

St. Joseph's College (Autonomous)

*Accredited at A++ Grade (Cycle IV) by NAAC, Special Heritage Status Awarded by UGC
College with Potential for Excellence by UGC, DBT – STAR & DST – FIST Sponsored College
25th Rank in NIRF 2025*



Tiruchirappalli – 620002. Tamil Nadu. India



NATIONAL LEVEL CONFERENCE ON SUSTAINABLE DEVELOPMENT, DIGITAL TRANSFORMATION, AND EMERGING PARADIGMS IN COMMERCE & MANAGEMENT

DATE

23.01.2026

MODE

Virtual

Department of Commerce (Shift II)

St. Joseph's College (Autonomous)

Tiruchirappalli - 620002

ABOUT THE COLLEGE

St. Joseph's College (Autonomous), Tiruchirappalli securing 25th rank in NIRF 2025 is an affiliated first grade college of the Bharathidasan University had been established by the Jesuit fathers of Society of Jesus in the year 1844. It was affiliated to the University of Madras in the year 1866. It Joyfully celebrated its centenary in 1944 and Ses qui-centenary in 1995. NAAC accredited the institution with Five Star Status in 2000. UGC adorned as a College with Potential for Excellence (CPE) in 2004. The college was reaccredited with "A+" Grade and "A" Grade by NAAC in the 2nd and 3rd cycle respectively. The College secured A++ grade in the 4th cycle with a CGPA of 3.58. The college thrives with a vision of forming globally competent, committed, compassionate and holistic persons to be men and women for others promoting a just society. The college has been committing itself since inception to impart knowledge, skills and values for the moral and intellectual formation of youth to excel as socially responsible persons through a well structured curriculum and outreach programme. It also dedicates itself to form youth as responsible citizens adhering to the basic principles of the constitution of India. The institution also dynamically introduces new programmes at UG and PG level to live up to the expectation of its stakeholders

ABOUT THE DEPARTMENT

The Department of Commerce had started its Journey in the year 1948 by offering the three-year B.Com degree course with the motive of inculcating professional ethics and competency in business and management. The B.Com course has been offered in Shift-II since 1972. The department had its proud moments by introducing BASIC, COBAL and FORTRAN - the most popular computer languages then in early 1970s using punch cards. The Post Graduate Programme (M.Com) was started in 1988 and M.Phil., programme in 2001. To cater to the need of scholars in pursuit of research, it was elevated as the full time Research Department in 2003. Conducting Seminars and Conferences on socially relevant themes is an annual feature. Endowment lectures are conducted by inviting renowned resource persons and Inter-Collegiate competition at state level is conducted every year formerly as Com-Carnival and presently as Bizcomm . The department has been a pioneer in the state in introducing courses on business ethics, computer languages and applications and accounting software to provide professional and holistic development of the students. The curriculum at the UG and PG level enables students to pursue professional courses such as MBA, CA, ICWA and ACS. To gain specialization in Financial Management, Human Resource Management or Marketing Management, basket model of syllabi is introduced for Discipline Specific Electives offered to the final year students. St. Joseph's College is the Accredited Centre of TEPL (Tally Education Private Ltd.,) for offering Tally Certification course since 2020. The continuous growth with a focus on quality made the department to strive into the introduction of BCOM Computer Applications in 2008, BCOM (Honors) in 2020 and BCOM Strategic Finance and BCOM Business Analytics in 2024.

ABOUT THE CONFERENCE

The National Conference on Sustainable Development, Digital Transformation, and Emerging Paradigms in Commerce & Management aims to bring together scholars, researchers, industry professionals, and policy makers to explore the dynamic shifts shaping contemporary business environments. This conference provides a platform for presenting innovative research, discussing sustainable business models, and examining the growing influence of digital technologies across finance, marketing, human resources, operations, and entrepreneurship. By fostering interdisciplinary dialogue, the event seeks to generate insights on how organizations can balance economic growth with environmental responsibility, leverage digital tools for competitive advantage, and adapt to rapidly evolving managerial practices. The conference ultimately aspires to contribute to academic enrichment, industry relevance, and the promotion of sustainable, technology-driven business ecosystems in India.

AIM OF THIS CONFERENCE

The conference aims to provide a platform for researchers, academicians, and industry professionals to share insights on sustainable development, digital transformation, and emerging trends in commerce and management. It seeks to promote innovative research, examine the impact of technology on business practices, encourage interdisciplinary discussions, and foster collaboration that supports sustainable growth and modern managerial excellence.

SUB-THEMES FOR PAPER SUBMISSION

1. Sustainable Development & Green Business

- Ø Green marketing practices
- Ø ESG reporting and corporate sustainability
- Ø Circular economy and waste management models
- Ø Sustainable supply chain and logistics
- Ø Environmental ethics & responsible business strategies

2. Economics, Policy & Business Environment

- Ø Global trade, FTA impacts, and economic reforms
- Ø Digital economy and governance
- Ø Public policy, taxation, and economic sustainability
- Ø Rural development and inclusive growth
- Ø Behavioural economics and decision-making



3. Digital Transformation in Business

- Ø AI, ML, and automation in business processes
- Ø Digital business models and Industry 4.0
- Ø E-commerce, m-commerce, and digital marketplaces
- Ø Blockchain applications in commerce
- Ø Digital public infrastructure (UPI, ONDC, Account Aggregator)

4. Finance, FinTech & Accounting Innovations

- Ø FinTech advancements and financial inclusion
- Ø Digital payment systems and cryptocurrency
- Ø Forensic accounting & fraud detection
- Ø AI in accounting and financial analytics
- Ø GST, taxation reforms, and compliance automation

5. Marketing Trends & Consumer Behaviour

- Ø Neuromarketing and consumer psychology
- Ø Digital branding, influencer marketing & social media analytics
- Ø Sustainable consumer behaviour
- Ø Service marketing innovations
- Ø Data-driven marketing strategies

6. Human Resource Management & Organizational Behaviour

- Ø HR analytics, AI-driven recruitment & talent management
- Ø Workplace well-being and Quality of Work Life (QWL)
- Ø Remote and hybrid work models
- Ø Diversity, equity, and inclusion (DEI)
- Ø Leadership development and organizational culture

Note: Papers on interdisciplinary and emerging topics relevant to commerce and management are also welcome.

7. Entrepreneurship, MSMEs & Start-up Ecosystems

- Ø Innovation and incubation practices
- Ø Technology adoption in MSMEs
- Ø Social and women entrepreneurship
- Ø Start-up financing, venture capital, and crowdfunding
- Ø Entrepreneurial resilience and growth strategies

8. Operations, Logistics & Supply Chain Management

- Ø Smart logistics and digital supply chain
- Ø Predictive analytics and inventory management
- Ø Total quality management (TQM) and lean practices
- Ø Risk management in global supply chains
- Ø IoT and digital twins in operations

9. Business Education & Pedagogical Innovations

- Ø NEP 2020 and commerce education reforms
- Ø AI-based teaching, learning, and evaluation tools
- Ø XR/VR/Simulations in Business Studies
- Ø Outcome-based education (OBE) practices
- Ø Research methodology innovations



PAPER SUBMISSION PROCEDURE

Abstract Submission:

- Submit a 150-200 words abstract with 3-5 keywords, highlighting objectives, methodology, findings, and implications.

Abstract Review:

- Abstracts will be peer-reviewed. Accepted authors will receive email confirmation and full paper guidelines.

Full Paper Submission:

- Submit 3,000-5,000 words in MS Word (.doc/.docx), Times New Roman, 12 pt, 1.5 spacing, APA 7th edition.

Plagiarism Check:

- Similarity should be less than 10% (excluding references).

Send Papers to this Email:

commerceconference2025@gmail.com

Important Dates:

Abstract Submission Deadline	05.01.2026
Full Paper Submission Deadline	18.01.2026
Early Bird Registration Deadline	21.01.2026

Review & Acceptance:

- Papers are evaluated for originality, relevance, and research quality. Final acceptance will be communicated via email.

Registration:

- The Registration must be done separately by Author and Co - Author.

Presentation:

- Papers must be presented either by the author or Co-Author or both through online.

Publication:

- The papers will be selected for publication only after plagiarism check.
- Peer review (ISSN) for authors those who prefer to bare the additional publication fee.
- Registered participants will receive the conference proceedings book (ISBN) via email.

Registration Link:

<https://service.sjctni.edu/Seminar/25/index.php?programcode=CO23104556>

UG / PG Students	Rs. 300
Research Scholars	Rs. 400
Academicians	Rs. 500



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ORGANISING SECRETARIES

Dr. J. Vinoth Kumar
Assistant Professor of Commerce
Phone: +91 9600444121
Email: vinothkumar_co1@mail.sjctni.edu

Dr. J. Berkman
Assistant Professor of Commerce
Phone: +91 8248594693
Email: berkmanj_co2@mail.sjctni.edu

