

IMPORTANT DATES

Abstract and Full Paper Submission : 05.02.2024
Notification of Acceptance : 10.02.2024
Last Date for Payment of Registration Fee : 12.02.2024

PAYMENT DETAILS

Account Name: Sri Krishna Arts and Science College
Account Number : 31128406279
IFSC Code : SBIN0012245
Bank Name: State Bank of India
Branch : Kuniyamuthur
Registration fees is non-refundable at any circumstance

CHIEF PATRONS

Smt. S. Malarvizhi
Chairperson and Managing Trustee,
Sri Krishna Institutions

Mr. K. Adithya
Trustee and Secretary,
Sri Krishna Institutions

PATRONS

Dr. K. Sundararaman
Chief Executive Officer,
Sri Krishna Institutions

Dr. R. Jagajeevan
Principal,
Sri Krishna Arts and Science College

Dr. Maria Williams
Dean-School of Commerce,
Sri Krishna Arts and Science College

ADVISORY PANEL

Dr. S. Anbumalar
HOD, B.Com & M.Com

Dr. J. Vijimol
HOD, Commerce - CA & BA

Dr. P. Radhakrishnan
HOD, Commerce - BPS & BI

Dr. R. Reena
HOD, Commerce - AF & M.Com IB

Dr. N. Sivakumar
HOD, Commerce - IT & E.Com

Dr. C. Dhanalakshmi
HOD, Commerce - PA & CS

INTERNATIONAL ADVISORY PANEL

Dr. Abdul Rahman
Inti International University, Malaysia

Dr. R. Kanesaraj Ramasamy
Multimedia University, Malaysia

CONFERENCE CONVENORS

Dr. C. Thiyaneswaran
Associate Professor - Mob: 9842246685

Dr. R. Sangeetha
Assistant Professor - Mob: 9786101998

Dr. P.R. Brinda Kalyani
Associate Professor - Mob: 9566963290

Dr. T. Kumarasamy
Assistant Professor - Mob: 9791066298



SRI KRISHNA ARTS AND SCIENCE COLLEGE

An Autonomous Institution
Affiliated To Bharathiar University
Re-Accredited By NAAC with 'A' Grade Sugunapuram,
Kuniamuthur P.O., Coimbatore, Tamil Nadu, India
www.skasc.ac.in

SCHOOL OF COMMERCE ORGANIZES



**INTERNATIONAL CONFERENCE ON COMMERCE NEXUS:
CONNECTING INDIAN BUSINESS, TECHNOLOGY AND SOCIETY
(Hybrid Mode)**

February 15th & 16th, 2024

ABOUT THE COLLEGE

Sri Krishna Arts and Science College with a vision of “Fitness for Purpose” established in the year 1997 is an autonomous Institution imparting Quality Education imbibing scientific and artistic knowledge to the needs of the current generation. The Learning Model of Sri Krishna Arts and Science College is the “Vision to Wisdom Approach”. The college employs Knowledge-based Learning, Industry-Exposure Training and a Capstone Evaluation Model, all of which are tied to Outcome Based Education and enable students to be job-ready as soon as they complete their degree at Sri Krishna Arts and Science College.

ABOUT THE SCHOOL OF COMMERCE

The School of Commerce at Sri Krishna Arts and Science College had its inception in 1997, commemorating 25 silver years. The Department has a total of Ten programmes at the Graduation level of 5-7, two programmes at the Masters level of 8-9 and two programmes at the research level of 10. The School of Commerce is integrated with the Industry Academia through Tata Consultancy Services, Indian Institute of Banking and Finance (IBF), Mumbai and is marching towards “Center for Professional Studies” through its tie-ups with International Collaborations of the Association of Chartered Certified Accountants (ACCA), England and Wales, UK and CMA Programme, United States and at the National level with the Institute of Chartered Accountants of India, New Delhi and JK Shah Classes. The School was initiated with a student cohort of 15 and now stands tall with 3244 students in the current academic year, producing 16,000 graduates during the past 25 years who are Entrepreneurs, Leaders, Eminent employees, Academicians and other notable professionals. Over the two decades, our Ph.Ds have gone on to leadership positions throughout the academic profession.

ABOUT THE CONFERENCE

The goal of the Conference is to investigate how Indian Business, Technology and Society are intertwined with commerce as we move closer to 2030 and a \$1 trillion economy. As India grows as a manufacturing powerhouse for the global market, it creates a platform and arena for academicians, industrialists, researchers and students to share their opinions on this topic in the form of paper presentations. It helps with the analysis of the technological disruption challenges that arise when providing commercial services. The Conference also intends to examine how technology has transformed corporate operations by helping them become more efficient streamlining the process. On a forum like this, sharing knowledge would foster the projection of original ideas.

CALL FOR PAPERS

Marketing

E-commerce Trends and Innovations | Data-Driven Marketing | Ethical Marketing and Sustainability | Mobile Marketing Strategies | S-Commerce | Gratification marketing | Building a cognitive enterprise through AI-powered transformation.

Information Technology

Technopreneurship | Green Technology and Environmental Sustainability | Augmented Reality (AR) and Virtual Reality (VR) Innovations | Internet of Things & Industry 5.0 | Big Data | Cloud Computing | Business Intelligence and Technological Advancement.

Finance

Indian Financial System in New Economic Scenario | Digital Innovations in Business and Economy | Banking, Micro-financing and Financial Inclusion | Sustainable Finance and Practices | Cryptocurrency and Blockchain Technology | Financial Literacy & Behavioral Finance.

Human Resource

HR Analytics | Impact of AI on HR | Change Management and Managing human capital | Ethics, Values, Trust and Conflict Resolution | Leadership and new normal | Boundary less organization - challenges and opportunities | HRM Policies and Practices for responding Disruptive Innovations | IQ and EQ.

GUIDELINES FOR PAPER SUBMISSION

- The paper should exhibit originality, unpublished and limited to 3000 words and not exceeding 10 pages.
- The paper should encompass title of the paper, author's name and affiliation along with contact details. Soft copy of the article should be submitted as a word document in Times New Roman font with size of 12 for body of the text and 14 for Headings. The Line spacing of the content should stick to 1.5 spacing.
- The abstract and full paper should be forwarded to commercenexus2024@gmail.com on or before 05.02.2024.
- Registration Link : <https://forms.gle/6osQo8NTVytGBPcx9>
- The participants should complete their registration process on or before 06.02.2024.
- Spot registration is allowed only for SKASC participants.
- Conference is held through hybrid mode
Day 1 - Offline, Day 2 - Online (only for outstation participant).
- Selected papers will be published as Book Chapter with ISBN Number.
- Selected best quality paper will be published in International Publication with ISBN Number, there is no additional charges.
- The best paper will be awarded.
- Certificates will be provided only for the registered participants.
- Online participants should pay Rs. 100/ as postal charges to receive hardcopy of the certificate.

REGISTRATION FEES

Mode	Offline ₹				Online ₹			
	Student	Research Scholars	Faculty / Academicians	Industrial Professionals	Student	Research Scholar	Faculty / Academicians	Industrial Professionals
Presentation	350	400	500	1000	350	300	400	500
Participation	250	400	500	1000	200	300	400	500

Registration Fees for Foreign delegates will be 30\$

Note :

- Registration fees includes Kit, Lunch and Certificate
- E-Book will be issued only to the participants who present their papers