Registration

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https://seminar.sjctni.edu/CommerceCA/ICAIBS/

Send Papers to this Email

commercecaconference@gmail.com

Publication details :

- Selected papers will be published in a **International Journal of Business and Economics Research (IJBER)**.
- IJBER is a peer reviewed International e-journal. It is quarterly edition of a periodical. IJBER follows Open Access (OA) system. Indexed by various international and national databases.
  (Publication Fee Rs. 750 - Per Paper) - Maximum two authors only
- All rights of publication of papers presented in the conference shall rest with the conference organizers.

Registration Fee details :

Research Scholars / Students	**Rs. 350/-**
Academicians / Faculty Members	**Rs. 500/-**
Corporate Delegates / Practitioners	**Rs. 700/-**

- Separate registrations are mandatory for both the author and co-author(s)
- Participants/ Delegates will not receive T.A / D.A.
- The registration fee includes the conference kit, lunch, and refreshment.

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Important Dates to remember :

Abstract Submission	:	**December 23, 2024**
Full Paper Submission	:	**December 28, 2024**

For queries or Information
Contact (Convenors)

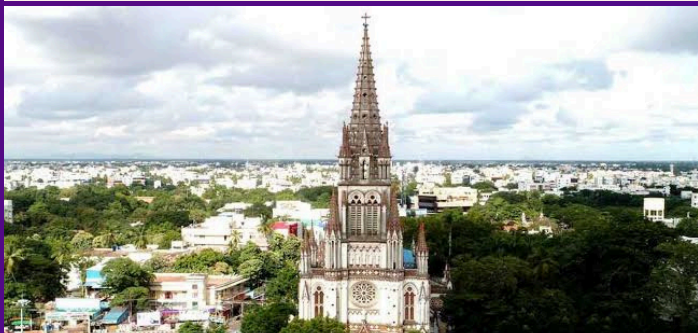**Dr. N. Maheswari**
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Two Days
International Conference
On

IMPACT OF ARTIFICIAL INTELLIGENCE ON BUSINESS SUSTAINABILITY

(Hybrid Mode)

Date : 8th & 9th January, 2025
Venue : Barbier Hall (Jubilee Building)

Organised by

**PG DEPARTMENT OF
COMMERCE COMPUTER APPLICATION**

ST. JOSEPH'S COLLEGE

(Autonomous)

*Accredited at A++Grade by NAAC (4th Cycle), Special Heritage Status by UGC,
College with Potential for Excellence by UGC, DBT FIST - DBT-STAR Sponsored College*

Tiruchirappalli - 620002. Tamil Nadu. South India

About Tiruchirappalli

Tiruchirappalli occupies a special place in the pages of literature in the minds of historians. Here's a look at all the things that our city can call its very own... Trichy is a city of a million sounds and sights.

- **Rockfort**: A 3,800 million year's old rock structure with a shrine on top is considered to be older than the Himalayas and is the pride of the city.
- **River Cauvery** flows through the Tiruchirappalli town and makes the regions fertile and prosperous.
- **Grand Anicut:** One of the oldest dam built around 2000 years is said to be a symbol of Dravidian engineering, built by Karikala Cholan. It is a model for building modern day architecture – probably one of the oldest dams in the world.
- **Lady of Lourdes church:** A replica of the Lourdes Church in France is situated within St. Joseph's College campus. Gothic architecture, intricately stainued glass panels with its towering spire makes it remarkable of Indian Craftsmanship.
- **Srirangam temple:** The biggest functioning Hindu temple in the world, Srirangam Renganathan temple is the sacred amongst the Vaishnavites.
- **The Southern Railways** Established in 1890 with its headquarters at the city. The Southern Railways played a prominent role during the British Rule.
- **Natharvalli Dargah:** It is the tomb of Baba Natharsha which is more than 1000 years old, is located near the college.
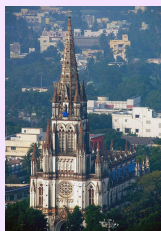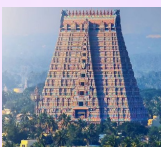
About St. Joseph's College

"Pro Bono Et Vero"
(for the Good and the True)

St. Joseph's College is an affiliated First Grade College of the Bharathidasan University. It was established in 1844 by the Fathers of Society of Jesus (The Jesuits). It was affiliated to then Madras University in 1866. The College celebrated its centenary in 1944 and sesquicentenary in 1995.

The College is owned by the Society of St. Joseph's, a body registered under Societies Regulation Act (1860), having its office at Tiruchirappalli. This Jesuit College trains young men and women of quality to be leaders in all walks of life so that they may serve the people of the nation in truth, justice and love.

SJC Milestones & Achievements

1844 : Founded at Nagapaptinam
1982 : Affiliated to Bharathidasan University
2004 : College with Potential for Excellence by UGC
2006 : Re-accredited with A+ Grade by NAAC
2009 : DBT- STAR & DST-FIST Sponsored College
2012 : Accredited with A Grade (3rd Cycle) by NAAC
2015 : Special Heritage Status awarded by UGC
2019 : 175th Year (Dodransbicentennial) celebrations
2019 : Accredited at A++ Grade (4th Cycle) by NAAC

About the Department of Commerce Computer Application

The Undergraduate programme in Commerce Computer Application (B.Com CA) was started in the year 2008. In the year 2011, the Postgraduate Programme in Commerce Computer Application (M.Com CA) was introduced. The department provides teaching in the area of Commerce, Accounting and Computer Applications. It includes various specialization courses in Commerce and Computer Application.

It maintains a good industrial and institutional interaction. It highlights the concepts and skills for Accounting, Commerce & Computer Applications. The curriculum represents the course response to evolving Commerce and Computer technologies.

The enthusiastic professors of this department prepare students to pursue their higher studies and get employed in the highly competitive job market. It imparts value addition courses to all students. It conducts seminars and takes students on industrial visits. The curriculum is updated according to the changing environment in industry and Commerce through board of studies with eminent members.

About the Programme

In recent years, Artificial Intelligence (AI) has emerged as a transformative force across industries, reshaping how businesses operate, innovate, and compete. AI is not only enhancing efficiency and productivity but also playing a pivotal role in addressing sustainability challenges. Business sustainability, defined as the ability to meet present needs without compromising future generations, has become crucial for organizations as they seek to balance profitability with social and environmental responsibilities.

AI's potential to drive sustainability lies in its ability to process vast amounts of data, optimize resource use, and streamline operations. From predictive analytics to automation, AI enables businesses to reduce waste, improve energy efficiency, and create eco-friendly solutions. Beyond environmental impact, AI also fosters social sustainability by improving labor practices, enhancing workplace safety, and supporting ethical decision-making. By analyzing consumer behavior, AI helps businesses design products and services that meet the growing demand for socially and environmentally responsible offerings.

However, the rise of AI also presents challenges, such as job displacement, data privacy concerns, and the risk of exacerbating inequalities. As businesses adopt AI to enhance sustainability, they must navigate these ethical considerations to ensure responsible and inclusive implementation.

This conference explores the impact of AI on business sustainability, examining how AI technologies can drive positive environmental and social change while addressing the challenges associated with their use.

Who can attend ?

The Two-Days International Conference would be of immense interest to:
- Academicians,
- Alumni / Alumnae,
- Practitioners,
- Consultants,
- Industrialists
- Research Scholars and Students.
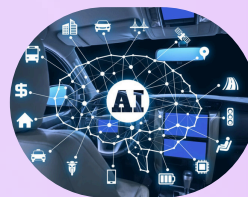
Theme of the Conference:

Impact of Artificial Intelligence on Business Sustainability
Academic papers, business case studies and entrepreneurial experiences are invited from scholars and practitioners who wish to make presentations related to the conference theme. Presenters are encouraged to contribute new ideas, concepts, and paradigms for discussions. Papers and case studies should be based on original, recent research.

Sub-Themes of the Conference:

1. AI-Driven Sustainable Business Management Models
2. AI in Corporate Social Responsibility (CSR) Strategies
3. AI and Supply Chain Sustainability
4. Ethical AI for Sustainable Business Practices
5. AI in Finance and Accounting
6. AI and Sustainable Human Resource Management
7. AI in Sustainable Marketing and Consumer Behaviour
8. AI-Driven Waste Management and Recycling Solutions
9. AI in Total Quality Management
10. AI in Education and Research
11. AI in Digital Media
12. AI and Global Interface Marketing
13. AI and Business Analytics
14. AI and Data-Driven Sustainable Decision Making
15. Regulatory and Policy Challenges in AI-Driven Business Sustainability

INSTRUCTIONS TO AUTHORS

ABSTRACT

All manuscripts must include a maximum of **300 words** abstract, along with a total of 4 to 5 keywords in italics one line below the abstract. (Font: Times New Roman, Size: 11)
Keywords: (Font: Times New Roman, Size: 11, Italic)

Manuscript Contents

Manuscript should contain the following section in the given order:
(1) Introduction (2) Literature Review (3) Methodology
(4) Analysis / Discussion. (5) Conclusion (6) Author Contributions
(7) Financial Support (8) Acknowledgements (9) Conflict of Interest
(10) References (11) Figure (s) (12) Table (s)

Citation Style: APA citation style should be followed for referencing according to the publication manual of the American Psychological Association APA, 7th edition, which was released in October 2019.

Guidelines for PowerPoint presentation

1. Number of slides should be between 8 to 10 only
2. The slides must cover introduction, review of literature, methodology, data analysis, findings, managerial implications, recommendation and suggestions, limitations, scope for further Research and conclusions.
3. The presentation will be done virtually or physically, based on participants choice
4. PPTs must reach US as per the specified date
5. Maximum time allocated for the presentation will be 10 minutes including question and answer
6. Abstracts, full paper,& PowerPoint presentations to be sent to
commercecaconference@gmail.com