

## RESOURCE PERSONS

**Day-I (08.01.2025)**

**Registration 8.30 a.m. – 9.30 a.m.**

### INAUGURAL SESSION

#### KEYNOTE ADDRESS

#### TEA BREAK

#### INVITED LECTURE-I

*Topic: Business strategies for an Organization*



**Dr.P.Arunachalam,**  
Emeritus Professor  
University of Science and Technology  
Cochin. Fellow, Indian Institute of  
Advanced Study,  
Shimla, Himachal Pradesh

#### INVITED LECTURE-II

*Topic : Fuelling Entrepreneurial Demeanour*

**Dr.B.Balamurugan,** Assistant Professor,  
PG & Research Department of Economics  
Thanthai Periyar Govt Arts and Science  
College, Trichy  
Author Trainer and Speaker: Life Skills  
Management



#### LUNCH BREAK

#### PAPER PRESENTATION

**Day-II (09.01.2025)**

#### INVITED LECTURE – III

*Topic: Mastering Business Success*



**Dr.P.Saravanapandi** Dean  
Student & Staff Affairs  
KPR College of Arts Science and  
Research, Coimbatore

#### TEA BREAK

#### INVITED LECTURE-IV

*Topic : Opportunities and challenges of Women  
Entrepreneur*

**Dr.T.Sivakami,** Assistant Professor(SG)  
Department of Management Studies  
Periyar Maniammai Institute of  
Science & Technology, Vallam, Thanjavur



#### LUNCH BREAK

#### VALEDICTION

## ORGANIZING COMMITTEE

### CHIEF PATRON

**Dr.V.Dhivaharan,** M.Sc., D.E.M., Ph.D.,  
CORRESPONDENT,  
STET Group of Institutions

### PATRON

**Dr. N. Uma Maheswari ,** M.Sc., Ph.D., B.Ed.,  
PRINCIPAL,  
S.T.E.T Women's College (Autonomous)

### ORGANISING SECRETARY

**Dr.G.Vijayalakshmi,** MBA., Ph.D.,  
Director & Associate Professor

### CONVENOR

**Dr. S.Indirani,** MBA., M.Phil., Ph.D.,  
Assistant Professor

### Co-CONVENOR

**Dr.B.Saranya,** MBA., M.Phil., Ph.D.,  
Assistant Professor

### EXECUTIVE COMMITTEE

**Ms. V.Bairavi,** MBA., M.Phil.,

**Ms. R.Kiruthika Devi,** MBA.,  
Assistant Professor

## NATIONAL ADVISORY COMMITTEE

**Dr.P.Chinnadurai,** Associate Professor & Head  
Govt Arts and Science College, Nagappattinam

**Dr. PG.Arul** Professor & Head  
Dept of International Business  
School of Management ,Puducherry University

**Dr.G.Nagarajan,** Professor  
Rajarajeswari college of Engineering  
Bangaluru ,Karnataka

## INTERNATIONAL ADVISORY COMMITTEE

**Dr.Srinivas Inguva**  
School of Accounting and Finance,  
College of Business, George Brown College,  
CANADA.

**Prof. Dr.S.Nakkiran,**  
Professor , School of Co-op Management,  
Ethiopia.

**Dr. Mohd Saiful Izwaan Bin Saadon,**  
Professor of Management University  
Malaysia Terengganu (UMT),Malaysia.

### For Further Details Contact

**Dr. S.Indirani,** MBA., M.Phil., Ph.D.,  
Assistant Professor  
STET School of Management  
(A Unit of STET Women's College) (Autonomous)  
Sundarakkottai, Mannargudi-614 016  
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Cell: 8870966534,9025716241



## TAMILNADU STATE COUNCIL FOR SCIENCE AND TECHNOLOGY (TNSCST) SPONSORED

A TWO DAY NATIONAL SEMINAR ON  
“ENTREPRENEURIAL LEADERSHIP:  
BUILDING AND LEADING A SUCCESSFUL  
BUSINESS INCENTIVE (NSEL-2025)”

**8<sup>th</sup> & 9<sup>th</sup> JANUARY 2025**



**ORGANIZED BY**  
**DEPARTMENT OF MANAGEMENT STUDIES IN**  
**ASSOCIATION WITH IQAC**

**STET SCHOOL OF MANAGEMENT**  
(A UNIT OF SENGAMALA THAYAAR EDUCATIONAL  
TRUST WOMEN'S COLLEGE)

(AUTONOMOUS)

(SILVER JUBILEE INSTITUTION)

(Affiliated to Bharathidasan University, Tiruchirappalli)  
(Accredited by NAAC ) / (An ISO 9001:2015 Certified Institution)  
(Ranked in NIRF 2024)

SUNDARAKKOTTAL, MANNARGUDI-614016.  
THIRUVARUR (Dist.), TAMILNADU, INDIA.

Phone: 04367-255423

Website : [www.stet.edu.in](http://www.stet.edu.in)

**VENUE : CONFERENCE HALL**  
**VIVEKANANDHAM BLOCK**

**DATE : 08.01.2025 (Wednesday) &**  
**09.01.2025 ( Thursday)**

**TIME : 10.00 AM**

## ABOUT THE INSTITUTION

Empowering the women is empowering the nation. In addition to empowering the family, higher education, particularly for women, is stressed as a national capacity building objective. There has been a paradigm shift in the situation of women's education in metropolitan areas, and the significance of this aspect has been appropriately acknowledged. As Women prove their efficiency in various fields, our founder late. Srimathi Krishnaveni, wife of late. Sri Vivekanandan, decided to fulfill the long- felt educational need of the people of Mannargudi and its neighbouring taluks and founded STET Women's college in 1994. As his name suggests, our correspondent Dr. V. Dhivaharan has shed light on education for female pupils, particularly on eradicating illiteracy. The institution offers 16 UG, 13 PG, 4 Ph.D, 1 Diploma and PG Diploma programmes. It has been accredited by NAAC and it is an ISO 9001:2015 Certified Institution. The Institution has attained Autonomous in the year 2020 and attained ranking in NIRF 2024. The Government sanctioned NCC(SW) unit for our college through FSFS scheme. Central Government Scheme Deen Dayal Upadhaya Grameen Kaushalya Yojana(DDU-GKY) is being conducted to train school dropout students.

## ABOUT THE DEPARTMENT

STET School of Management, an Exclusive Management school for MBA Program with the approval of AICTE, New Delhi was established in the year 2001 by Sengamala Thayaar Educational Trust and is affiliated to the Bharathidasan University, Thiruchirappalli. The main aim of establishing this business school is to pick out the future managers of the country from the rural mass. The Institution made a humble beginning in 2001 with 15 rural students and this boosted to strength of 35 in 2002 and 40 from 2003 onwards. The Department organise Conferences, Seminars, Guest Lectures, Workshop, Hands on Training and Extension activities frequently. The students of our department have excelled in academic as well as extra-curricular activities. Our alumni have excelled in various fields with many passing government exams, Working in Banking sectors, MNC Companies and some successful entrepreneurs.

## ABOUT THE SEMINAR

Entrepreneurial Leadership focuses on equipping aspiring entrepreneurs and business leaders with the skills needed to build and scale a successful venture. Attendees will learn how to navigate the challenges of entrepreneurship, from securing funding to creating a sustainable business model. Real-world case studies and expert insights will provide practical guidance. This seminar is ideal for both new entrepreneurs and seasoned professionals seeking to enhance their leadership abilities and drive business growth. Through interactive sessions, attendees will develop actionable strategies to thrive in today's dynamic market.

## THEMES OF SEMINAR

Business Excellence in the field of

- Building a Sustainable and Scalable Business Model
- Entrepreneurial Leadership in Business Success
- Innovation and Creative Problem-Solving
- Risk Management and Resilience in Entrepreneurial Leadership
- Digital Transformation and Leveraging Technology for Business Growth
- Entrepreneurial Leadership in a Globalized Market

## CALL FOR ABSTRACTS

Abstract under the above thematic areas are invited the paper presentation for Entrepreneurial Leadership: Building and leading a successful Business Incentive. Abstract should be typed in MS Word (font size 12, Times New Roman, single line spacing) not exceeding 300 words, should be emailed to [stetmbans@gmail.com](mailto:stetmbans@gmail.com) along with duly filled registration form or may be filled online. The title should be bold and in sentence case. The author (s) name should be bold and affiliation in italics font. The email of the corresponding author needs to be given.

STUDENTS	500/-
RESEARCH SCHOLAR	700/-
ACADEMICIANS	750/-
CORPORATES	1000/-

## IMPORTANT DATES

- Seminar Dates : 8<sup>th</sup> & 9<sup>th</sup> January 2025
- Registration and Abstract Submission Starts: 22<sup>nd</sup> December 2024
- Submission of Abstract : 27<sup>th</sup> December 2024
- Registration Fee & Submission of Full Papers : 29<sup>th</sup> December 2024

## PUBLICATION OF PROCEEDING

The selected research papers will be published in the proceedings with ISBN. The best paper will be awarded a special recognition.

## ONLINE PAYMENT

Net banking(RTGS/NEFT)  
A/C Name: STET(W) College  
Bank Name: State Bank of India  
Branch: Paravakkottai  
Account Number: 32539855708  
IFSC:SBIN0007544



## REGISTRATION FORM

### TNSCST SPONSORED A TWO DAY NATIONAL SEMINAR ON “ ENTREPRENEURIAL LEADERSHIP: BUILDING AND LEADING A SUCCESSFUL BUSINESS INCENTIVE (NSEL-2025)”

1. Name :
2. Designation :
3. Address :
4. Phone / Mobile No. :
5. E-mail Id :
6. Whether presenting or participating :
7. Registration Category (Tick) :
  - Academician
  - Research Scholar
  - Students
  - Corporate
8. Details of Payment (Tick) : DD/Online/G-Pay
  - Amount :
  - DD no :
  - Date :
  - Bank :
  - Branch :

Signature

(Photocopies of the Registration Form can be used)