

**PROGRAMME NAME: DESIGNING EXUBERANT BUSINESS INCUBATION TEMPLATE STRATEGIES (DEBITS)
RESEARCH COLLOQUIUM ON BOOK REVIEW**

Date: 29 August 2018



Designing Exuberant Business Incubation Template Strategies (DEBITS), Department of Commerce and Financial Studies organised a Research Colloquium on Book Review on 29th August 2018 at A/C Auditorium, Bharathidasan University. The Book entitled “**The Poverty of Economic Thinking**” authored by **Dr. Jebamalai Vinanchiarachi**, Former Principal Advisor to the Director General, UNIDO, Vienna, Austria was reviewed by a team of experts. **Dr. M. Selvam**, Dean, Faculty of Management offered welcome address. **Dr. S. Iyyampillai**, Senior Professor (Retd), Department of Economics, Bharathidasan University stated that though India occupies seventh place in Science and Technology, the scientific thinking lacks among the Indians; this happens because nearly 30% people, were not able to earn less than a dollar per day. **Dr. M. Selvam**, Senior Advisor, IQAC, Bharathidasan University (Retd Professor of Alagappa University) mentioned that Green Economy is the need of the hour, since every economic activity endangers the environment. In the recent past, the efforts were taken to make the economic activity less danger to the environment, but to protect the environment; change in the life style is needed. **Mr. Marxia Oli. SIGO**, Research Scholar, Department of Commerce and Financial Studies, Bharathidasan University appreciated the authors view relating to India Can Catch up with China with cooperative competitiveness. He criticised that Policy Implementation Paralysis hinders the development of largest democratic India. **Dr. S. M. Suriya Kumar**, Professor of Economics (Retd), Urumu Dhanalakshmi College, Trichy celebrated the thoughts of **Dr. Jebamalai** accepting any Crisis as an Opportunity. He shared the views of the book relating to Poverty alleviation through wealth creation, capacity building, and adaptive capitalist to local needs. **Dr. Jebamalai Vinanchiarachi**, Former Principal Advisor to the Director General, UNIDO, Vienna, Austria provided the clarifications for the arguments put forth by the reviewers. He noted that India was not much affected by Global Financial Crisis because of its less integration with global economy, not because of India’s resilience. The students, scholars and faculty members of the department and faculty members from other department have participated in this research colloquium.