

## **One Day International Symposium on “New Business Perspective-Challenges and Opportunities in Global Market”**

Department of BBA (CA), B.Com (CA), B.Com (e-com) and B.Com (SF) of Sri. G.V.G. Visalakshi College for Women, Udumalpet jointly organized an International Symposium on “New Business Perspective-Challenges and Opportunities in Global Market” on 05.02.2018 at G.V.G Auditorium. The Programme started with lighting of the Kuthuvilakku by Managing Trustee and Secretary of the college, Mr. G.Raveendran. The Principal Dr. K.Punithavalli delivered presidential address. Prof.Dr.Babu Nahata, University of Louisvillie, USA has delivered key note Address.

In Technical Session I, Prof.Dr.Babu Nahata, University of Louisvillie, USA addressed on “Effective Pricing Strategies in Global Market” and enlightened on the significance of Pricing in Global Market.

Dr.A.Vennila, Assistant Professor, Department of Management Studies CMS College, Coimbatore, in Technical session II. Focused on “Recent Changes of Strategies for Penetration of Startups”.

In Technical session III, Mr.M.Jeyaram, Freelance Journalist & Soft Skill Trainer, Coimbatore, discussed about E-Marketing Strategies for Startups.

The Symposium ended with the valedictory address by Dr. N.Lakshmi, Head, PG and Research Department of Commerce, Sri G.V.G Visalakshi College for Women. More than 550 students participated and benefited.



## Programme

Registration	: 9.00 a.m
Inaugural Session	: 9.30 a.m-10.50 a.m
Prayer	
Lighting of Kuthuvillaku	: Mr. G.Raveendran Secretary
Welcome Address	: Mrs.B.Uma Maheswari Head, Department of BBA (CA)
Presidential Address	: Dr. K.Punithavalli Principal.
Inaugural & Keynote address	: Venkatesan Deenadayalan, International Marketing Communication Consultant, Kodaikanal
Vote of Thanks	: Dr.R.Surya Priya Head, Department of B.Com-S.F

## Technical Session

Technical Session I	11.00 a.m-12.00 p.m
Topic	: <b>Effective Pricing Strategies in Global Market</b>
Resource Person	: Prof. Dr. Babu Nahata University of Louisville, USA
Technical Session II	12.00 p.m-12.45 p.m
Topic	: <b>Strategies for Penetration of Start-Ups</b>
Resource Person	: Dr. A.Vennila Associate Professor, Department of Management Studies, CMS College, Coimbatore
Technical Session III	1.45 p.m-2.30 p.m
Topic	: <b>E-Marketing Strategies for Start-ups</b>
Resource Person	: Mr.M.Jeyaram, Freelance Journalist & Softskill Trainer