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Conference on

Innovation- A Tool for Sustainable Business Development

23th & 24th September, 2019

Special Issue Editors

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Organized by

DEPARTMENT OF COMMERCE (Shift – II)



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10th September 2019

FROM THE PRINCIPAL'S DESK

Year after year the Department of Commerce (SFS), MCC has been organising National Conferences on varied areas and this year it is going to dwell on the theme **“Innovation - A Tool for Sustainable Business Development”** which is to be organised on September 23 and 24, 2019.

While I congratulate the department for this annual academic treat, I offer my good wishes and felicitations for the conference.

Of the many business enterprises seen in the past, only those with proper planning and execution have withstood the test of time. One of the key areas of sustainable business development is innovation which stems from creativity, thought process, analysis and application of mind. In the present scenario encompassing a fast changing world, survival and sustainability in business have become a million dollar question. In this context the present title of the conference is of great relevance and I have no hesitation to say that this venture would be a very exciting exercise which would illumine the young minds through the experience of the seasoned and experienced mentors participating in this Conference.

I wish the organisers and the academic community all success.

R.W. Alexander Jesudasan
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DIRECTOR'S MESSAGE

I am delighted to know that the Department of Commerce (SFS) is conducting a two day National Conference on “**Innovation- A Tool for Sustainable Business Development**”. I find this topic as most fitting one in the present context. It is widely accepted by scholars, industry professionals, and government representatives that today innovation is a key driver for sustainability of business. This is due to the fact that sustainable development is a pressing issue in India that requires immediate action and changes from governments, industry, and society as whole. While developed countries are ageing, India is known to be the youngest country in the world as the median age is just around 29. It is high time for our young nation to be aware of the global trend of start up and innovative business establishments all around. Conferences such as these will enable students, researchers and scholars, not only to comprehend the topic but also provide prospects for more enlightenment and enrichment through deliberations. I congratulate Dr. Nirmala Mohan, the Head of the Department of Commerce (SFS) for venturing to organise this conference. I wish the conference a grand success.



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PREFACE

New thinking on how companies can deliver core business strategies while producing enhanced environmental and socio economic benefits is a must for any company wishing to become truly sustainable. Innovation is absolutely critical to the new world of sustainability and helps to distinguish between the 'leaders' and the 'followers'.

In the past, the business case for sustainability was centered around business as usual factors such as cost saving, reputations, hiring the best people, risk management, and resource efficiency. But it has now become clear that business as usual will not be enough to meet the sustainability challenges the world faces. Leading companies have realized that within these sustainability challenges are opportunity to reinvent products and services to achieve massive market advantages.

The research papers published in this edition of journal throw light on how innovation in business is utilized by businesses across the globe in staying in the race for being the winner. Innovative changes are to be identified immediately to take advantage for the business to develop in this competitive world. The papers published here discuss these issues in detail and throw light on how they develop sustainably in this competitive world.

I wish the authors all success and also thank them for coming up with such excellent learning material.


13.9.19

Dr. Nirmala Mohan

Head of the Department

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