

**Proceedings of the  
Two days - Virtual National Conference on  
RECENT TRENDS IN BUSINESS  
(RBT-1.0)**

**22<sup>nd</sup> & 23<sup>rd</sup> Sep - 2021**

**Chief Editors  
Dr.C.S.Edhayavarman  
Dr.A.Vanitha**



**Organised by  
Research Department of Business Administration  
ARUMUGAM PILLAI SEETHAI AMMAL COLLEGE  
Thirupattur – 630 211, Sivagangai Dt., Tamil Nadu.**

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## **Proceedings of the Two days - Virtual National Conference on RECENT TRENDS IN BUSINESS (RBT-1.0)**

### **EDITORIAL BOARD**

**Dr.C.S.Edhayavarman**

**Dr.A.Vanitha**

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## SECRETARY'S MESSAGE



Recent trends in Business (RBT-1.0) is the theme that Research Department of Business Administration has chosen for organizing this Two days – Virtual National Conference. I am Happy to note that this Conference would enlighten the Students and Staff by exposing them Scholarly lectures and papers in Business.

I congratulate the Convers and the faculty members of the Research Department of Business Administration. I express our gratitude to the academic luminaries who have consented to the address the Conference on various topics.

I wish the National Seminar all success.



## PRINCIPAL'S MESSAGE



I am glad to know that Research Department of Business Administration is organizing a Two Day National Conference on Recent trends in Business on 22.09.2021 and 23.09.2021. Such a relevant topic is the need of the hour that Post graduate students, Research Scholars and Faculties from Arts and Humanities can go through intellectual deliberations for Two days at Arumugam Pillai SeethaiAmmal College, Tirupattur.

I congratulate the entire department for taking efforts to organize this Conference.

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