



# SRM

INSTITUTE OF SCIENCE & TECHNOLOGY  
(Deemed to be University u/s 3 of UGC Act, 1956)

## COLLEGE OF SCIENCE AND HUMANITIES



# DEPARTMENT OF COMMERCE NEWS LETTER 2020 - 2021



**SRM INSTITUTE OF SCIENCE  
AND TECHNOLOGY**  
**COLLEGE OF SCIENCE AND  
HUMANITIES**  
**DEPARTMENT OF COMMERCE**

**THE YEAR OF REMINISCENCE**

With the COVID-19 pandemic paralyzing the world and causing disruption to the magnitude never seen, the Department of Commerce viewed COVID-19 as an opportunity rather than a challenge.

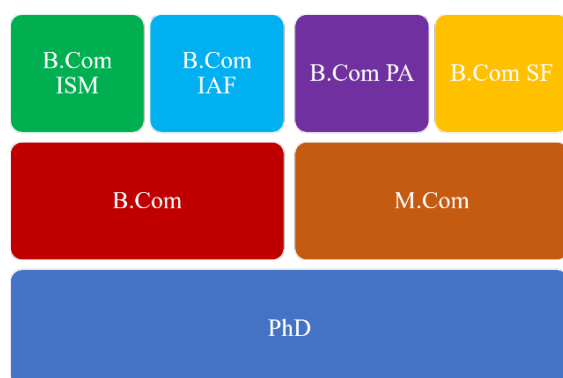
The Department of Commerce has been in existence for more than a decade, as a department it's been recognised as, an esteem member for the major contribution role in growth and development of the College of Science and Humanities. With just 21 students in 2005, the department has seen a tremendous growth over a decade accommodating more than 910 students in the field of commerce through the various courses namely B.com, M.com and Research. The Department made a remarkable achievement of admitting nearly 240 students this year thereby continuing to be one of the biggest departments of CSH. As a matter of statutory requirement and improving the quality of curriculum, this year our department integrated Learning Outcome

based Curriculum Framework (LOCF) ensuring development of HOTS of our students. The Department has signed MOUs with institutions like Chartered Institute of Management Accountants (CIMA), Association of Chartered Certified Accountant (ACCA), International Skill Development Corporation (ISDC), Wiley and Miles Education, Institute of Management Accountants, Hyrudyaa Adconser Private Limited, Entrepreneurship Development Institute of India, Aktisi Financial Services and National Academy for Customs, Indirect taxes and Narcotics. Faculty members are the backbone of growth of department. They adopted various ICT tools like PowerPoint presentations, Microsoft Excel, OneNote, gamification strategies and interactive seminars to ensure liveliness in virtual classroom.



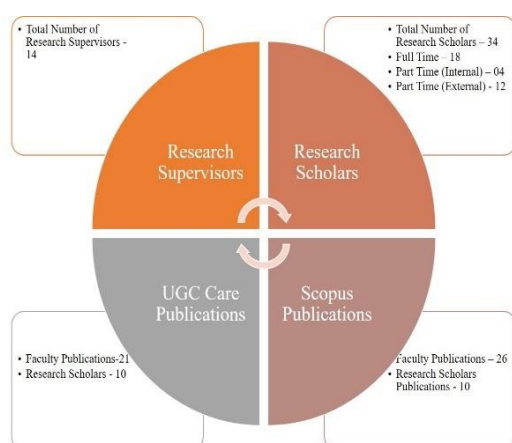
## PROGRAMMES

The Department of Commerce currently offers 6 interdisciplinary programmes. Each Course has its Unique Syllabi that caters the student's specialization into their area of interest. The syllabi are set not only to make the students to get a degree but to cultivate an overall skill to meet, survive and prosper in the competitive world.



## RESEARCH AND PUBLICATIONS

The Research Statistics of the Department



for the year 2020-2021 are as follows

## INTERNATIONAL CONFERENCE

Every year Department of Commerce conducts International Conference on Contemporary themes in industry and

produces valuable outcomes through research proposals that are intended to solve real life problems faced by the global businesses.



## 7-வது வணிகவியல் பன்னாட்டு ஆய்வுக் கருத்தரங்கம்

● எஸ்ஆர்எம் கல்வி நிறுவனம் நடத்தியது

இணையவழிக் கருத்தரங்கில் பங்கேற்று தங்களின் கருத்துகளை பதிவிட்டனர். இன்றும் (நவ. 25) இக்கருத்தரங்கம் நடைபெறும். மொத்தம் 4 ஆய்வுகள் நடைபெறுகின்றன. கருத்தரங்கில் வெளிநாட்டு அறிஞர்கள் 20 பேர் உட்பட 180-க்கும் மேற்பட்டோர் ஆய்வுக் கட்டுரைகளை வழங்கினர். கருத்தரங்கில் நிதி, தொற்று நோய், வர்த்தகம், சந்தைப் படுத்தல் மற்றும் மனிதவளம் போன்ற பல்வேறு ஆராய்ச்சிக் கருப்பொருள் பற்றி பேசப்பட்டு வணிக ஆராய்ச்சியின் பரப்பளவு பற்றிய ஆக்கம் நிறைந்த கருத்துகள் கிடைக்கப்பெற்றன. இவ்வாறு எஸ்ஆர்எம் வெளியிட்ட செய்திக் குறிப்பில் தெரிவிக்கப்பட்டுள்ளது.

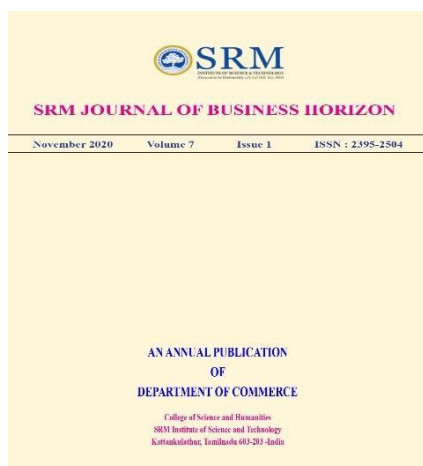
This PDF was originally uploaded to The Hindu Newspaper -

## SRM JOURNAL OF BUSINESS HORIZONS: AN ANNUAL PUBLICATION OF DEPARTMENT OF COMMERCE

SRM Journal of Business Horizons is an annual publication of the Department of Commerce and successfully published its



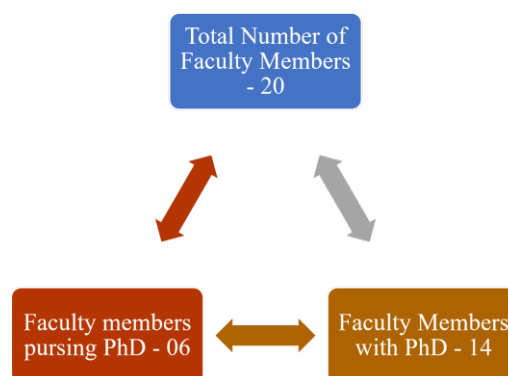
7<sup>th</sup> Volume this year. It will be an add-on to the enriched catalogue of college publications and academic literature. It aims at promoting research in the areas of business, management, economics, finance and governance and encourages empirical and inductive writings. The journal provides the scope to promote research publications among academicians, researchers, policy makers and practitioners. It publishes research articles relevant for national and international significance. Current issue has papers from the different domains such as internet marketing, Forensic Accounting, Cloud accounting, Artificial intelligence, Strategic HRM, Electronic advertising and HR audit.



## FACULTY AND CURRICULUM

Teaching faculty consisting of dedicated professionals has been the backbone of our department. Spiritual vitality, academic

excellence, and social relevance have always been the defining marks of the faculties in the department of commerce. The curriculum also incorporates learner centric framework known as Learning Outcome Based Curriculum (LOCF) that enables to expand the knowledge, gather experience, and develop skills and values to realize maximum potential and employment opportunities in the global arena. The syllabus for all the courses is constantly updated to reflect new trends in the subject and to take advantage of the latest structures. The faculty statistics of the department is given below



## 1. MERX                      MERCIS ASSOCIATION

The Department has an association named “MERX MERCIS CLUB” consisting of both the faculty members and students which conducts symposium and business events every year. It is all about creating an environment of academic freedom, where bright minds meet, discover and learn. The association recognizes and awards the A+



grade holders and O grade holders in all the subjects, class representatives, coordinators, general volunteers, cent percent attendance holders, best students and also the best outgoing student by issuing certificates, shields, prizes, and coupons. We are elated to register here, that every year alumni of the department are sponsoring for the best outgoing student award which will be issued to the eligible III-year student.



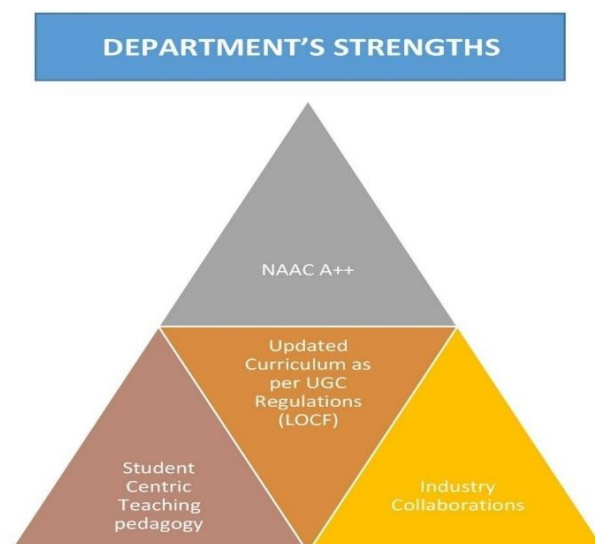
**Merx Mercis Association Logo**



**Merx Mercis Office Bearers**

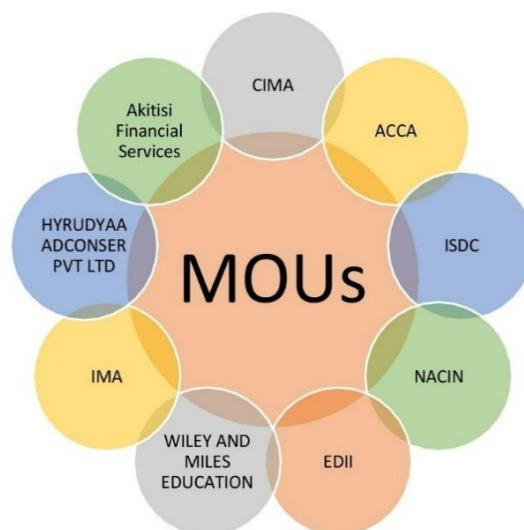
## DEPARTMENT'S STRENGTH ACCREDITATION AND RANKED

The Department of Commerce is accredited by NAAC with A+ rating because of its uniqueness. It follows student centric teaching pedagogy which enables them to apply the concepts learned in solving real life business problems. Further, the Department also successfully implemented Learning Outcome based Curriculum Framework (LOCF) that will develop skills and enable more practical understanding of the courses.



## MEMORANDUM OF UNDERSTANDINGS

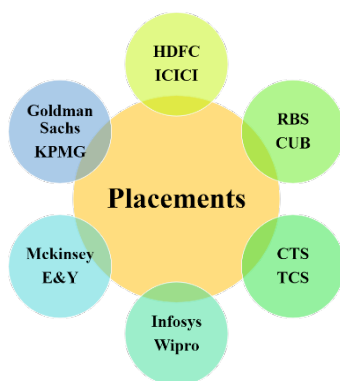
The Department of Commerce has signed MOUs to enhance and enrich student and develop their skillset as per Industry requirements. The following are the industry tie-ups of the Department



**MOUs of the Department**

## PLACEMENT OPPORTUNITIES

Students pursuing their career in the Department of Commerce has plenty of Job opportunities in the key areas like banking, entrepreneurship, international programs, State and Central Government Jobs, business communities and so on. Some of our placement companies include ICICI, HDFC, CTS, Infosys, RBS, Goldman Sachs, Mckinsey and so on.



## ACADEMIC YEAR 2020-2021 EVENTS AND ACTIVITIES

The Department of Commerce organized and conducted several events and activities in the academic year 2020-2021

### Student Support Events

Date of the Event	Topic
21-07-2020	Tally Accounting
22-07-2020	Entrepreneurship - Business Opportunity Identification
27-07-2020	GST - An Overview
28-07-2020	GST Registration and GST Filing
20-07-2020	Financial Management - Need of the Hour
	An Overview on Financial Services
21-07-2020	Fundamentals of Taxation
22-07-2020	Income Tax an Overview - Indian Context
23-07-2020	Practical Aspects of Auditing and Tax Filing Procedure
24-07-2020	Challenges and Prospects of Entrepreneurship - The Mediating Role of Creativity

	Creativity Corner and Events related to Entrepreneurship
25-07-2020	Artificial Intelligence in Human Resource Management
	The New Path to Employment for College Grads
26-07-2020	Business Management - An Overview in real time perspective
27-07-2020	Impact of Digital Marketing on Business Performance
	Marketing Concept Emphasis on Marketing Strategy
28-07-2020	IPR - An Overview
	Activities related to IPR - Designing and New Product Creation with Available Resources - Quiz
29-07-2020	Covid 19 - Impact on Indian Economy
	Debate - Crisis Management
30-07-2020	GST - An Overview - Students Perspective
31-07-2020	Basics of Tally for a Commerce Graduate
12-11-2020 & 13-11-2020	Intellect
06-11-2020	National Education Policy 2020 - Education as a economy booster and Digital Transformation and pedagogy with Quiz Activity
07-11-2020	National Education Policy - Academic Bank Credit with Quiz Activity
08-11-2020	Paper presentation competition for students
12-01-2021	National Youth Day Celebration 2020
11-02-2021	Union Budget 2021
20-03-2021	ACCA Motivation
22-03-2021	Entrepreneurial Mindset and the way ahead
8-04-2021 to 10-04-2021	COMFEST 2021



## Research Events

Date of the Event	Topic
06-07-2020	Content Coding and Analysis - Operational definition and its importance - An Overview on Scopus Journal features and importance
07-07-2020	Research Insights - Review of Literature - Objectives - Sampling Size
08-07-2020	Questionnaire Framing and Tool Developmet - Statistical Tool required for different variables
09-07-2020	Report Outlay - Data bases adaption - Research Tools and References - Online Platform for Publication
"10-07-2020 to 12-07-2020	SPSS and AMOS
20-07-2020	Lecture on Income Tax Filing
23-07-2020	Research Insights
24-07-2020	Review of Literature and Research Methodology - Conceptual Framework & Hypothesis Writing & Questionnaire Framing

25-07-2020	Blooms Taxonomy
26-07-2020	Blooms Taxonomy
29-07-2020 to 31-07-2020	SPSS and AMOS
24-11-2020 to 25-11-2020	7th International Conference on Business Research

## Alumni Events

Date of the Event	Topic
30-08-2020	Department of Commerce - 15 years Celebration – Virtual Alumni Meet
16-10-2020	Career Guidance talk by Alumni

## ACHIEVEMENTS

### FACULTY ACHIEVEMENTS



Dr.S.Chitra,  
Associate Professor  
and Head received  
Best Faculty Award,  
CTS 2016  
Award of Excellence,  
Miles Education 2017



Dr.R.Angayarkanni –  
Associate Professor,  
received Gold Medal  
in Research Day 2016,  
SRMIST



Dr.G.Sangeetha,  
Assistant Professor  
received Gold Medal  
on Research Day  
2017, SRMIST



Mrs.D.Bhuvaneshwari  
Assistant Professor  
received Gold Medal  
on Research Day  
2018, SRMIST

### FACULTY ACHIEVEMENTS



Ms.V.Lavanya  
Assistant Professor  
Received Gold Medal –  
Research Day Celebration  
2019& 2020 , SRMIST



Ms.Nivedda.M.K  
Assistant Professor  
Received Silver Medal,  
Research Day 2020,  
SRMIST



Dr.P.Sankar,  
Assistant Professor  
received  
Best Faculty Award  
- PARA Awards 2020  
Excellence in Research  
from Shri Paramhans and  
Research Foundation Trust  
- Innovation and  
Knowledge Excellence



Dr.Durairaj  
Assistant Professor  
received Gold Medal,  
Research Day 2021,  
SRMIST

### FACULTY ACHIEVEMENTS

## RESEARCH SCHOLAR ACHIEVEMENTS



Mr.Aashiek Cheriyan

- Gold Medal – Research Day Celebrations 2018, SRM Institute of Science and Technology.



Ms.V.Lavanya

- Best Poster Award – Dr.Parivendhar Research Colloquium, 2021



Mrs. K.M.Poornima

- Silver Medal – Research Day 2021 Celebrations, SRM Institute of Science and Technology



Mr.R.Gowtham

- Gold Medal – Research Day 2021 Celebrations, SRM Institute of Science and Technology
- Young Researcher Award – International Institute for Organized Research
- Best Paper Presentation Award – International Conference on Research Methodology for Quantitative and Qualitative Research organized by Eudoxia Research Centre, Assam
- India Book of Records – Maximum Research Papers on accounts written and published by an Individual



## STUDENTS ACHIEVEMENTS



Ms. Srinidhi Kesavan of Final year B.Com Honours International Accounting and Finance has successfully completed Advanced Diploma in Accounting and Business by qualifying in the examinations certified by Association of Certified Chartered Accountant (ACCA), UK.



Mr. Mohamed Jamseer of Final year B.Com Honours International Accounting and Finance has successfully completed Advanced Diploma in Accounting and Business by qualifying in the examinations certified by Association of Certified Chartered Accountant (ACCA), UK.



Mr. Preetam Ola of Second Year B.Com Honours International Accounting and Finance has successfully completed Audit and Assurance Examination certified by Association of Certified Chartered Accountant (ACCA), UK.



Mr. Advait Krishnakumar of Second Year B. Com Honours' Professional Accounting has successfully qualified Diploma in Management Accounting in Business Accounting, Certified by Chartered Institute of Management Accountant (CIMA), UK.



Ms. Anushka B V of B.com Honours Professional Accounting has successfully Completed Certification in Business Accounting, Certified by CIMA, UK by securing a score of 83% in the Examination Conducted on 9th July 2020.



Ms. Aishwarya Galdinus of B.com Honours Professional Accounting has successfully Completed Certification in Business Accounting, Certified by CIMA, UK by securing a score of 70% in the Examination Conducted on 20th July 2020..



Mr. Nitin Kalyan of B.com Honours Professional Accounting has successfully Completed Certification in Business Accounting, Certified by CIMA, UK by securing a score of 75% in the Examination Conducted on 15th July 2020.



Mr. Kuberan R of B.com Honours Professional Accounting has successfully Completed Certification in Business Accounting, Certified by CIMA, UK by securing a score of 70% in the Examination Conducted on 24th July 2020.



Mr. Sudhakar G of B.com Honours Professional Accounting has successfully Completed Certification in Business Accounting, Certified by CIMA, UK by securing a score of 70% in the Examination Conducted on 24th July 2020.



Mr. Venkatesh V of B.com Honours Professional Accounting has successfully Completed Certification in Business Accounting, Certified by CIMA, UK by securing a score of 75% in the Examination Conducted on 17th July 2020.



## EVENTS GALLERY













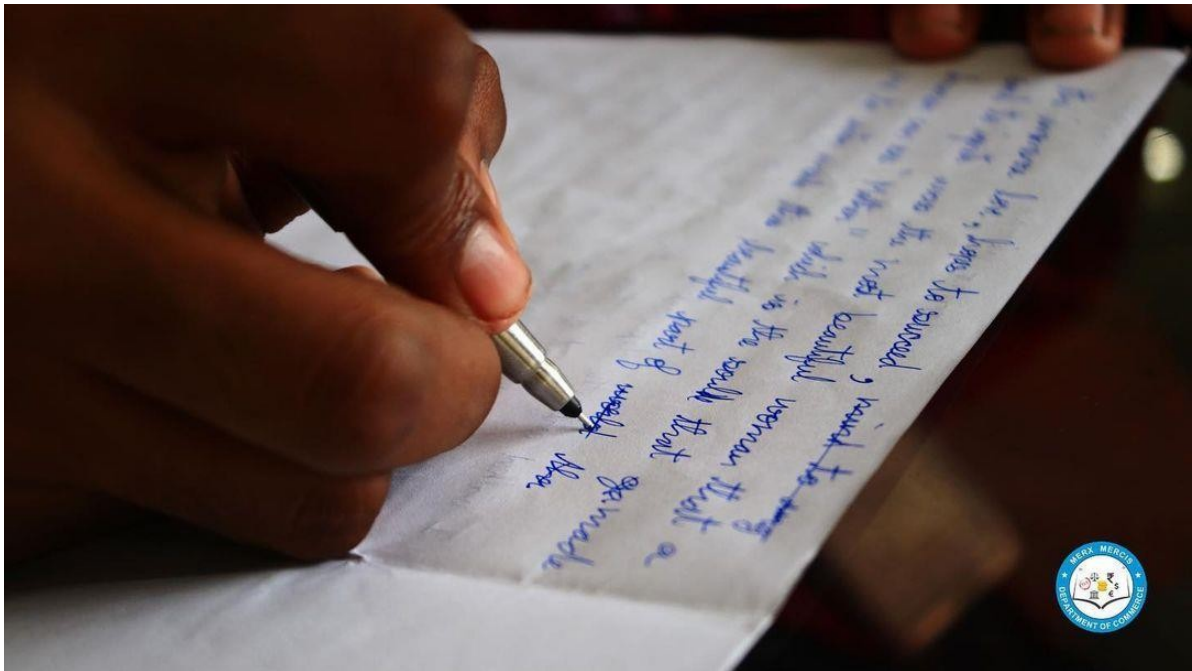












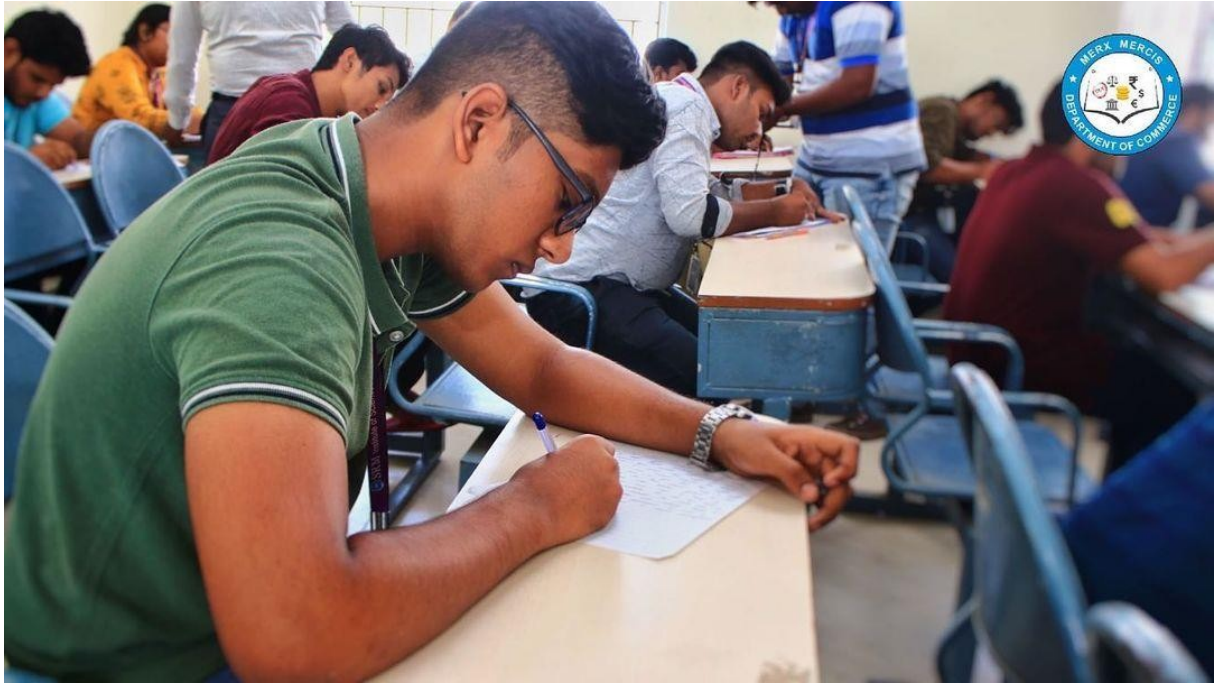














### GST – INTERNATIONAL SCENARIO

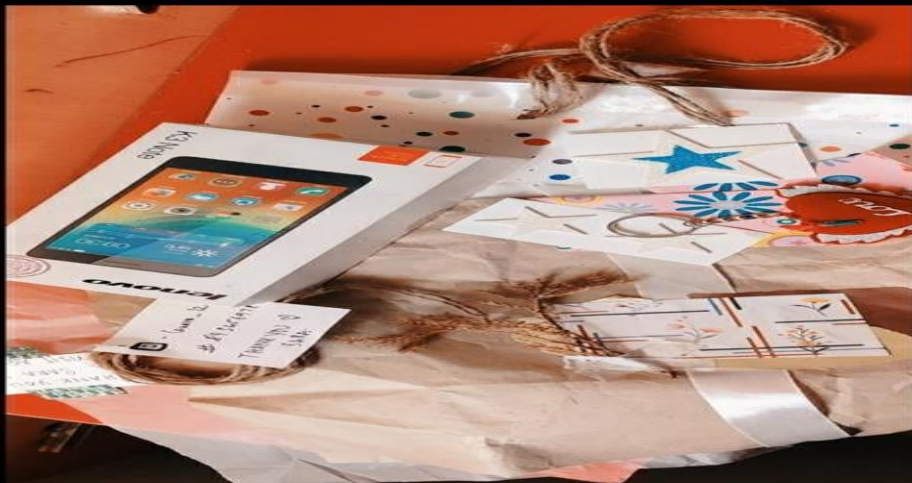
168 Countries across the Globe follow GST type of Taxation;



SRIVATSAN RAMAKRISHNAN

4

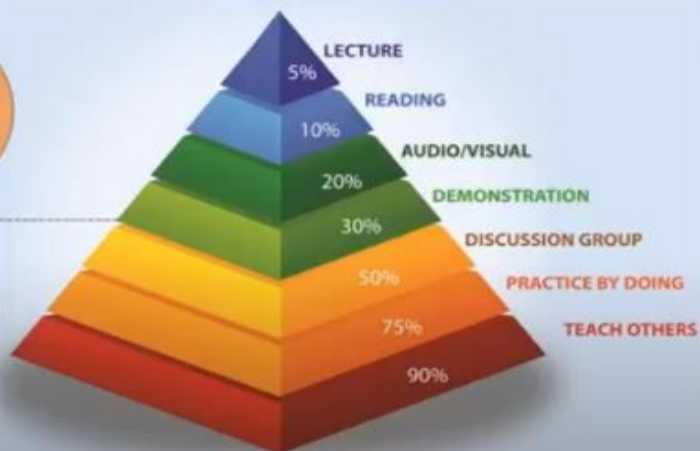




## Learning Pyramid

PASSIVE  
TEACHING  
METHODS

PARTICIPATORY  
TEACHING  
METHODS



12:40



Tool Development, Sectional Validation & Data Reduction  
Using SPSS

Dr. R. Kanthiah Alias Deepak  
Assistant Professor

Slide 1 of 11 | English (United States)

Deepak

## Types of Research

- Basic Research – Formulation of theories
- A critical analysis of product placement as an effective marketing strategy
- An investigation into the main elements of brands and branding
- A study of factors impacting each stage of product life cycle
- Applied Research
- Quantitative Research - Supporting the existing theories. Researches undertaken to substantiate the decisions taken by the business entity.
- Qualitative Research – If the responses are going to be subjective in nature
- Empirical Research - much control over the research environment. Ex: Establishing relationship between exchange rate and export earning using theoretical concepts.
- Longitudinal Research - Marketing research among potential customers.

Post Graduate and Research Department of Commerce, Madras Christian College, Tambaram, Chennai.

Mr. Subramanian V



# Research Methodology

**Dr. Mahesh Kumar. T**  
*Assistant Professor*  
 Department of Commerce & Management  
 CHRIST (Deemed to be University)  
 Lavasa, Pune



MAHESH KUMAR T

	Name	Type	Width	Decimals	Label	Values	Missing	Columns	Align	Missing	Style
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Vijay Kumar Gokularam

## What is annual turnover?



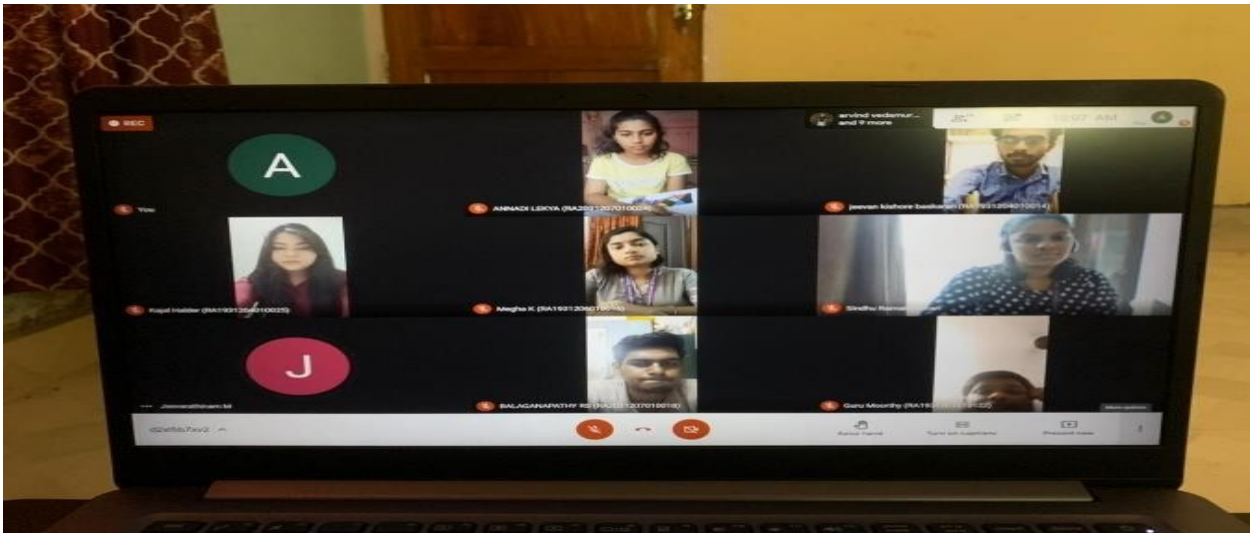
Aggregate of all supplies in a particular year calculated on all-India basis for a particular PAN



It includes taxable supplies, exempt supplies, NIL rated supplies and Zero rated supplies



Excludes value on inward supplies under Reverse Charge Mechanism. Does not include any taxes under GST

















## 6th international symposium at SRMIST

**M**alaysia Multimedia University Professor Dr Saravanan Muthaiyah inaugurated the two-day MERX MERCIS, the 6th International Symposium on Business Research at the SRM Institute of Science and Technology, Kattankulathur.

Pro Vice Chancellor (External Affairs) Dr R Balasubramanian unveiled the special souvenir and CD of the conference that was organised under the aegis of School of Commerce and Economics, SRMIST.

At the conference, 216 research papers including 14 of researchers from America, Australia, England, and Indonesia were presented on the subjects of business, economics, accounting, and finance, corporate secretaryships.

Out of these, 190 were accepted, and 33 research papers were approved to be published in foreign journals.

Speaking after unveiling the conference souvenir, Dr R Balasubramanian said the conference, being attended by educational institutions, profes-

sional bodies and consultants, would help create opportunities for students and avoid exploitation in business.

Speaking at the conference, both Professor Dr Saravanan Muthaiyah and Professor Dr Raman Gujral, Professor and Head (Southern Region) Entrepreneurship Development Institute of India, said that research study called for a lot of dedication and sincerity.

They appealed to the students to do take up research in areas where there is a social need.













