

Twenty First International Seminar (Webinar)

on

**DYNAMICS OF EMERGING BUSINESS INNOVATION
AND TRENDS- ACADEMIA INDUSTRY ROLE
(DEBIT AIR-2026)**

**Release of Twenty Second Year Issue of SMART Journal
&
Seventeenth SMART Journal Annual Awards - 2025**

23rd and 24th January, 2026



Organized by

**CENTRE FOR DISTANCE AND ONLINE EDUCATION
BHARATHIDASAN UNIVERSITY, TRICHY**

and

SMART Journal of Business Management Studies

(A Professional, Refereed, International and Indexed Journal)

www.smartjournalbms.org

All are cordially invited to the

**Twenty First International Seminar (Webinar)
Release of Twenty Second Year Issue of SMART Journal &
Seventeenth SMART Journal Annual Award Function-2025**

Venue: University Informatics Centre / Hybrid Mode
Bharathidasan University Main Campus

23.01.2026 - Friday

10.00 a.m. to 11.30 a.m.: **SMART Journal Annual Awards - 2025
Twenty Second Year Issue of
SMART Journal & Inaugural Function of
International Webinar**

Welcome Address : **Prof. M. Selvam**
Seminar Director
Founder-Publisher & Chief Editor
SMART Journal of Business Management Studies

Felicitation : **Dr. K. Thamaraiselvi**
Director i/c
Centre for Distance and Online Education, BDU

Presentation of Awards : **Prof. V. Rajesh Kannan**
Member, Vice-Chancellor Committee, BDU

*Release of 22nd Year
Issue of SMART Journal* : **Dr. R. Kalidasan**
Registrar (FAC), BDU

Inauguration of Webinar : **Dr. Satish S Maheswarappa**
Dean (Academics) and Professor of Marketing
Indian Institute of Management, Tiruchirappalli

11.45 a.m. - 1.00 p.m.: **Plenary Session-I**

*Special Lecture on
Impact of American Tariffs on the
Indian Economy*

Dr. Sankaran Venkateswar

Professor
Saint Mary's College of California, USA

2.00 p.m. - 3.30 p.m. : **Plenary Session - II**

*Special Lecture on
Best Practices of Sustainable Supply Chain*

Dr. Veera Pandiyan Kaliani Sundram

Professor of Operations Management and
Supply Chain Logistics
Faculty of Business and Management
Universiti Teknologi MARA, Malaysia

3.30 p.m. - 5.00 p.m. : **Paper Presentation – Parallel Sessions**
(Link will be sent through e-mail)

5.00 p.m. : **Cultural Function**

24.01.2026 - Saturday

10.00 a.m. - 11.30 a.m. : **Plenary Session-III**

*Special Lecture on
Knowledge as a source and Innovation
as a force in fostering business dynamism*

Dr. Jebamalai Vinanchiarachi

Former Principal Adviser to the Director
General of UNIDO, Vienna, Principal Adviser
Knowledge Management Associates
Vienna, Austria

11.45 a.m.-1.00 p.m. : **Plenary Session-IV**

*Special Lecture on
Science of happiness in Commerce and
Management*

Dr. S. B. Nageswara Rao

Professor of Management
Former Director, Directorate of Distance Education
Former Head, Dept. of Business Administration
Annamalai University, Tamilnadu, India

2.00 p.m. - 3.30 p.m. : **Paper Presentation - Parallel Sessions**
(Link will be sent through e-mail)

3.45 p.m. : **Valedictory Function**

Welcome Address : **Dr. M. Raja**
Organising Secretary, DEBIT AIR-2026

Valedictory Address : **Dr. E. Bhaskaran**
General Manager
Department of Industries and Commerce
MSME Department, Govt. of Tamil Nadu

Special Address : **Dr. S. Iyyampillai**
Senior Professor of Economics (Retd.) BDU

Felicitation : **Prof. M. Babu, Prof. S. Vanitha and
Prof. J. Gayathri**
Faculty Members
Faculty of Management, BDU

Address for Communication

Dr. M. Raja

Organising Secretary

Associate Professor of Commerce
Centre for Distance and Online Education
Bharathidasan University, Tiruchirappalli- 24

Mobile: 99943 80339 | E-mail: rajacommerce@gmail.com

Professor M. Selvam

Webinar Director

Retired Senior Professor and Head, BDU
Visiting Honorary Emeritus Professor, Gandhigram Rural University
International Research Fellow, SEGi University, Malaysia
Founder-Publisher and Chief Editor
SMART Journal of Business Management Studies

Note:

- i. E-Certificate will be issued only to the Registered Participants.
- ii. For New Registration, visit and follow the instructions given in the
Web link <https://www.bdu.ac.in/events/DEBIT-AIR-2026.pdf>