

DEPARTMENT OF COMMERCE

REPORT FOR THE ACADEMIC YEAR 2020-21

The Department has been actively involved in important committees of the college like Commerce Association, Southern Cultural Association, Placement Cell, NSS, Gymkhana Association and Alumni Association.

- Internal Quality Assurance Cell (I.Q.A.C.) & Department of Commerce in collaboration with Techno Serve organised a Three Days National Level Online Workshop on “**MANAGEMENT TOOLS & TECHNIQUES FOR GEN -Y**” from 22nd June 2020 to 24th June 2020. The basic idea behind holding this program was to channelize the students more productively during this time of pandemic, pressure & panic to that of preparedness, perseverance and positivity, thereby helping them to learn the skill sets required to meet corporate expectations.
- A free personality cum skill development program in association with Techno-serve- an NGO was also organized for the final year students on 16th December 2020 & 5th April 2021.

Faculty Achievements:

Ms. Subhashini Ivengar

A. Paper Presented:

- Won First Prize in the National PPT Competition on the theme “Banks in New Normal: Post COVID-19 Scenario” on 25th July 2020 organised by V.E.S. College of Arts, Science & Commerce
- Presented a research paper at an International conference organized by K. G. Joshi College of Arts & N. G. Bedekar College of Commerce on “A study of people’s mindset to evaluate consumer behaviour towards Digital Banking post covid” on 16th January 2021.
- Won Best Paper Award for the research paper titled “A study to evaluate the impact Of Digital Marketing Strategies On Online Shoppers- A Comparison Of Consumer Behaviour Pre & Post Covid” at a National Conference organized by Lala Lajpatrai College of Commerce & Economics on 13th March 2021.
- Presented a research paper at an International Conference organized by Lala Lajpatrai College of Commerce & Economics on “A study to evaluate the impact of online sessions on the adversity quotient & creativity quotient in undergraduate students on 30th March 2021.
- Presented a research paper at a National Conference organized by Anna Leela College of Commerce & Economics and Shobha Jayaram Shetty College on Challenges & Prospects of transit advertising post covid-19 on 30th April 2021.
- Won Best Paper Award for the Paper titled “Impact of transit advertising to evaluate the effectiveness of out-of-home social awareness campaigns” at an International Conference organized by the University of Mumbai on 13th March 2021.

B. Others:

- Completed Refresher Course in Commerce & Accountancy from 30th September 2020 to 13th October 2020.

Mr. Ravindra Singh:

- Was Invited as a speaker on 28th December, 2020 in a Two day International Webinar on the theme 'Recent Researches in Accounting and Finance' organized by IAA, South Bengal branch.

Subhashini Iyengar

Ms. Iyengar Subhashini
Chairperson, Commerce Association



Date: 31/12/20

Usha Sukumar Iyer

Dr. Usha Sukumar Iyer
Principal

PRINCIPAL
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