

### REGISTRATION FEE

For Students & Research Scholars : Rs. 300  
For Faculty : Rs. 350  
For Executives (Industry) : Rs. 400

### IMPORTANT DATES

Last Date for Receipt of Abstract & Full Paper  
(With Reg.fee) : 25.01.2017  
Conference Date : 30.01.2017 & 31.01.2017  
The Registration fee may be paid through DD in favor  
of The Organising Secretary, PRIMS National  
Seminar 2017. Payable at Canara Bank, Salem-11,  
along with the duly filled registration form.

### TRAVEL & ACCOMMODATION

Participants are requested to make their own  
arrangements for travel and accommodation.  
However accommodation can be arranged in the  
University Guest House for a nominal fee on prior  
intimation and confirmation/ first come first serve  
basis.

### ORGANISING COMMITTEE

#### CHIEF PATRON

**Prof. Dr. C. SWAMINATHAN**  
Vice Chancellor  
Periyar University,  
Salem- 636011

#### PATRON

**Dr. M. MANIVANNAN**  
Registrar  
Periyar University,  
Salem- 636011

#### CONVENOR

**Prof. Dr. N. RAJENDHIRAN**  
Dean-Humanities and Social Sciences  
Professor-Cum-Director  
Periyar Institute of Management Studies  
(PRIMS)  
Periyar University  
Salem- 636011

### ORGANISING SECRETARY

**Dr. G. YOGANANDAN**  
Associate Professor – PRIMS (08870338773)

### ORGANISING COMMITTEE MEMBERS

**Dr. V. R. PALANIVELU**  
Professor – PRIMS (09865461065)

**Dr. T. SARATHY**  
Assistant Professor – PRIMS (09442181209)

**Dr. J. SENTHIL VELMURUGAN**  
Syndicate Member, Periyar University  
Assistant Professor – PRIMS (09965828353)

**Dr. P. THIRUMOORTHY**  
Assistant Professor – PRIMS (09345595195)

**Dr. R. SUBRAMANIYA BHARATHY**  
Assistant Professor – PRIMS (09865265208)

**Dr. S. BALAMURUGAN**  
Assistant Professor – PRIMS (09994477858)

**Dr. M. SURYA KUMAR**  
Assistant Professor – PRIMS (09585555994)

**VENUE:** Periyar University, Salem- 636011

**CONTACT PERSON** for sending paper/ enquiries:

**Dr. G. YOGANANDAN**  
The Organising Secretary,  
PRIMS National Seminar 2017,  
Associate Professor – PRIMS,  
Periyar University,  
Salem- 636011, Tamil Nadu, India.  
Mobile No: 08870338773  
Email: yoganandan@periyaruniversity.ac.in

## TWO DAY NATIONAL SEMINAR ON IMPACT OF GLOBAL TURBULENCE ON INDIAN ECONOMY

**30<sup>TH</sup> - 31<sup>ST</sup> January 2017**

**Sponsored by**



**INDIAN COUNCIL OF  
SOCIAL SCIENCE RESEARCH  
(ICSSR)  
New Delhi**

**Organised by**



**PERIYAR INSTITUTE OF MANAGEMENT STUDIES  
PERIYAR UNIVERSITY**  
(Reaccredited with 'A' Grade by NAAC)  
Periyar Palkalal Nagar, Salem – 636 011  
Tamil Nadu, India.

## ABOUT THE UNIVERSITY

The Government of Tamil Nadu established the Periyar University at Salem on 17th September 1997 as per the provisions of the Periyar University Act, 1997. The University covers the area comprising the districts of Salem, Namakkal, Dharmapuri and Krishnagiri. The University got the 12(B) and 2f status from the University Grants Commission, New Delhi and has been reaccredited by NAAC with A grade in the year 2015. The University is named after the Great Social Reformer E.V.Ramasamy affectionately called "Thanthal Periyar". The University aims at developing knowledge in various fields to realize the maximum inscribed in the logo "Arival Vilayum Ulagu" (Wisdom Maketh the World). "Holistic development of the students" is the primary objective of the esteemed Periyar University. The University is located on the National Highway (NH7) towards Bangalore at about 8 kms from New Bus Stand, Salem. It is well connected by frequent city bus services linking Salem and other places like Omalur, Dharmapuri, Krishnagiri and Mettur.

## ABOUT PRIMS

Periyar Institute of Management Studies (PRIMS) is one of the upcoming management institutions in the Southern region of the country. PRIMS offer two-year full time MBA programme (Aided & Self Financing) since its inception in 2005. It offers M.Phil full-time and Ph.D. both full-time and part-time to promote research activities. It provides contemporary audio-visual learning equipments for lectures and has developed enduring relationship with the industries for providing practical training to the students through industrial visits, summer placement and guest lecturers of executives from corporate world.

The learning environment is always continuous and inculcates in the students the best skills of communication and personality development. The institute strongly emphasizes on quality education, effective teaching pedagogies and real industry interface to propel the students towards a better career. The institute always takes care of the students' future prospects by equipping them with latest employable skills and managerial traits.

## ABOUT THE SEMINAR

Today, India is considered as one the bright spot of economic activity in a timid global economic environment. Indian government has taken many steps to improve the ease of doing business in India. The schemes like "clean India" (Swatch Bharat), Make In India, FDI reforms in certain sectors and Public-Private Partnership Initiative in infrastructure development has created a favorable investment and business climate. On the other hand, the world has been experiencing a different kind of problem for the last few years. Globalization was advocated as the remedy for eradication of poverty, better utilization of natural resources and sustainable development leading to peace and tranquility at the global level. Hence, free market advocates suggested going for integration of all national economies thus creating one global market.

But, the experience of various countries in their globalization drive pointed out the other side of such efforts. Incidents of higher than expected poverty in various parts of the globe, unequal growth of economies, widening of rich poor divide, increased terrorist activities as a result of free movement of people, increased geo-political tensions in various parts of the world like south-china sea issue and especially, the impact of Brexit on the political, social, economic and legal environment at the regional and global level highlights that things at the global level is not as congenial as forecast by free market economists. In this backdrop, it is pertinent to organize a seminar to discuss on the issues, challenges and opportunities for Indian businesses and Indian economy that will enable creating awareness among students and academicians, and suggest suitable policy measures to policy makers.

## SEMINAR THRUST AREAS / TECHNICAL SESSIONS

1. Brexit and future of European Union - Opportunities and Challenges for Indian businesses
2. Impact of ISIS and Global terrorism on Indian Workers abroad, Indian business and Indian Economy.
3. Global Economic slowdown: Opportunities and Challenges for India
4. Government of India Initiatives: Make in India, Swatch Bharat and similar projects.
5. FDI and FPI trends
6. Future of Marketing, Human Resource and Accounting Practices in India.
7. Challenges and Opportunities for MNCs in India and Indian MNCs abroad
8. Entrepreneurship Development, Impediments for Employment, Women Employment and empowerment.

## CALL FOR PAPERS

The National level seminar calls for research papers on the proposed themes from executives of the industry and the faculty members, Research scholars, Students of national universities, research institutes and Colleges. Complete, original and unpublished full length papers in about 5000 words (Including Abstract) typed in Times New Roman font 12 pts with 1.5 spacing should be submitted to The Organizing Secretary Email: [yoganandan@periyaruniversity.ac.in](mailto:yoganandan@periyaruniversity.ac.in) on or before 25.01.2017.

Note: The Authors and Co-authors should register separately. Conference Registration fee includes conference kit, Working lunch and certificate. Participants will also be given certificates. Venue: PRIDE Senate Hall, Periyar University, Salem-636011.