - 3

**INCOME TAX**  
**AN OVERVIEW**  
**INDIAN CONTEXT**

By

**Dr.M.Jeevarathinam**

Assistant Professor, Department of  
Commerce, FSH, SRMIST

&

**Mr.A.Jalaludeen**

Assistant Professor, Department of  
Commerce, FSH, SRMIST

DAY - 4

**PRACTICAL ASPECTS OF  
AUDITING  
AND  
TAX FILING PROCEDURE**

By

Mr. R. Srivathson

Partner

Rupa Sekhar Associates

DAY - 5

**CHALLENGES AND PROSPECTS OF  
ENTREPRENEURSHIP – THE  
MEDIATING ROLE OF CREATIVITY**

By

**Dr.R.Angayarkanni**

Associate Professor, Department of  
Commerce, FSH, SRMIST

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**CREATIVITY CORNER AND EVENTS  
REALTED TO ENTREPRENEURSHIP**

By

**Ms.V.Lavanya**

Assistant Professor , Department of  
Commerce, FSH, SRMIST

DAY - 6

# **ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT**

By

**Dr.B.Akila**

Assistant Professor, Department of  
Commerce, FSH, SRMIST

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# **THE NEW PATH TO EMPLOYMENT FOR COLLEGE GRADS**

By

**Mr.J.Prabhuraj**

Assistant Professor , Department of  
Commerce, FSH, SRMIST

DAY - 7

**BUSINESS MANAGEMENT  
AN OVERVIEW IN REAL  
TIME PRESPECTIVE**

By

Dr.A.Kavitha

Assistant Professor,  
Department of Commerce,  
FSH, SRMIST



DAY - 8

# **IMPACT OF DIGITAL MARKETING ON BUSINESS PERFORMANCE**

By

**Mrs.D.Bhuvaneshwari**

Assistant Professor, Department of  
Commerce, FSH, SRMIST

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# **MARKETING CONCEPT EMPHASIS ON MARKETING STRATEGY**

By

**Dr.G.Sangeetha**

Assistant Professor, Department of  
Commerce, FSH, SRMIST

DAY - 9

## **IPR – AN OVERVIEW**

By

Dr.S.Chitra

Associate Professor & Head Of Department,  
Department of Commerce, FSH, SRMIST

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## **ACTIVITIES RELATED TO IPR DESIGNING AND NEW PRODUCT CREATION WITH AVAILABLE RESOURCES – QUIZ**

By

Ms.M.K.Nivedda

Assistant Professor. Department of  
Commerce, FSH, SRMIST

DAY - 10

# **COVID 19 – IMPACT ON INDIAN ECONOMY**

By

**Mr.R.Gowtham**

Research Scholar, Department of  
Commerce, FSH, SRMIST

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# **DEBATE – CRISIS MANAGEMENT**

By

**Dr.S.Chitra**

Associate Professor & Head Of Department,  
Department of Commerce, FSH, SRMIST

DAY - 11

**GST**  
**AN OVERVIEW**  
**STUDENTS PERSPECTIVE**

By

Mr.Venugopalan Nair

IRS

Assistant Director, NACIN,  
Chennai

&

Mr.R.Srivatsan

Additional Assistant Director, NACIN,  
Chennai

DAY - 12

# **IMPORTANCE OF LANGUAGE FOR CAREER DEVELOPMENT**

By

**Dr. Vidhyavathi Prasath**

Assistant Professor ,  
Department of English  
Government Arts College for Men, Nandanam

DAY - 13

**BASICS OF TALLY  
FOR A COMMERCE  
GRADUATE**

By

Mr.V.Krishnamoorthy

Director  
Hrudyya Adconser Pvt Ltd  
Chennai





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