

GODKING ASSOCIATION

2021

Our department conducted a **online Quiz -programme**. About “Business management “. The student eagerly attend the online Quiz consists 25 question of various types of business and answered the **MCQ** types. Once they finished they were given online certificate.

This programme is initiated by **Mrs.kiruba Asst.Prof. Of BBA**.

Our department organized a department association on 17-03-2021 at 3.00pm. The student has participated on Add-zap, business Quiz, business game, best manager, etc.

This association started with welcome address by II year BBA N. Hajira, the chief guest for this function, Secretary Rev. Sr. Julia violet and principal Rev. Sr. Sara jasmine. All the events were evaluate and they put the mark for the best performance of provocation Activity, delivery of message Question answered, etc. Winners were awarded with certificate. Finally the department association ended with vote of thanks by our students N. Priya I year student.

Our department organized a webinar on 23-sep-2021 at 4.pm through Google meet. The web inarstarted with welcome address offered by Mrs.Saritha Asst.Professor. The Resources Person Prof. N. Udhaya kumar. MBA. M.Phil, Annamalai university, Chidambaram delivered his lecture on the topic “Marketing Promotion “.

He started with (i) promotion mix, promotion refer to then tries to activities in promotion field,

(ii) Objective of promotion to promote ea new products to face competition, to improve image (iii) cost, cost of marketing is second basis (iv) Advertisement, types of advertisement, factors about Indian (Vi) Direct marketing such as making, catalogue telephone, Internet, press, posters and massage (vii) personal selling information (viii) sales promotion, marketing activity etc.

2023

Our Department organized a seminar on 17th March 2023 at 11.am. The seminar started with welcome address offered by M.Priya III Year BBA Students, the resource person prof. Dr. AnandRaj.M.Com, MBA, M.Phil, Ph.D from Loyola College Vettavalam, delivered his lecture on the topic “**Leaderships Style**”



He Shared about:

- LeadershipStyle
- LeadershipQualities
- Improving leadership attitudes
- Course in positive thinking etc.

Rev.Dr.Jasmine appreciated the Staff and Students Department of Management and thanked the resource person Prof.Dr.Anand Raj for his efficient and in informative speech.

These miner come to end with vote of thanks offered by J.EstherJebaPriya IIVear BBA.

2024

On 16th September 2024, we had our National Conference on the topic “**Digital Transformation in Business**”. The resource person of the conference was **Mr. Vijayakumar**, Operation Manager from **Amazon**.



In this conference, the expertise might spoke about the lot of technology used in **Digital Transformation** related to business. Then the uses, impact and how to avoid false & unknown website.

In this conference we have given three titles for paper presentation. Like,

- (i) **Digital Transformation in Business**
- (ii) **Issues & Challenges facing Digital Transformation**
- (iii) **Digital Transformation leads to Economic Growth**

On these topics 10 students presented their papers. Best performers were awarded shield.

I Prize – Miss Meena from Sishya Arts & Science College, Thiruvannamalai

II Prize – Mr. C. Manimaran

III Prize – Mr. M. Sivanam

from Sri Vidhya Mandhini Arts & Science College, Uttangkarai.

Total 95 students participated in the conference.



2025

The Department conducted a National Level Conference on 22 September 2025 on the theme “AI for All: Advancing Inclusion, Equity, and Women’s Empowerment for Sustainable Workforce Development.” The Chief Guest, **Rev. Fr. Dr. M. Dominic Jaya Kumar SJ**, Vice-President of Loyola College, delivered an inspiring and insightful keynote address that enriched the academic sessions.

The poster features a central logo of a golden lamp on a pedestal. The text is arranged in columns and sections. On the left, there is a portrait of Rev. Fr. Dr. M. Dominic Jaya Kumar SJ. The top right section includes the name of the college and its affiliation. The middle section lists the organizers and committee members. The bottom section is divided into three columns: Call for Papers, Registration Details, and Seminar Paper Presentation Rules.

Outstanding Speaker

REV. FR. DR. M. DOMINIC JAYA KUMAR SJ
Vice-president, Loyola College,
Mettala, Namakkal Dt.

...Patrons...

Rev.Sr.Samboorna Mary
Secretary

Rev.Sr.Dr.Lourdu Mary
Principal

Rev.Sr.Mary Santhanam
Administrator

Organized Committee Members

DEPARTMENT OF BBA & B.COM

Prof. Mrs. **Rajeswari**
Head of the Department - BBA

Prof. Mrs. **Sowndharya**
Head of the Department - B.Com

Department of management
Mrs. Rajeswari - 8122274742
Rev. Sr. Dr. Anthonyammal - 6369750799
Mrs. Saritha - 9994170192

Department of commerce
Mrs. Kalavani - 8072835692
Ms. Priyadharsini - 9781757133
Mrs. Sowndharya - 8807892926

Idhaya College of Arts and Science for Women
Affiliated to Thiruvalluvar University,
Vellore.
Pudupalayam - 606 705.

National Seminar
ON
“AI for All: Advancing Inclusion, Equity, and Women’s Empowerment for Sustainable Workforce Development”

Date:
22.09.2025, Monday
...Organized By...
DEPARTMENT OF BBA & B.COM

PEARLS OF WISDOM

CALL FOR PAPERS

1. The role of AI in building an inclusive and equitable workforce
2. Empowering women, and overcoming the digital divide.
3. It aligns with SDG 5 (Gender Equality), SDG 8
4. Decent Work and Economic Growth, and
5. The broader sustainable development goals for melusive growth

DETAILS OF REGISTRATION:

1. Please submit you PPT presentation through
email-id: rajeswari649@gmail.com
2. Please include presenter’s name, institution and email address below the title.
3. Registration Fees: 200 to be paid

SEMINAR PAPER PRESENTATION RULES:

- **paper format:**
maximum length: [e.g., 5-7 pages] use [font style, e.g., Times new roman], size [e.g., 12 pt], with 1.5 line spacing. Include title, author(s) name, affiliation, abstract, keywords, introduction, methodology, results, conclusion, and References.
- **Language:**
the paper should be written and presented in [English/tamil language].
- **presentation time:**
each presenter will be allotted [e.g., 10-15 minutes] for the Presentation followed by a Q&A session.

The seminar was organized under the esteemed leadership of Sr Sampoorna Mary (Secretary), Sr Loordhu mary (Principal) Sr Santhanam (Administrator), and sr.Anthony ammal whose guidance added grace and strength to the programme. The event was efficiently

coordinated by Prof. Mrs. Rajeswari head of the department of BBA and Prof. Mrs. Sowndharya, head of the department of commerce ensuring a smooth and impactful academic experience.

Students from B.Com, M.Com, and BBA along with other college students and faculty members from our departments actively participated in the conference.

The discussions highlighted the role of AI in promoting inclusion,

- * Role of Artificial Intelligence in creating inclusive and equitable work environments
- * Empowering women,
- * Reducing the digital divide.

The discussions also emphasized

- *The alignment of AI with the Sustainable Development Goals, particularly SDG 5 (Gender Equality)
- * SDG 8 (Decent Work and Economic Growth).

Participants contributed research papers and presentations that enriched the academic atmosphere and provided diverse perspectives on the theme.

On the above topic students participated their papers and best performer were awarded shield and certificate

I Prize – A. Allhayam shek and M. Saravana kumar

II Prize – Mr. Silambarasan.k and V.Selvam

III Prize – Mr. Sakthivel.p and MS. Thirthagiri.s

From Sri Vidhya Mandhini Arts & Science College, Uttangkarai.

IV Prize – Ms.Sumathi

V Prize –Ms.prabhavathi & Susmitha

From Idhaya college of arts &science for women pudupallyam Totally 230 students participated in the conference.



The conference concluded on a highly positive and insightful note, offering students and scholars a platform to broaden their knowledge, sharpen their research skills, and engage in thoughtful dialogue. The event truly reflected the Department's commitment to fostering academic excellence, interdisciplinary learning, and socially responsible education.



The Vote of Thanks was gracefully delivered by Sumathi from the Department of BBA and Oviya (III Year) from the Department of Commerce, marking a warm and appreciative conclusion to the event.