

- Inabsentia Papers can also be presented through Video Conferencing.
- All the manuscripts are subject to peer review. The expert committee will scrutinize the originality of the papers and plagiarism which is less than 20 % will be accepted.
- All the accepted papers will be published in Book with ISBN and the selected papers will be published in CARE listed Journal or SCOPUS with an additional payment.
- Link and QR Code for registration:
<https://forms.gle/ZkGA3UoAEBPdcxjQ9>



Travel and Accommodation

Madurai is a beautiful tourist destination located in the Indian State of Tamil Nadu. Vaigai River flows in the heart of Madurai and splits it into two parts. It has a rich culture and heritage. Madurai is connected by roads to Chennai (472 km), Trichy (142 km), Rameshwaram (139 km), Kanyakumari (232 km), Tirunelveli (151 km), Kodaikanal (120 km), Thanjavur (223 km), Bangalore (446 km), Ooty (304 km) and has both Railway Station and Airport connecting all parts of India.

Madurai covers a very wide range of hotels and other accommodation facilities to suit every budget. Participants can make their own arrangement for accommodation.

Important Date to Remember

Last date for abstract and Full Paper Submission : 10.01.2020

Post - Conference Tour

It is proposed to facilitate a visit to the nearest tourist locations like Meenakshi Amman Temple, Thirumalai Naicker Palace, Gandhi Museum, Alagar Kovil, Thiruparamkundram, Rameswaram, Kodaikanal etc., after the conference. Interested delegates may kindly contact the organising secretaries in advance. The delegates should bear their expenses.

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Since 1881



THE AMERICAN COLLEGE

(An Autonomous Institution Affiliated to Madurai Kamaraj University)
(Re-accredited (2nd Cycle) by NAAC with 'A' CGPA 3.46 on a 4 point scale)
(A Mentor Institution)

MADURAI, TAMILNADU, INDIA

INTERNATIONAL CONFERENCE ON

Sustainability, Transformation Development in Business and Management

24 JANUARY 2020



Sponsored by
COUNCIL OF SCIENTIFIC AND
INDUSTRIAL RESEARCH (CSIR)
NEW DELHI

Organised by
THE DEPARTMENT OF COMMERCE
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The American College

The American College, a 138 year old, NAAC A Grade, Autonomous institution affiliated to Madurai Kamaraj University, Madurai, is known for its focus on academic excellence and social relevance. Its pioneering role in the development of college autonomy in India in 1978, its successful early implementation of Choice Based Credit System (CBCS) under autonomy and its completion of 138 years of service bear testimony to the position that the college currently enjoys. Presently, the College offers 37 undergraduate, 18 postgraduate and 10 M.Phil programmes. Ph.D programme is offered in 10 disciplines. The American College has many firsts in its history. Washburn Hall is the first student hostel on the college campus in South India and the first college in India to use computers. The Daniel Poor Memorial Library is the first library in the southern part of Tamilnadu to be fully automated, and to have pioneered the use of Bar Code in libraries. Its successful beginning of a Choice Based Credit System began with the college autonomy in 1978. The college has an autonomous Centre – Study Centre for Indian Literature in English and Translation (SCILET) that receive international attention. The American College has a Satellite Campus on a 58 acre land at the foot of the Western Ghats on the outskirts of the City with two state-of-the-art buildings designed in Chettinad Style. At present the student strength of the American College is about 9000.

Department of Commerce

The Department of Commerce was established in the year 1947 within the realm of the mission and vision of the college. The department started with a two year undergraduate course, which was later extended to a three year course in the year 1957. The department grew into a Postgraduate department in 1990 and has been offering the Master's Degree in Commerce.

To meet the ever-growing demand for commerce education B.Com program was extended under self-financing stream in 1998 and the Department started offering M.Phil program from the year 2005. To impart in-depth knowledge in computer subjects that can be practically applied through and to integrate information technology with commerce the new hybrid courses B.Com with Computer Application in 2006 and B.Com (Information Technology) in 2014 were introduced.

To cater to the needs of students from the rural area, B.Com and B.Com with Computer Application courses are offered under self-financing stream from the year 2015 in the Satellite Campus. B.Com with Professional Accounting was introduced in the year 2018 to enrich the students in their career opportunities and professional pathways.

About the Conference

In the present globalised scenario, the expectations on corporate responsibility increase, and as transparency becomes more prevalent, companies are recognizing the need to act on sustainability. Sustainability is a business approach to create long-term value by taking into consideration how a given organization operates in the Ecological, Social and Economic Environment. Business Transformation is a way to achieve this sustainable development through changing the management strategy to align People, Process and Technology initiatives of a company more closely with its business strategy and vision. It is not just about improving the world for future generations but also a meaningful purpose for today and tomorrow. Hence to attain the various goals of present business and its management, it has to focus on sustainability, transformation and development.

This International Conference is organised by the Department of Commerce and sponsored by CSIR, HRD Group, New Delhi with an aim to provide an interdisciplinary forum for Professionals, Academicians, Researchers, Entrepreneurs, Regulators and Administrators to discuss and promote sustainability, Transformation and development in business and management.

Sub Themes

The paper presenters can develop a suitable theme based on the area given below:

- Business Sustainability: Challenges and Issues
- Resource Sustainability
- Sustainable Development : In Search of New Development Model
- Corporate Governance and Sustainability
- Social Responsibility of Business Entities in Achieving Sustainability.
- Technology in Achieving Sustainability
- Government Perspectives on Sustainability
- Transformation in Operation Management
- Transformation in Business Practices
- Transformation in Human Resource Management
- Transformation in Marketing
- Transformation Through Information Technology
- Socio Economic Transformation in Business and Management
- Cultural Transformation in Business and Management
- Development Through Strategic Management
- Development Through Human Resource Management
- Development Through Corporate Social Responsibility
- Development Through Customer Relationship Management
- Development Through Business Opportunities
- Development Through Ethics and Values

This is not an extensive list and research papers are expected in other related areas as well.

Date : 24 January 2020

Venue : B1 Seminar Hall
The American College
Madurai
Tamil Nadu, India

Registration Fee

The fee can be paid in the form of DD drawn in favour of The Bursar, The American College, Madurai. The registration fee includes soft copy of conference proceedings with abstract, conference kit, lunch and refreshments. The registration must be done separately by the author and co-author.

Category (Per Individual)	Amount
Indian Participants	
Academicians/Research Scholars	Rs.1,000
Students	Rs.750
Industrialists	Rs.1,500
In-absentia Presentation	Rs.1,500
Overseas Participants & NRI	
Academicians/Research Scholars/Students	30 USD
Industrialists	

DD to be sent by post or courier on or before 15.01.2020.

Procedure For Paper Submission

- The paper should be original and unpublished.
- It should be neatly typed in MS Word 2003/2007 version with double line spacing, 12 point Times New Roman font on A4 size paper
- The abstract must not exceed 300 words and the full paper should not exceed 3,000 words, including tables and references (Maximum of 4 pages)
- The paper should comprise of Title, Abstract, Key words, Introduction, objectives, Material and Methods, Findings and Results, Interpretation and Discussion and Conclusion besides Supportive References.
- The author is responsible for accurate referencing and for all reproduced material.
- Authors should submit the abstract and full paper with the Author's name, Designation, e-mail ID and Mobile number.
- All the papers / Articles to be sent by the mail:
accomconference@gmail.com