



## DEPARTMENT OF COMMERCE (SHIFT II)

### ST. JOSEPH'S COLLEGE (AUTONOMOUS)

*Accredited at A++ Grade (Cycle IV) by NAAC; Special Heritage Status by UGC;*

*College with Potential for Excellence by UGC*

*Tiruchirappalli - 620 002, Tamilnadu*

### *One Day National Conference on*

# Fostering Business Excellence: The Role of Technology, Leadership and Sustainability in Commerce and Management

### *Hybrid Mode*



**31/01/2025**



**JUBILEE HALL**



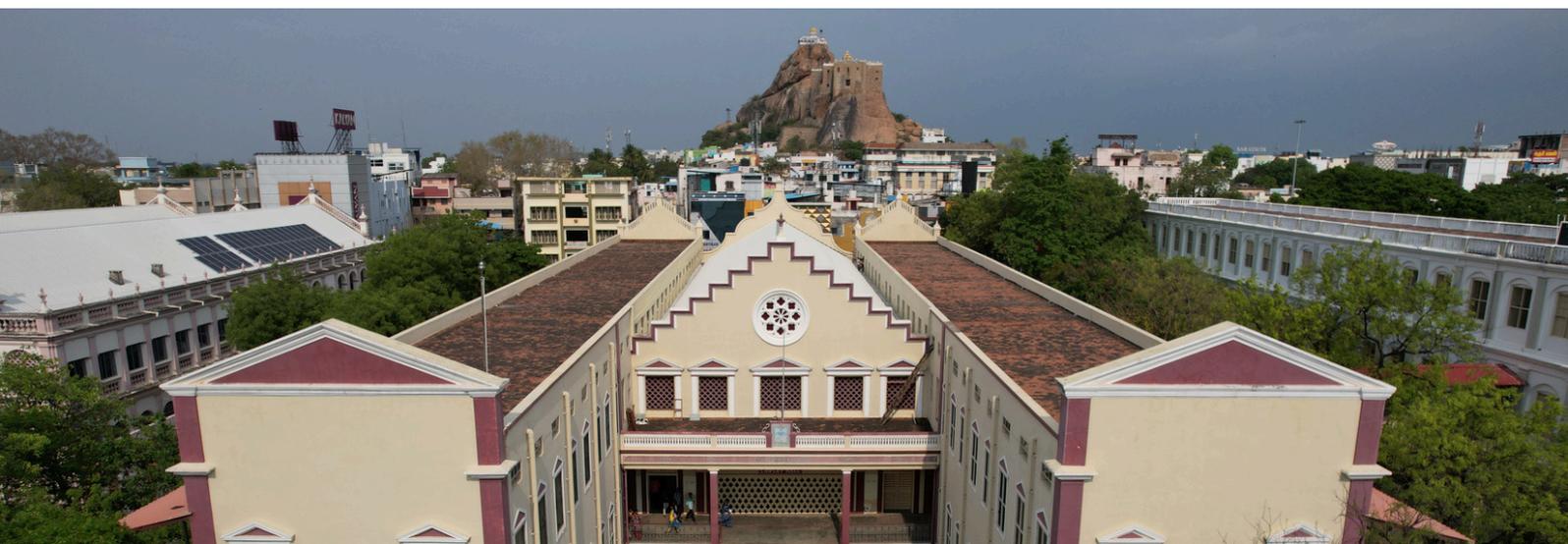


## ABOUT THE COLLEGE

St. Joseph's College was founded by the Jesuit visionaries in 1844 with the noble aim of educating humanity for the good and the true Pro Bono Et Vero SJC now serves as a beacon of light for all men and women aspiring to pursue holistic higher education. A pioneering educational institution in central part of Tamil Nadu, SJC has a rich legacy and several illustrious alumni like former President of India and Bharat Ratna Dr. A.P.J. Abdul Kalam, renowned physicist Prof. G.N. Ramachandran, former Chief Election Commissioner Shri. N. Gopalaswamy, Member of Constituent Assembly of India Fr. Jerome D'Souza SJ, Vir Chakra Awardee Major M. Saravanan, Advisor to the Governor of Jammu & Kashmir Mr. K. Vijay Kumar IPS, Arjuna Awardee Mr. Arockia Rajeev and many more luminaries.

## ABOUT THE DEPARTMENT

The Department of Commerce was started in the year 1948, for 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 is very proud to have introduced and taught Card Punching, BASIC, COBAL and FORTRAN - the most popular computer languages as early as 1970s. The Post Graduate course (M.Com) was started in 1988. Twenty of our staff hold M.Phil Degree, fourteen hold Ph.D Degree along with NET/SET and ten are recognized as Research Supervisors. The department was elevated as the Research Department in 2003 and has produced 54 Ph.Ds. The department is the pioneer in the state in introducing courses on business ethics, computer languages and applications and accounting software. The department reached yet another milestone by launching ACCA, UK integrated B.Com Honours programme in 2020. The department prepares students to pursue professional courses such as CA, ICWA and ACS through feeder courses. The department has secured in the Annual Academic Audit for Five consecutive years from 2019 - 2020. The department was acclaimed glories with the celebration of 75 years – Diamond Jubilee of Commerce Shift-I and 50 years – Golden Jubilee of Shift - II in 2023 – 2024.





## ABOUT THE CONFERENCE

The national conference on “Fostering Business Excellence: The Role of Technology, Leadership, and Sustainability in Commerce and Management” aims to explore the dynamic intersection of technology, leadership, and sustainability in today's business environment. With rapid advancements in digital tools, evolving leadership styles, and a growing emphasis on sustainable practices, this conference seeks to bring together academicians, industry experts, and practitioners to discuss innovative strategies for business success. Key topics include digital transformation, fintech innovations, sustainable supply chain management, leadership in the digital era, and emerging trends in commerce and management. The event will serve as a platform for knowledge exchange, networking, and showcasing cutting-edge research, fostering collaboration across disciplines to shape the future of business excellence. Authors can focus on the following themes.

### Accounting and Finance

- Fintech Innovations and Digital Banking
- Sustainable Finance and ESG Investing
- Risk Management and Corporate Governance
- Financial Inclusion and Microfinance
- Accounting Innovations and Technology Integration
- Financial Literacy
- Behavioral Finance

### Marketing and Consumer Behavior

- Digital Marketing and E-commerce Strategies
- Consumer Behavior in the Digital Era
- Brand Management and Customer Loyalty
- Green Marketing and Sustainable Consumer Behaviour
- Big Data Analytics in Marketing
- Content Marketing and Storytelling
- Innovation in Product Development

### HRM and Organisational Behaviour

- Leadership in the Digital Age
- Talent Management and Employee Engagement
- Diversity, Equity, and Inclusion (DEI)
- Impact of Technology on HR Practices
- Employee Well-being and Mental Health
- Organisational Change and Development
- Training and Development in a Hybrid Work Environment

### Entrepreneurship and Innovation

- Startup Ecosystems and Incubation
- Social Entrepreneurship and Impact Innovation
- Innovation Management and Business Model Transformation
- Financing Startups and Venture Capital
- Entrepreneurial Marketing
- Small and Medium Enterprises (SMEs) Development
- Family Business Management

### Operations and Supply Chain Management

- Supply Chain Sustainability and Green Logistics
- Operations Management in a Digital Era
- Lean Management and Process Optimisation
- Global Supply Chain Management and Challenges
- Technology Integration in Supply Chain Management
- Inventory and Warehouse Management
- Circular Economy and Reverse Logistics

### Strategic Management and Corporate Strategy

- Strategic Innovation and Business Model Evolution
- Corporate Social Responsibility (CSR) and Ethics
- Competitive Strategy in the Digital Age
- Mergers and Acquisitions (M&A)
- Crisis Management and Business Resilience
- Performance Measurement and Strategic Control
- Strategic Leadership and Decision-Making



## **Economics, International Business, and Trade**      **Tourism, Hospitality, and Event Management**

- Global Trade and Economic Development
- International Marketing and Cross-Cultural Management
- Foreign Direct Investment (FDI) and International Business Strategies
- Digital Economy and E-Commerce Trends
- Economics of Sustainability
- Economic Policies and Business Environment
- Emerging Markets and Developing Economies

- Sustainable Tourism and Hospitality Management
- Technology in Tourism and Hospitality
- Event Management and Marketing
- Customer Experience in Hospitality
- Travel Behaviour and Consumer Trends
- Revenue Management in Hospitality
- Destination Marketing and Branding

## **Information Technology and Data Analytics in Business**

- Big Data and Business Analytics
- Artificial Intelligence and Machine Learning in Business
- Cybersecurity and Data Privacy
- Digital Transformation and Technology Adoption
- Blockchain Technology in Commerce
- Customer Relationship Management (CRM) Systems
- E-Governance and Digital Economy

## **Conference Proceedings**

- All accepted papers will be published in the Conference Proceedings with an ISBN.
- The hard copy of the proceedings will be provided on payment of an extra fee of Rs. 500

## **Special Issue in Peer-Reviewed Journals**

- Selected high-quality papers will be considered for publication in a special issue of **UGC-CARE Listed, Scopus, or ABDC Indexed Journals** in the fields of Commerce and Management. (with additional nominal charges).
- Authors of selected papers will be required to follow the specific formatting and submission guidelines of the respective journals.

## **Send Papers to this Email:**

**commerceconference2025@gmail.com**

## **Important Dates**

Abstract Submission Deadline	10.01.2025
Notification of Abstract Acceptance	12.01.2025
Full Paper Submission Deadline	23.01.2025
Notification of Full Paper Acceptance	25.01.2025
Early Bird Registration Deadline	25.01.2025

## **Submission Guidelines**

- Papers must be submitted in MS Word format, following the conference template.
- Page Limit: Maximum 8 to 10 pages (including references, tables, and appendices).
- Use APA Style for citations and references.
- Font: Times New Roman, Size 12, 1.5 line spacing.
- Margin: 1 inch on all sides.
- Submit an abstract of 250-300 words with 4-5 keywords.
- Each paper will undergo a double-blind peer review process. Authors may be asked to revise their papers based on reviewers' feedback.
- Papers accepted for presentation must be prepared in a 10-minute presentation format, followed by a 5-minute Q&A session.
- All submitted papers must be original and free from plagiarism. A plagiarism check will be conducted, and papers with a similarity index below 10% will be accepted.
- Awards will be presented for the Best Research Paper and the Best Student Paper. Criteria include originality, significance, clarity, and impact.

## **Registration Link**

<https://seminar.sjctni.edu/Commerce/NCFBE>

## **Payment Link for ISBN Book:**

[https://seminar.sjctni.edu/Commerce/NCFBE\\_P](https://seminar.sjctni.edu/Commerce/NCFBE_P)

## **Registration Fee Details**

UG / PG Students	Rs. 200
Research Scholars	Rs. 250
Academics	Rs. 350
Industrialist	Rs. 500
Hard Copy of ISBN Book (1 Copy)	Rs. 500

*Separate registrations are mandatory for both the author and co-authors*



## PATRONS

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*Principal*

**Dr. P. Rajendran**  
*Deputy Principal*

## CONFERENCE CONVENORS

**Dr. G. John**  
*Associate Professor & Head of the Department*

**Dr. B. Augustine Arockiaraj**  
*Assistant Professor & Coordinator of the Department (Shift II)*

## CONFERENCE COORDINATOR

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## CONFERENCE ORGANISING SECRETARY

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