



SCHOOL OF COMMERCE AND BUSINESS MANAGEMENT  
CENTRAL UNIVERSITY OF TAMIL NADU- THIRUVARUR, TN- INDIA

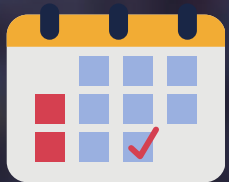
CENTRAL UNIVERSITY OF JHARKHAND  
RANCHI

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY  
CHENNAI

*Jointly organizing*

# TWO DAY VIRTUAL NATIONAL CONFERENCE ON TRANSFORMATION OF TECHNOLOGY IN HIGHER EDUCATION

(Last Date For Paper Submission Through Online On or Before 20 th April 2021)



**27th & 28th  
April 2021**

## CONTACT DETAILS OF CONVENERs

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Vice-Chancellor(Acting)  
CUTN



Prof. R. K. Dey  
Vice-Chancellor (Acting)  
CUJ-Ranchi



Dr. C. Muthamizhchelvan  
Vice-Chancellor (In Charge)  
SRMIST



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Chairman of VNC  
HOD of Management & Dean SCBM  
CUTN



Prof. Bhagwan Singh  
Dean, SMS & Head, DBA, SMS  
CUJ Ranchi, Convener



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Dean, College of Management  
SRMIST, Convener



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HOD of THM, CUTN  
Convener



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Vice Chairman of VNC  
HOD of Commerce,  
Former Dean SCBM CUTN



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Assistant Professor  
DBA, SMS, CUJ  
Co-Convener



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Associate Professor, SRMIST  
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Assistant Professor, CUTN  
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Deputy Convener

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# LAST DATE TO SUBMIT ONLINE PAPERS ON OR BEFORE 20 th April 2021

## SUB-THEMES AND EMAIL ADDRESSES TO SEND PAPERS

1. Technology Transformation in Higher Education during Covid -  
[deanbcm@cutn.ac.in](mailto:deanbcm@cutn.ac.in)
2. Digital Technology Trends and Practices for the Past One Decade-  
[hodmanagement@cutn.ac.in](mailto:hodmanagement@cutn.ac.in)
3. Development of Information Technology in Higher Education -  
[hodthm@cutn.ac.in](mailto:hodthm@cutn.ac.in)
4. Education Technology in Colleges and Universities -  
[dean.mgmt.ktr@srmist.edu.in](mailto:dean.mgmt.ktr@srmist.edu.in)
5. Strategies and Challenges in E-learning Delivery -  
[dbasmsactivities@cuja.ac.in](mailto:dbasmsactivities@cuja.ac.in)

(E- Certificates will be given & Selected Papers will be Published in  
Reputed Journals)



# **PROGRAMME OF VNC**

**Two-Day Virtual National Conference on  
Transformation of Technology in Higher Education  
( 27th and 28th April 2021 )**

**Organized by**

School of Commerce & Business Management , Central University of Tamil Nadu , Thiruvarur  
School of Management Sciences , Central University of Jharkhand , Ranchi and  
College of Management , SRM Institute of Science & Technology, Chennai

**INAUGURAL SESSION (10 : 00 am – 11 : 45 am)**

**PRAYER SONG**

By MBA Students

**WELCOME ADDRESS**

By Prof A Chandra Mohan  
HOD of Management , Dean of SCBM and Chairman of VNC , CUTN

**PRESENTATION OF Prof R KARPAGE KUMARAVEL  
( Hon'ble Vice Chancellor (Acting) , CUTN )**

By Dr J Ashokkumar  
Assistant Professor & Co-Convenor of VNC , CUTN

**INAUGURAL ADDRESS**

By Prof R Karpaga Kumaravel  
Hon'ble Vice Chancellor (Acting) , CUTN

**Presentation of Prof R K DEY ( Hon'ble Vice Chancellor (Acting) , CUJ , RANCHI )**

By Dr C Nagapavan  
Assistant Professor & Co-Convenor of VNC , CUJ Ranchi

**KEY NOTE ADDRESS**

By Prof R K Dey  
Hon'ble Vice Chancellor (Acting) , CUJ Ranchi

**PRESENTATION OF Prof C MUTHAMIZHCHELVAN ( Vice Chancellor ( In charge ) , SRM IST )**

By Dr Poonguzhali P  
Assistant Professor , Deputy Convenor of VNC , COM SRM IST

## **PRESIDENTIAL ADDRESS**

By Prof C Muthamizhchelvan  
Hon'ble Vice Chancellor ( In charge ) SRM IST

## **PRESENTATION OF Prof FURQAN QAMAR ( Founder Vice Chancellor , CUHP )**

By Dr S K Manivannan  
Associate Professor , Co Convenor of VNC , SRM IST

## **SPECIAL ADDRESS**

By Prof Furqan Qamar  
Founder Vice Chancellor , CUHP

## **BRIEF OVERVIEW OF SCHOOL OF CBM , CUTN , THIRUVARUR**

By Dr Velmurugan P S  
HOD of Commerce & Former Dean of SCBM , CUTN

## **BRIEF OVERVIEW OF SMS & DBA CUJ , RANCHI**

By Prof Bhagwan Singh  
Dean , SMS & Head - DBA , SMS , Convenor of VNC , CUJ , Ranchi

## **BRIEF OVERVIEW OF COLLEGE OF MANAGEMENT , SRM IST , KATTANKULATHUR**

By Prof V M Ponniah  
Dean , Department of Management , Convenor of VNC , SRM IST

## **VOTE OF THANKS**

By Prof Bhagwan Singh  
Dean , SMS & Head - DBA , SMS , Convenor of VNC , CUJ , Ranchi

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Prof S Senthil Kumar , SRMIST  
Dr Raja , THM , CUTN  
Dr Mahalakshmi , Commerce , CUTN  
Dr S Visalakshmi , MBA , CUTN  
Dr J Dinesh , SRMIST

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Ms Dhayanisha D S , MBA , CUTN  
Ms Jeyapriya , MBA , CUTN  
Ms Tapasia Mohanan , MBA , CUTN

27 . 04 . 2021

SESSION I

PAPER PRESENTATION ( 1 : 30 pm – 4 : 00 pm )

**KEYNOTE SPEAKER**

Prof D Narayana Rao

Pro Vice Chancellor , SRM University , Amaravathi Campus , AP

**CHAIRMAN**

Dr T Ramachandran

Professor of Management , SRM IST

**CO CHAIRMAN**

Dr K B Singh

HOD , DCFS , School of Management Sciences , CUJ , Ranchi

**S NO**

**TITLE OF THE PAPER**

**AUTHORS**

- |    |                                                                                                                    |                                                        |
|----|--------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------|
| 1. | Hindrances of Online Learning: Digital Inequality in the Indian blackboard                                         | Roshnee Rita<br>Dr T Ramachandran                      |
| 2. | Effect of Yoga education Improves psycho-physiological health in Adolescent Students through multimedia Technology | P Sudhan<br>Dr S Jahira Parveen<br>Dr Rajeev Sukumaran |
| 3. | COVID--19 Challenges in Online Learning : A Study of Students from Selected Institutions of Higher Education       | Rajwinder Kaur                                         |
| 4. | Online education post COVID-19 Pandemic : Challenges, Strategies and Best Practices                                | Dr Mallika Sankar<br>Prof Saritha A                    |
| 5. | The COVID-19 (Crisis) E learning as a challenge and opportunity for higher Education teachers in India             | Dr Vinay Kr Yadav<br>Ms KirtiYadav                     |
| 6. | Relevance of Soft Skills in Teacher Education Programme in the present context                                     | Dr Jyoti S Pattanshetti<br>Dr Asha J Patil             |

- |     |                                                                                                                                                      |                                                |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------|
| 7.  | Strategies and challenges in E-Learning Industry                                                                                                     | Dr V M Ponniah<br>A K Balaji                   |
| 8.  | Exploration of Pandemic Idiographic Behaviour in e-Pedagogy : An Interpretative Phenological Analysis                                                | Dr Sarvesh Kumar<br>Jyoti                      |
| 9.  | Strategies and challenges in e learning delivery in Continuous learning : A Study with special reference to selected Auto Ancillary Units in Chennai | Karthikeyan S M<br>Ponniah V M<br>Krishnaraj R |
| 10. | Challenges of Technology Transformation in Higher Education during Covid 19                                                                          | Archana M Kinagi / V<br>Padgul                 |
| 11. | Determinants of mobile payment adoption for the past one decade in selected rural areas of TN                                                        | Vadivel N<br>Dr C Sundar                       |
| 12. | Technology Transformation in Higher Education during Covid                                                                                           | Akshat Ashish<br>Choudhary                     |
| 13. | Technology Transformation in Education Sector in India                                                                                               | Bharghavi R                                    |
| 14. | E-Learning : Opportunities and its Challenges in Education Sector                                                                                    | Soumya Varghese                                |
| 15. | Problems and prospects of Online Education platforms during Covid 19                                                                                 | Dr J Ashokkumar<br>Mrs Priyanga J              |

#### **FACULTY CO ORDINATORS**

Dr T S Edwin , SRM IST  
 Dr Pragyan Pushpanjali , CUJ  
 Dr A Vinodhan , Commerce , CUTN  
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 Ms Arulmani A , MBA , CUTN  
 Ms Harsha P K , MBA , CUTN  
 Ms Kirithiga S , MBA , CUTN

27 . 04 . 2021

SESSION II

PAPER PRESENTATION ( 4 : 00 pm – 6 : 00 pm )

**KEYNOTE SPEAKER**

Prof R Nageshwar Rao

Head of Commerce and Management , Osmania University , Hyderabad

**CHAIRMAN**

Prof O S K S Sastri

Chairman MOOCs , CUHP

**CO CHAIRMAN**

Prof S Sadasivan

Professor of Management , SRM IST

**S NO**

**TITLE OF THE PAPER**

**AUTHORS**

- |    |                                                                                                         |                                                   |
|----|---------------------------------------------------------------------------------------------------------|---------------------------------------------------|
| 1. | Strategies and Challenges in E-Learning Delivery in COVID-19                                            | Muskan                                            |
| 2. | Online Learning during the Unprecedented Pandemic Phase                                                 | Gauhar Fatima                                     |
| 3. | E-learning delivery success : Is it easy for gen z ?                                                    | Priya S                                           |
| 4. | Emerging Strategies and approaches for Transaction of E-Learning in present Scenario                    | Ms ChetnaSuri<br>Ms PoonamPandita<br>Sachin Kumar |
| 5. | A conceptual study on the usage of smart phones and the psychological impacts among the Indian Children | Seetharaman<br>Dr P S Rajeswari                   |
| 6. | Challenges and Solutions to Online Education in Higher Education in India : An Analysis                 | Dr Ajeet Singh<br>Choudhary                       |

- |     |                                                                                                                                         |                                                 |
|-----|-----------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------|
| 7.  | Digital education: an insight into 'pragyata'                                                                                           | Koustav Dutta<br>Dr Malay Kanti G               |
| 8.  | Attitude towards online teaching- learning process of Students at University level                                                      | Dr T Sangeetha                                  |
| 9.  | Strategies and Challenges in E-Learning Delivery                                                                                        | Mr K Kumar<br>Dr Y YaseenMaswood                |
| 10. | An E-Learning about the Influence of Social Media on Women's Intentions towards Online Apparels Buying                                  | Prof (Dr.) Rakesh<br>Kumar Yadav<br>JyotsanaRai |
| 11. | Stakeholder's narrative of teaching-learning process disruption in Higher Education during ongoing COVID pandemic from Himachal Pradesh | Dr Sarvesh Kumar<br>Tania Chauhan               |
| 12. | Analyzing the effectivity of the new media Technologies in Education                                                                    | Yuvasree<br>Rajeswari PS                        |
| 13. | Existing Barriers Of E-Learning                                                                                                         | Jeffrey Jim Salvius J                           |
| 14. | Information and Communication Technology in Higher Education in India : An Overview                                                     | Rajashree Padhi                                 |
| 15. | Empowerment of the Educational world using the Sixth Sense Technology                                                                   | Ved Prakash<br>Lavanya J                        |

#### **FACULTY CO ORDINATORS**

Prof R Krishnaraj , SRM IST  
 Dr A Gajendran , SRM IST  
 Dr Nitesh Bhatia , CUJ  
 Dr P Raja , THM , CUTN  
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 Ms Dharanya S , MBA , CUTN  
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# PROGRAMME OF VNC

28 . 04 . 2021

SESSION III

PAPER PRESENTATION ( 10 : 00 pm – 12 : 00 pm )

## KEYNOTE SPEAKER

Prof H Lajipathi Rai

Special Officer , Central Tribal University of A.P and  
Former Vice Chancellor , Dr B.R Ambedkar University , Srikakulam , A.P

## CHAIRMAN

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Professor and Head , Department of Management , School of Business Management ,  
Director , IQAC , IFTM University , U.P

## CO CHAIRMAN

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Professor of Management , SRM IST

## S NO

## TITLE OF THE PAPER

## AUTHORS

- |    |                                                                                                                                     |                                                      |
|----|-------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------|
| 1. | Effect of COVID 19 in eLearning Service Quality on Higher Education                                                                 | Dr C Sonia<br>Dr V Priyadarshini<br>D Krishnamoorthy |
| 2. | Impact of digital marketing in the challenging age : An empirical study                                                             | Ms G Sakunthla devi<br>Dr G Rajesh Kumar             |
| 3. | Digital Technology Trends and Practices for the Past One Decade                                                                     | Kranthi Kiran                                        |
| 4. | Commendable Role of Educational Technology during COVID-19 In Higher Education System with the arrival ofNew Programs of Education. | Shamina                                              |
| 5. | Strategies and Challenges in E-learning Delivery                                                                                    | John Stevenson Patra                                 |
| 6. | Customers' Intention to Join E-Tailer Facebook Pages with Special Reference to Social Psychology Model                              | Dr T S Edwin                                         |

- |     |                                                                                                                                                                  |                                                                        |
|-----|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------|
| 7.  | Higher Education's Technological Transformation<br>Online Education's Current Trends                                                                             | G Ramachandran<br>T Sureshkumar                                        |
| 8.  | How Modern Technology Affects Education Today<br>And In The Future                                                                                               | Siddharth Chaturvedi<br>Dr K T Vijaykarthigeyan                        |
| 9.  | Factors determining the effects of Perceived<br>Utilitarian and Hedonic motives on online<br>purchase intention with special emphasis on<br>Private label brands | V Anitha<br>Dr A R Krishnan                                            |
| 10. | Technology Transformation In Higher Education<br>During Covid- A study with Reference to Schools<br>in Chennai City                                              | Dr Poonguzhali P<br>Anil Inture<br>Dr K Balaji<br>Prof A Chandra Mohan |
| 11. | The Improvement of Students' Academic<br>Performance by Using Social Media through<br>Collaborative Learning in Higher Education                                 | S K Manivannan                                                         |
| 12. | The Transformation of Higher Education After the<br>COVID Disruption: Emerging Challenges in an<br>Online Learning Scenario                                      | R Gajalakshmi                                                          |
| 13. | Sentimental Analysis of Work from Home Tweets                                                                                                                    | Tamil Mani S                                                           |
| 14. | E-Learning in the time of Pandemic : Assessment<br>of Students Satisfaction on Online Class India<br>Perspective                                                 | Rayta Amin<br>B Harshitha                                              |

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# PROGRAMME OF VNC

28 . 04 . 2021

SESSION IV

PAPER PRESENTATION ( 1 : 30 pm – 3 : 30 pm )

## KEYNOTE SPEAKER

Prof B R Megharaj

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## CO CHAIRMAN

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### TITLE OF THE PAPER

### AUTHORS

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|----|----------------------------------------------------------------------|--------------------|
| 1. | Acceptance Of Technology And Online Classes among Students           | Dharani Kanagasaba |
| 2. | The Impact Of Technology In Colleges And Universities During Covid   | G S Arun Prasad    |
| 3. | Technology Transformation In Higher Education During COVID           | Gokul Santhanam    |
| 4. | Study on Students Perception towards Online Classes                  | Sairam S           |
| 5. | Effect of Yoga education through multimedia Technology               | Sudhan P           |
| 6. | The International Software Protection                                | Mr S Mohanarangam  |
| 7. | Economic Impacts in Indian Higher Education With Respect To Covid-19 | Gokul Pragash B    |

- |     |                                                                                                 |                |
|-----|-------------------------------------------------------------------------------------------------|----------------|
| 8.  | Study on Technology Challenges associated with Online Education                                 | Joel George    |
| 9.  | Importance Of Moral Instruction Classes In Schools                                              | Dr M G Bhaskar |
| 10. | Impact of Transformational Leadership on Organizational Virtuousness in Indian Pharma Companies | Madhumathi R   |
| 11. | Empowerment of the Educational World using Sixth Sense Technology                               | J Lavanya      |
| 12. | Adopt And Adapt Of Mooc By Teachers                                                             | D Manimeghalai |
| 13. | Occupation Embeddedness And Its Role                                                            | Dr S Sujatha   |
| 14. | Study of Work Life Balance among Employees                                                      | Priyanka       |

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Ms Srinidhi J , MBA , CUTN  
Ms Jeyapriya , MBA , CUTN

# **P R O G R A M M E**

## **VALEDICTORY SESSION ( 3 : 30 pm - 5 pm.)**

### **WELCOME ADDRESS**

By Dr Ankathi Raghu  
HOD of Tourism & Hospitality Management , CUTN

### **BRIEF OVERVIEW OF VNC**

By Prof A Chandra Mohan  
HOD of Management , Dean of SCBM and Chairman of VNC , CUTN

### **CHIEF GUEST ADDRESS**

By Prof R Karpaga Kumaravel  
Hon'ble Vice Chancellor (Acting) , CUTN

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Hon'ble Vice Chancellor (Acting) , CUJ Ranchi

Dr C Muthamizhchelvan  
Hon'ble Vice Chancellor ( In charge ) SRM IST

Prof A K Nayak  
Advisor of IIBM , Former Director of Computer Society of India

Prof Ramasamy  
Director / Research , SRM IST  
Former Vice Chancellor , Tamil Nadu Agricultural University , Coimbatore

### **ADDRESS BY**

By Prof S Senthil Kumar  
Professor of Management , SRM IST

### **ADDRESS BY**

Dr P Alli Rani  
Director , SVPISTM , Coimbatore ( GOI )

**ADDRESS BY**

By Dr Velumurugan S  
HOD Of Commerce , CUTN

**ADDRESS BY**

By Dr B Neppolian  
Dean , Research Institute, SRM IST

**ADDRESS BY**

By Dr R Parameswaran  
Registrar in Charge , CUTN

**ADDRESS BY**

By Prof S L Harikumar  
Registrar , CUJ , Ranchi

**ADDRESS BY**

By Prof A Venkataramana  
Professor of Commerce , SK University , Ananthapuram , A.P

**ADDRESS BY**

By Prof V Krishna Mohan  
Registrar , Andhra University , Visakhapatnam , A.P

**ADDRESS BY**

By Dr G Sudha  
Associate Professor , MBA , CUTN

**VOTE OF THANKS**

By Dr K Kavitha  
Assistant Professor , THM , CUTN

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Dr Preeti R Gotmare , MBA , CUTN

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Dr Vaibhav Bhatt , THM , CUTN

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Ms Arulmani A , MBA , CUTN

Ms Bhavya Bhavadas , MBA , CUTN

Ms Varsha B , MBA , CUTN

Mr Pradeep T , MBA , CUTN

### **Join the Meeting (Cisco Webex)**

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<https://cutn.webex.com/cutn/j.php?MTID=m698212f1b155f69c1bc34d975f1febc3>

Meeting access code : 158 253 3592

Meeting Password : MpxTZejJ725