

We cordially invite you to the

Alcom 2k17

National Conference
On

EMERGING TRENDS AND INNOVATIONS IN DIGITAL MARKETING

09:30

Friday, 8 September 2017



Organised by

DEPARTMENT OF COMMERCE



St Alphonsa College OF ARTS AND SCIENCE

An Institution run by the Syro Malabar Catholic Diocese of Thuckalay
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)
Soosaiapuram, Karinkal Post, Kanyakumari District - 629 157, Tamilnadu

Inaugural Function 10:00am - 11:30am



Blessings from
His Excellency Bishop
Mar George Rajendran SDB
Chairman

Prayer Song

Department Choir



Lighting the Lamp

Dignitaries

Welcome Address

Rev. Fr. Dency Varghese
Asst. Professor of Commerce



Presidential Address

Very Rev. Fr. Thomas Powathuparampill
Manager

Inaugural Address

Dr. S. Isias
Principal



Felicitation

Very Rev. Fr. Antony Jose
Secretary & Correspondent

Keynote Address

Dr. Lourdes Poobala Rayen
Head & Associate Professor
St. Xavier's College (Autonomous)
Palayamkottai, Tirunelveli - Tamilnadu.



Vote of Thanks

Dr. R. Sivanesan
Head & Convener

Coffee Break 11:30am - 11:45am

Session - I 11:45am - 1:00 pm

TOPIC: "EMERGING TRENDS AND INNOVATIONS IN DIGITAL MARKETING"

Resource Person **Dr. Sajan Mathew**

Associate Professor
Alliance School of Business
Alliance University
Bengaluru, Karnataka - India



Lunch Break 01:00pm - 02:00am

Session - II Technical Session 02:00 pm - 03:30 pm

Chair Person
Dr. G. Mageshktuttalam
Assistant Professor
Department of Management Studies
Manonmaniam Sundaranar University, Tirunelveli



Valedictory Function

03:30 pm - 04:00 pm



Welcome Address

Prof. D. Mary Prema
Assistant Professor of Commerce

Felicitation

Very Rev. Fr. Jose Muttathupadam
Manager



Valedictory Address

Very Rev. Fr. Antony Jose
Secretary & Correspondent

Distribution of Certificates



Vote of Thanks

Prof. P. Mathan Kumar
Organising Secretary

National Anthem

CONFERENCE HIGHLIGHTS

- ✓ Resource Full Knowledge
- ✓ Research Paper Presentation
- ✓ Releasing of UGC Approved Journal 2 Issues
- ✓ Releasing of ISBN Edited Book
- ✓ Releasing of Alcom Magazine
- ✓ Releasing of Conference Souvenir
- ✓ Displaying the Logos & Slogans

Note : Accommodation will be arranged on request in advance

Organising Committee Members



Prof. N. Jemila Dani
Assistant Professor of Commerce



Prof. D. Mary Prema
Assistant Professor of Commerce



Prof. M. Suginraj
Assistant Professor of Commerce



Prof. C. John Samuel
Assistant Professor of Commerce



Dr. M. Subala
Assistant Professor of Commerce

All Students of the Department

REGISTRATION DETAILS

Confirmation of Participation On or before September 4, 2017

Registration fees

Students	Rs. 100 /-
Faculty & Research Scholars	Rs. 250 /-
Corporate Executives & others	Rs. 300 /-

CONTACT DETAILS :

Convener

Dr. R. Sivanesan

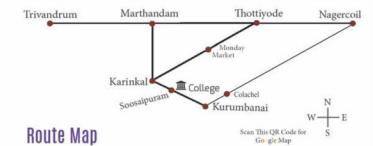
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Organizing Secretary

Prof. P. Mathan Kumar

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