

Manonmaniam Sundaranar University

Manonmaniam Sundaranar University was established on 7th September, 1990 to cater to the long-felt needs of the three southern most districts of Tamil Nadu -Tirunelveli, Tuticorin and Kanyakumari. The university was named after the famous poet-laureate and scholar Professor P.Sundaram Pillai. Tirunelveli where the university is situated is known as the Oxford of the south. The University has inherited a strong network of over 80 affiliated colleges, 4 Mano Colleges and 2 Constituent Colleges. There are 26 Departments in the University besides the Directorate of Distance and Continuing Education and the Directorate of Community College. Sri Paramakalani Centre for Environmental Sciences is functioning at Alwarkurchi, and the Centre for Marine Science and Technology at Rajakkamangalam. The university serves the needs of the student community of the region, keeping pace with the globalisation scenario. It provides knowledge and soft skills to enable the students competent enough to take up greater challenges.

Department of Commerce

The Department of Commerce of Manonmaniam Sundaranar University was established during the academic year 2006-07. Since its inception the department has been actively engaged in Teaching, Research and in Extension activities. Within a very short span of less than 4 years, the department has organized Institute-Industry Interaction Programmes, Workshop on Career Guidance, Annual Seminars, Inter Collegiate Commerce Students Programmes, Research Interaction Programme in Commerce and Workshop on UGC-NET/SET Examinations. The Department has been constantly metamorphosing itself to suit the requirements and expectations of the industrial sector so as to ensure cent percent placement for our students.

Theme of the Seminar

The Financial services Sector forms the backbone of social and economic development of the region. It has emerged as the largest and fastest-growing sectors in the world economy, making higher contributions to the global output and employment. The financial services sector has gone through a complex and sometimes painful process of restructuring, capitalising on new opportunities as well as responding to new challenges. During the last decade, there has been a broadening and deepening of financial markets. New players have adopted international best practices and modern technology to offer a more sophisticated range of financial services to corporate and retail customers. The most significant achievement of the financial sector reforms has been the marked improvement in the financial health of commercial banks in terms of capital adequacy, profitability and asset quality as also greater attention to risk management. As banks benchmark themselves against global standards, there has been a marked increase in disclosures and transparency in bank balance sheets as also greater focus on corporate governance. Overall, financial sector deregulation and technological innovation have increased the size of cross-border activity and promoted international integration in financial services, widened the choice of services, instruments, and institutions available to users and increased the capability of Financial Service Providers (FSPs) to meet their customers' financing needs. Increased integration of financial markets is posing major regulatory challenges for the financial services sector. Growing cross border flows of financial services due to the rapid growth in e-commerce and internet based financial transactions is creating problems for regulatory authorities as financial service providers no longer fall within their easy control. Such trends are causing a shift in thinking about what would constitute an

appropriate regulatory paradigm for the financial services sector.

Growth in financial services is being bolstered by the opportunities of demography, emerging markets and more innovative products and services. Yet, organizations also face the challenges of mounting competition, more complex regulation and more exacting customer expectations. The objective of the seminar is to examine the status of Financial Services Sector in India and to explore the challenges before this Sector due to globalization.

Track I : Banking

- Consolidation, Technology Intensity and Customer Focus
- Electronic Funds - Security Features
- Technology in Banking Operations
- Capital Adequacy and Basel II Norms
- Service Quality in Banking
- Innovation in Products and Services
- Business Process Re-engineering
- Securitization
- Financial Inclusion
- Emerging Issues and Challenges

Track II : Insurance

- Medical Insurance and Medical Tourism
- Insurance and Technology
- Marketing Strategies
- E- Insurance
- Insurance Underwriting & Riders
- Corporate Employee Insurance Plan
- Micro Insurance
- Risk and Recovery management
- Social & Legal Issues in Insurance
- Opportunities, Challenges & Solutions

Track III : Capital Market

- Trading & Investments Analysis
- Derivatives
- Depositories
- Global Capital Markets: Integration, Crisis and Growth

- Money Laundering
- FIIs & FDIs
- Capital Markets Regulation
- Risk & Portfolio Issues
- Investor Education and Protection
- Relevance of Credit Rating
- Emerging Capital Market Scenario

Track IV :

Other Related Financial Issues

Guidelines for Submission of Research Papers

- Authors must clearly indicate the broad area (Track) mentioned above in which their papers could be considered.
- Abstracts not exceeding 250 words should reach us on or before 24.08.09.
- Abstract without registration fee will not be accepted.
- The author and co-author should register separately.
- Abstract and full papers should be single spaced, in MS Word format, in Times New Roman in font size 12.
- Authors are required to submit their full papers only by electronic submission in the form of a word file as an e-mail attachment. The length of the manuscript should not exceed 15 - 20 pages, inclusive of tables, figures, illustrations and references.
- The full paper should be mailed to msucommerce@gmail.com on or before 31.08.09.
- Participants may also send hard copy of the manuscript together with the CD.
- The manuscript will be subject to blind review process.
- Certificates, seminar kit, fee receipts and proceedings etc will be issued only at the venue on the day of the seminar.

Publication of Research Papers

- Selected Research papers are to be published as edited volumes.

Registration Fee

Students & Scholars	Rs. 200
Academicians & Faculty Members	Rs. 250
Corporate & Accompanying Person	Rs. 300

The registration fee covers lunch, refreshment and seminar kit. The fee should be paid in the form of crossed DD drawn in favour of 'The Registrar, Manonmaniam Sundaranar University' payable at Tirunelveli. The seminar kit will not be provided for accompanying person and for those who register after the last date.

————— **For further Details** —————

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The Head

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**Department of Commerce
School of Business Studies
Manonmaniam Sundaranar University**

Tirunelveli - 627 012

Cordially invites you for the

NATIONAL SEMINAR

on

INDIAN FINANCIAL SERVICES SECTOR:

INTEGRATION,

STRATEGIES AND CHALLENGES

on

5th & 6th September 2009

at

**Sundaranar Hall,
Manonmaniam Sundaranar University**

Tirunelveli - 627 012