



## Bharath Institute of Higher Education and Research

[Declared Under Section 3 of UGC Act, 1956]

Chennai - 600 073.

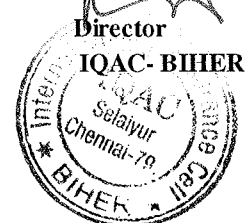
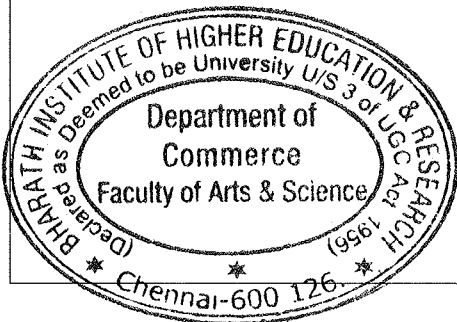
### INTERNAL QUALITY ASSURANCE CELL (IQAC)

#### DOCUMENTS SUBMISSION FORM

Date of Submission	18-11-2019
Type of documents	SEMINAR
Description	One day Seminar on " External Competitiveness: Theoretical and Practical Facets of Strategic Pay Level Decision Making"
Enclosures	a) CIRCULAR
	b) PERMISSION LETTER
	c) INVITATION
	d) LIST OF PARTICIPANTS
	e) FEED BACK FORM THE PARTICIPANTS
	f) SNAP SHOTS
	g) CERTIFICATE
No. of Pages	12
Submitted By	Name: <i>Dr. M. Sankar</i>
	Designation: <i>Assistant professor</i>
	Department: <i>Commerce and Economics</i>
	Signature: <i>M. Sankar</i>

#### For Office Use Only

Verified By :	<i>K. Sakthivel</i>	Sign :	<i>[Signature]</i>	Date :	<i>18/11/2019</i>
Uploaded By :	<i>K. Senthil Kumar</i>	Sign :	<i>[Signature]</i>	Date :	<i>18/11/2019</i>
File Name :	<i>MGMT - SEMI - 2019-2020 - 09</i>				





# Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

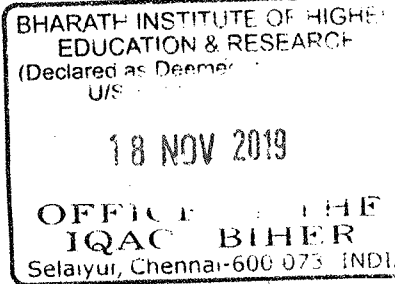
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## SCHOOL OF COMMERCE AND MANAGEMENT

31-10-2019

To

The Dean,  
Bharath Institute of Higher Education & Research,  
BIHER,  
Chennai-600073.



Respected Sir,

**Sub:** One day Seminar to be organized by the Department of Commerce, School of Commerce and Management in association with **Adithya Enterprises, Pallikaranai, Chennai**, in November 2019 - Request for Approval -**Reg.**

It is proposed to organize one day seminar on “**External Competitiveness: Theoretical and Practical Facets of Strategic Pay Level Decision Making**” in 11<sup>th</sup> November 2019. The proposal may kindly approve.

**HoD/Department of Commerce**

Head of the Department  
Department of Commerce  
Faculty of Arts & Science

**BHARATH INSTITUTE OF HIGHER EDUCATION & RESEARCH**  
(Declared as Deemed to be University U/S 3 of UGC Act. 1956)  
Chennai-600 126 INDIA.



**Bharath**  
INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as deemed to be university under section 3 of UGC Act 1956, vide notification No.F.9-5/2000-U.3)

31-10-2019

**From**

The HOD  
Department of Commerce  
SCHOOL OF COMMERCE AND MANAGEMENT,  
Bharath Institute of Higher Education & Research,  
Chennai.

**To**

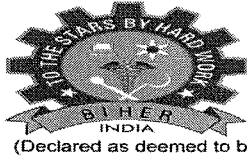
Dr.Malarkodi  
Prof& HOD  
GSS Jain College-Chennai

**Respected Sir**

**Sub:** The Department of Commerce, School of Commerce And Management, BIHER, proposed to conduct a seminar on “**External Competitiveness: Theoretical and Practical Facets of Strategic Pay Level Decision Making**” - Permission requested to deliver an invited talk-**Reg.**

In the continuation of telephonic conversation, it is requested to deliver an Invited talk in “**External Competitiveness: Theoretical and Practical Facets of Strategic Pay Level Decision Making**” in association with **Adithya Enterprises, Pallikaranai, Chennai**, - on 11<sup>th</sup> November 2019. Kindly accept our request and do the needful.

**HoD**  
Head of the Department  
Department of Commerce  
Faculty of Arts & Science  
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01-11-2019

## SCHOOL OF COMMERCE AND MANAGEMENT

### CIRCULAR

We are pleased to inform that Department of Commerce, School of Commerce and Management is organizing a seminar on “External Competitiveness: Theoretical and Practical Facets of Strategic Pay Level Decision Making” on 11<sup>th</sup> November 2019 in association with Adithya Enterprises, Pallikaranai, Chennai.

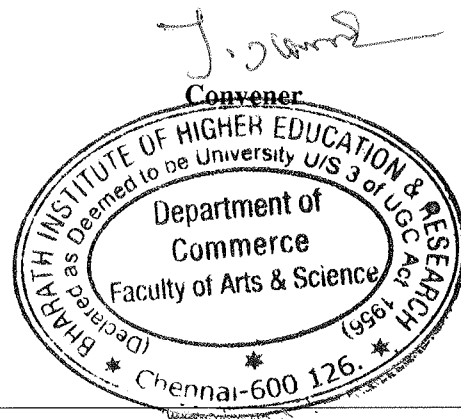
The details of the program are:

**Resource person** : **Dr.Malarkodi**  
**Prof& HOD**  
**GSS Jain College-Chennai**

**Convener** : **Dr. D. Venkataramaraju**

**Coordinator** : **M. Sankar**

The interested students shall register their names for the programs. All are invited to take active part in the program.





# Bharath

## INSTITUTE OF HIGHER EDUCATION AND RESEARCH

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### Chief Patrons

Dr.S. JAGATHRAKSHAGAN  
Founder, BIHER.

### Patrons

Dr. J.SUNDEEP AANAND  
Chancellor, BIHER.  
Dr.S.SWETHA SUNDEEP AANAND  
Managing Director, BIHER.

### Advisory Committee

Dr. V. Kanagasabai, Vive-Chancellor,  
BIHER  
Dr. V. Thuyamani, Pro-VC, BIHER  
Dr. S.Bhominadhan, Registrar, BIHER

### Convenor

Dr. D. Venkataramaraju  
Professor & Head, Department of  
Commerce and Management, BIHER.

### Organizing Secretary

Dr.J.Kannan  
Associate Professor,  
Dept. of Management and  
Commerce, BIHER, Chennai.

### Participation

It is open to faculty members of  
academic institution, PG/UG/Research  
Scholars of Commerce and Commerce  
and interested department can also  
participate.

### Address of Communication

Department of Commerce  
School of Commerce and Management  
Bharath Institute of Higher Education  
and Research, (BIHER)  
83, 3, Agaram Main Rd, Tiruvanchery,  
Selaiyur, Chennai, Tamil Nadu 600126  
[www.bharathuniv.ac.in](http://www.bharathuniv.ac.in)

### Resource Person

Dr. Malarkodi  
Prof& HOD  
GSS Jain College-Chennai



### One Day Seminar

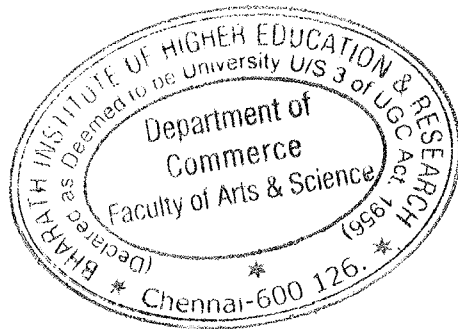
On  
"External Competitiveness: Theoretical and  
Practical Facets of Strategic Play Level Decision  
Making"

in association with  
Adithya Enterprises, Pallikaranai, Chennai.  
11<sup>th</sup> November 2019



### Organized by

Department of Commerce  
School of Commerce and Management  
Bharath Institute of Higher Education and  
Research, (BIHER)  
83, 3, Agaram Main Rd, Tiruvanchery,  
Selaiyur, Chennai, Tamil Nadu 600126  
[www.bharathuniv.ac.in](http://www.bharathuniv.ac.in)





# Bharath

INSTITUTE OF HIGHER EDUCATION AND RESEARCH

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Bharath Institute of Higher Education and Research (Bharath University) was established under the aegis of Sri Lakshmi Ammal Educational Trust with the aim of imparting higher knowledge in Science and Technology to the aspiring boys and girls so that they can emerge as competent scientists, engineers and technologists of repute. BIHER was started in the year 1981, and acquired deemed to be University status in the Year 2003 by University Grant Commission (UGC). The Institute is committed to the grand task of providing quality education, which will transform the students into efficient and successful careerists. Students who have graduated from BIHER are already serving in responsible positions, in India and Abroad.

#### ABOUT DEPARTMENT

The Department of Commerce was established in the academic year 1998 with the intake of 60 in Bharath Institute of Science and Technology (BIHER), Chennai. It strives hard to develop world class, self-disciplined professional who will be responsible for uplifting the economical status of our Nation and humanity.

The Programmes offered under Department of Commerce are

B.A. in Management and Commerce - (3 Years, Lateral Entry (2 Years))  
M.Com - Master of Commerce (2 Years)  
B.Com - Bachelor of Commerce (3 Years)  
M.Phil. & Ph.D.

#### SEMINAR OBJECTIVES

This seminar objectives include acquiring competent personnel, complying with regulations, controlling costs, enhancing administrative efficiency, facilitating understanding retaining employees, and rewarding desired behavior.

#### DATES

Last date for Registration: 06-11-2019

Confirmation of Acceptance: 08-11-2019

Date of Seminar: 11-11-2019



One Day Seminar

On

"External Competitiveness: Theoretical and Practical Facets of Strategic Pay Level Decision Making"

in association with

Adithya Enterprises, Pallikaranai

Chennai

11<sup>th</sup> November 2019

#### REGISTRATION FORM

Name :

Qualification :

Designation :

Department :

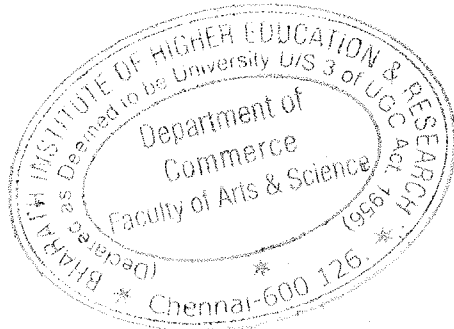
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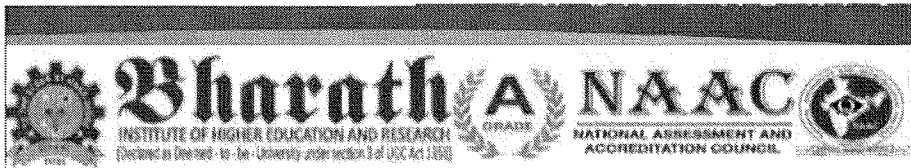
Mobile No. :

Email :

Applicant's Signature :

Photo copy of the form can be used





**BHARATH INSTITUTE OF SCIENCE AND TECHNOLOGY**  
**School of Commerce and Management**

**In Association**

**With**

**Adithya Enterprises, Pallikaranai, Chennai.**

**The Management, Chancellor, Vice Chancellor,  
Dean, HoDs, Faculty and Students of School of Commerce and  
Management.**

**Cordially invite you for the**

**One day Seminar on**

***"External Competitiveness: Theoretical and Practical Facets of  
Strategic Pay Level Decision Making"***

**By**

**Dr. Malarkodi**

**Prof & HOD**

**GSS Jain College - Chennai**

**Date: 11.11.2019**

**Time: 9.30 onwards**

**Venue: Auditorium**

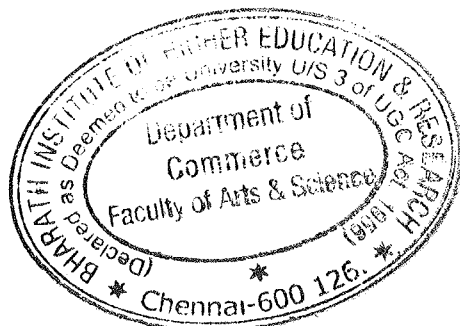
**Organized by**

**The Department of Commerce**

**School of Commerce and Management**

**Bharath Institute of Higher Education and Research**

**Chennai 600 073.**





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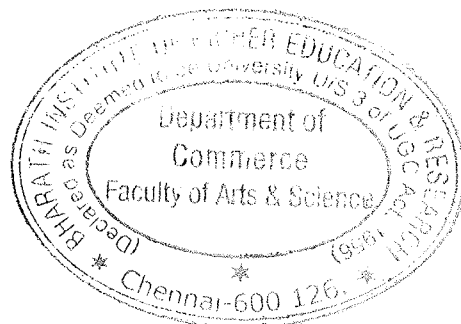
**SCHOOL OF COMMERCE AND MANAGEMENT**  
**NAME LIST OF THE STUDENTS REGISTERED FOR SEMINAR**  
**ON "EXTERNAL COMPETITIVENESS: THEORETICAL AND PRACTICAL**  
**FACETS OF STRATEGIC PAY LEVEL DECISION MAKING"**

**Total No. of Students : 64**

S.NO	PARTICIPANTS NAME	DEPARTMENT	COLLEGE NAME
1	(U20BC055) NITHISH P P	COMMERCE	Faculty of Arts and science-BIHER
2	NAVANEETHA KANNAN K K	COMMERCE	New Prince Shri Bhavani Arts and Science College
3	(U20BC057) THOMASRAJAN E E	COMMERCE	Faculty of Arts and science-BIHER
4	ASHOK P P	B.COM (HONORS)	vels university
5	VIJAY E E	B.COM (HONORS)	vels university
6	JAYAMIRUTHULA J J	B.COM (HONORS)	vels university
7	KARTHICKRAJ G G	B.COM (BANK MANAGEMENT)	SRM university
8	JAYAPRIYA M	B.COM (BANK MANAGEMENT)	vels university
9	ANNAPOORANI R R	B.COM (BANK MANAGEMENT)	SRM university
10	SHALINI S	B.COM (CS)	SIVET college
11	SANTHOSHKUMAR S	B.COM (CS)	SIVET college
12	RAVINDAR S	B.COM (A&F)	AM Jain college
13	KAMALRAJ E S E.S	B.COM (A&F)	MCC college
14	SRINIVASAN S	B.COM (A&F)	New Prince Shri Bhavani Arts and Science College
15	SWETHA A A	B.CA	New Prince Shri Bhavani Arts and Science College
16	SHELCIYA B B	B.CA	SIVET college
17	KEERTHI D D	B.CA	AM Jain college

18	ADITHYA S S	BBA	MCC college
19	YUVASHREE V	BBA	vels university
20	MENAKA S S	BBA	vels university
21	GUNASEELAN B	B.COM (HONORS)	SRM university
22	YASMEEN NISHA I I	B.COM (HONORS)	SRM university
23	JOHNBOSCO L	B.COM (BANK MANAGEMENT)	vels university
24	PRABHAKARAN K K	B.COM (BANK MANAGEMENT)	vels university
25	SURENDAR M	B.SC (CS)	New Prince Shri Bhavani Arts and Science College
26	KIRTHEE PRIYA A	B.SC (CS)	SIVET college
27	NARESH R R	B.SC (CS)	MCC college
28	NAVANEETHA KANNAN K K	COMMERCE	New Prince Shri Bhavani Arts and Science College
29	ASHOK P P	B.COM (HONORS)	vels university
30	SASIDHARAN S S	B.COM (CS)	AM Jain college
31	PRABAKARAN D	B.CA	AM Jain college
32	DHIVAKAR N N	B.SC (CS)	SRM university
36	YUGESH S S	B.A ECONOMICS	SRM university
37	SHYAM SUNDAR K K	BBA	Tagore college of arts and science
38	LOKESH M	BBA	Tagore college of arts and science
39	VINAY KUMAR M M	BBA	Asan Memorial College Of Arts And Science
40	AADITHYAN N N	BBA	vels university
41	ADITHYA SANKARA S B.S.B	BBA	vels university
42	AAKASH G G	BBA	Asan Memorial College Of Arts And Science
43	YOGESWARI P P	B.COM (CS)	AM Jain college
44	BINDHUJA C.I	B.COM (CS)	AM Jain college
45	SARANYA A A	B.COM (CS)	AM Jain college

46	SAIFUDDIN S S	B.COM (CS)	Asan Memorial College Of Arts And Science
47	SATISH KUMAR D	B.COM (BANK MANAGEMENT)	vels university
48	CORLEY VICTOR S	B.COM (BANK MANAGEMENT)	SRM university
49	KARTHIKA S S	BBA	SRM university
50	KIRTHIKA E	BBA	Asan Memorial College Of Arts And Science
51	MAGESH M M	BBA	SRM university
52	PRABAKARAN D	B.CA	AM Jain college
53	SELVA KUMAR S S	B.CA	vels university
54	GOWTHAM N	B.CA	Asan Memorial College Of Arts And Science
55	TANUJAA T	B.CA	Dhanraj baid jain college
56	(U20BC055) NITHISH P P	COMMERCE	Faculty of Arts and science-BIHER
57	NAVANEETHA KANNAN K K	COMMERCE	New Prince Shri Bhavani Arts and Science College
58	VINAY KUMAR M M	BBA	Asan Memorial College Of Arts And Science
59	AADITHYAN N N	BBA	vels university
60	ADITHYA SANKARA S B.S.B	BBA	vels university
61	(U20BC055) NITHISH P P	COMMERCE	Faculty of Arts and science-BIHER
62	NAVANEETHA KANNAN K K	COMMERCE	New Prince Shri Bhavani Arts and Science College
63	(U20BC057) THOMASRAJAN E E	COMMERCE	Faculty of Arts and science-BIHER
64	AAKASH G G	BBA	Asan Memorial College Of Arts And Science





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## PROGRAM SCHEDULE

11/11/2019

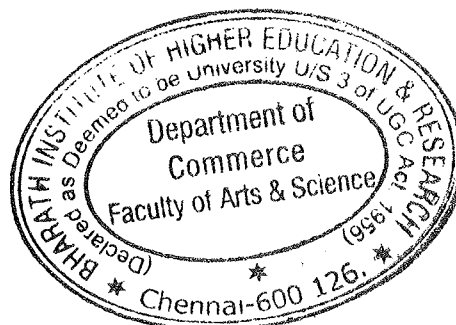
- Inauguration : 9.30 -10.00 A.M.  
09.30 am : Welcome Address  
Dr. J. Kannan  
09:35 am : About the Seminar  
M. Sankar  
09:40 am : Introduction of the Chief Guest  
Dr. D. Venkataramaraju  
09:45 am : Inaugural address by Chief Guest  
Dr.Malarkodi  
Prof& HOD  
GSS Jain College-Chennai  
10.00 am : Invited Talk  
Dr.Malarkodi  
Prof& HOD  
GSS Jain College-Chennai  
12.30- 1.30 P.M : LUNCH BREAK  
1.45-2.45 P.M : PRESENTATION

## VALEDICTORY PROGRAM

Valedictory function : 03.00- 04.30 P.M

Participants' feedback

Vote of Thanks : M. Sankar





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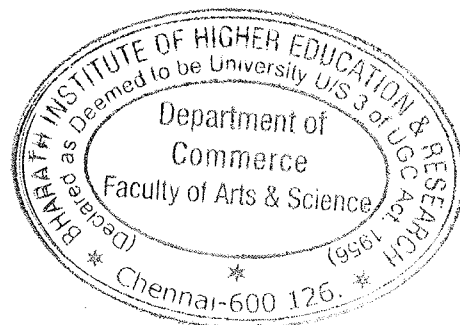
SCHOOL OF COMMERCE AND MANAGEMENT

**One day Seminar on “ External Competitiveness: Theoretical and Practical Facets of Strategic Pay Level Decision Making”**

**11.11.2019**



Students are attending a seminar on “External Competitiveness: Theoretical and Practical Facets of Strategic Pay Level Decision Making” on 11-11-2019

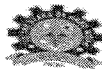




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### SCHOOL OF MANAGEMENT AND COMMERCE Department of Commerce

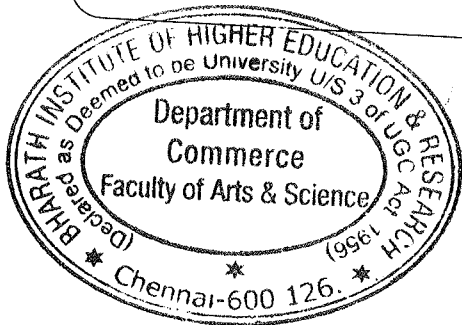
NATIONAL SEMINAR ON EXTERNAL COMPETITIVENESS: THEORETICAL AND  
PRACTICAL FACETS OF STRATEGIC PAY LEVEL DECISION MAKING

#### Certificate Of Participation

This is to certify that Mr./Ms. SHELCIYA B. SIVET College has Participated in the One day Seminar on  
"External Competitiveness: Theoretical and Practical Facets of Strategic Pay Level Decision Making"  
Organized by the Department of Commerce , School of Commerce and Management , BIHER in  
association Adithya Enterprises, Pallikaranai, Chennai, BIHER on 11th November 2019.

  
Dr. D. Venkataramaraju  
HOD

  
Dr. A. Muthukumaravel  
Dean-Arts & Science





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## SCHOOL OF COMMERCE AND MANAGEMENT

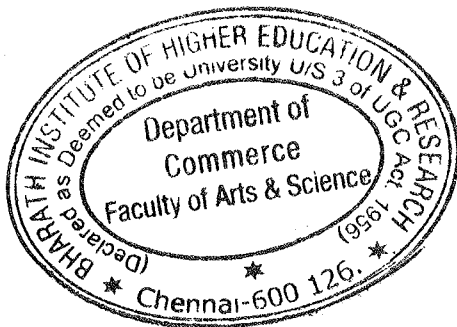
### One day Seminar on “ External Competitiveness: Theoretical and Practical Facets of Strategic Pay Level Decision Making”

11.11.2019

Name : ADITHYA S  
Department : BBA  
College Name : MCC

### FEEDBACK FORM

<u>Criteria</u>	<u>Strongly Agree</u> <u>(3)</u>	<u>Agree</u> <u>(2)</u>	<u>Disagree</u> <u>(1)</u>
Seminar was relevant to my needs	✓		
Length of Seminar was sufficient		✓	
Content was well organized		✓	
Questions were engaged	✓		
Instructions were clear and understandable		✓	
Seminar met my expectations		✓	
The presentations were effective	✓		



*S. Aditya*  
Signature



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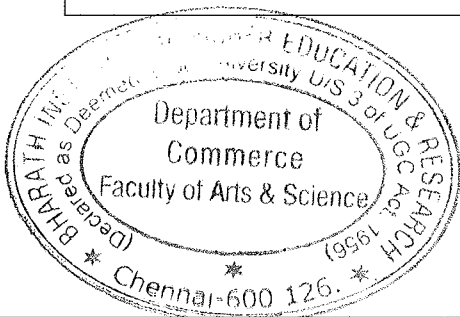
### One day Seminar on “ External Competitiveness: Theoretical and Practical Facets of Strategic Pay Level Decision Making”

11.11.2019

Name : KARTHIKA.SS  
Department : BBA  
College Name : SRM UNIVERSITY

### FEEDBACK FORM

<u>Criteria</u>	<u>Strongly Agree</u> (3)	<u>Agree</u> (2)	<u>Disagree</u> (1)
Seminar was relevant to my needs	✓		
Length of Seminar was sufficient		✓	
Content was well organized	✓		
Questions were engaged	✓		
Instructions were clear and understandable		✓	
Seminar met my expectations	✓		
The presentations were effective		✓	



S. Karthika  
Signature