The American College

Madurai, Tamilnadu

SINCE 1881

An Autonomous Institution Affiliated to Madurai Kamaraj University
Re-accredited (3rd Cycle) by NAAC with Grade "A+" CGPA - 3.47 on a 4 point scale

INTERNATIONAL CONFERENCE ON

COMMERCE AND MANAGEMENT

IN THE DIGITAL AGE:

TRENDS, CHALLENGES & INNOVATIONS

DATE: **5 & 6 JANUARY, 2024**

VENUE: **EVA M. SWIFT HALL, SATELLITE CAMPUS, MADURAI.**

School of Commerce
The American College

UNLEASH TO EXCEL

ABOUT THE COLLEGE

The American College is a higher education institution known for its focus on academic excellence and social relevance. The completion of 142 years of service to the field of education bears testimony to the position that the college currently enjoys. Currently the college offers thirty-two Undergraduate and nineteen Postgraduate Programmes in the main campus. And it offers thirteen Undergraduate and one Postgraduate Programmes in the satellite campus. There are nine research centers offering Ph.D. programmes in various disciplines alongside an Autonomous Centre, the internationally acclaimed, Study Centre for Indian Literature in English and Translation (SCILET). American College - Community College offers eight B. Voc. Programmes and four M. Voc. Programmes. The college was re-accredited (3rd Cycle) by NAAC with "A+" CGPA - 3.47 on a 4-point scale in 2022. The College was identified as a Mentor Institution by UGC and is consistently graded within the top 5% of Arts and Science Colleges in NIRF Ranking. The College fosters global competencies by collaborative ventures with foreign universities and institutions in USA, Germany, Canada, Slovakia, New Zealand, South Korea, Singapore and Malaysia. Its alumni shine as luminaries internationally as scientists, intellectuals, administrators, corporate managers, statesmen and leaders.

ABOUT THE DEPARTMENT

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. To meet the ever-growing demand for commerce education the B.Com program was offered under self-financing stream in 1998. To impact in-depth knowledge in computer subjects 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 were offered from the year 2015 in the Satellite Campus. B.Com with Professional Accounting was introduced in the year 2018 to enrich the career of the students. The Madurai Kamaraj University has recognised the department as Research Department from the year 2021.

https://www.americancollege.edu.in/

ABOUT THE CONFERENCE

Businesses are embracing a data – driven strategy to find new business opportunities, provide better customer service, boost sales, and increase operational efficiency. Moreover, in a world where technology is at the forefront of business and management practices, this conference provides a platform to delve into the latest trends, confront the challenges posed by the digital revolution, and explore innovative solutions to drive forward-thinking approaches.

Topics covered in this conference encompass a broad spectrum of digital domains, including e-commerce, digital marketing, supply chain management, data analytics, and the utilisation of cutting-edge technologies such as Artificial Intelligence, Blockchain, and the Internet of Things. It is a unique opportunity for scholars, industry experts, and thought leaders from around the world to gain and share insights into how these advancements are transforming the business world and to engage in fruitful discussions on strategies, best practices, and emerging research.

The "International Conference on Commerce and Management in the Digital Age: Trends, Challenges and Innovations" fosters an environment where knowledge sharing and collaboration take center stage, encouraging participants to harness the power of collective intelligence in order to shape the future of commerce and management in the digital age. Whether one is an academic, a professional, or an entrepreneur, the conference offers a platform for learning, networking, and innovation in a rapidly changing global landscape.

CONFERENCE HIGHLIGHTS

- Best papers will be awarded.
- Panel discussion
- The conference will be held in hybrid mode.
- Publication opportunities for selected papers in UGC CARE Listed journals.
- It is proposed to facilitate a visit to the nearest tourist locations after the conference. Interested delegates may kindly contact the convenor in advance. The delegates should bear their expenses.

SUB THEMES

FINANCE & BANKING

- Block chain and Crypto currency
- Fintech
- Behavioral Finance
- Financial Risk Management
- Microfinance
- International Finance
- Optimization Methods in Finance
- Earnings and Stock returns
- Portfolio Management
- Financial Inclusion

OPERATIONS MANAGEMENT

- Operations Risk Management and Resilience
- Logistics and Supply Chain Management
- Operations Research
- Project Management
- Business Process Analysis
- Green Supply Chain
- Lean and Agile Operations
- Quality Management
- Decision Support Systems in Operations
- Next Generation Operations

MARKETING & SOCIAL MEDIA

- Green and Sustainable Marketing
- Brand Management & Brand Equity
- Advertising, Sales Promotion and Public Relations
- Marketing across the Borders
- Digital Marketing & Analytics
- Customer Relationship Management
- Market Structure and Pricing
- Marketing during Crisis
- Influential & Affiliated Marketing

HUMAN RESOURCE MANAGEMENT

- Organizational Change and Development
- Future of Work
- Emotional Intelligence
- Employee Engagement
- Employee Turnover & Attrition
- Performance Management
- Job satisfaction and Employee Morale
- Training & Development
- Quality of Work Life

ENTREPRENEURSHIP

- Business Management in Digital World
- Small Business Entrepreneurship
- IT-enabled Entrepreneurship
- Entrepreneurial Culture
- Women Entrepreneurship
- Impact of COVID-19 on Business
- Start-Ups
- Social Entrepreneurship
- Green & Sustainable Entrepreneurship
- Entrepreneurial Finance for new and growing businesses

BUSINESS ANALYTICS & DIGITAL TRANSFORMATION

- Data-Driven Approach and Future Technologies
- Applications of Business Intelligence and Analytics
- Artificial Intelligence, Machine Learning and Emerging Technologies and Applications
- Business Intelligence Cycle
- Drivers of Digital Transformation
- Security and Privacy Issues
- Information Technology Management
- Data Governance in Business Intelligence and Analytics
- Big Data Analytics
- Industry 4.0

PROCEDURE FOR PAPER SUBMISSION

1. The original and unpublished papers should be neatly typed in MS Word in Times New Roman with 12-point font size and 1.5 line-spacing on an A4 sized paper.

2. The abstract must not exceed 300 words and the full paper must not exceed 3,000 words including tables and references.

3. The full paper must comprise of the following sections: Title, Abstract, Keywords, Introduction, Material and Methods, Interpretation and Discussion, Findings, Results & Conclusion. The manuscript must also include the name(s) of author(s) including the corresponding author, affiliations, phone numbers and email for correspondence.

4. APA 7th edition of referencing style for citation should be followed uniformly.

5. Full papers along with the abstract is to be submitted at **accomconference@gmail.com**

6. Papers can be presented in absentia also. A processing fee of INR 250/- in addition to the registration fee has to be paid for each paper.

7. Registration Link: **https://forms.gle/fiwmGqYsTyJQnJY37**

PUBLICATION OPPORTUNITIES

- All the manuscripts are subject to peer review and will be scrutinized by the expert committee. Original, unpublished papers having plagiarism of less than 20% will be accepted and invited for submission in UGC CARE Listed Journals at an additional cost.
- All other accepted papers will be published in a Book with ISBN.

" — IMPORTANT DATES —

LAST DATE FOR ABSTRACT	:	15.11.2023
ACCEPTANCE NOTIFICATION	:	22.11.2023
LAST DATE FOR FULL PAPER SUBMISSION & PAYMENT OF REGISTRATION FEE	:	15.12.2023

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REGISTRATION FEE

CATEGORY	PARTICIPATION	PRESENTATION	
		EARLY BIRD ON OR BEFORE 1 DEC, 2023	AFTER 1 DEC, 2023
STUDENTS	INR 750	INR 750	INR 1,000
RESEARCH SCHOLARS/ ACADEMICIANS/ INDUSTRIALISTS	INR 1,000	INR 1,250	INR 1,500
FOREIGN DELEGATES	$ 50	$ 50	$ 50

The fee can be paid in the form of DD drawn in favour of '**Bursar, The American College'.** The fee can also be paid through NEFT/IMPS/UPI and the participants have to furnish the payment details with Transaction number.

Account Name : Bursar, The American College
Account No : 6520299844
Name of the Bank : Indian Bank
Branch : Tallakulam, Madurai
IFSC Code : IDIB000T003

The registration fee includes Conference Kit, Cost of Lunch and Refreshments. Paper presenters with multiple authors should register **TOGETHER** and make **payments together**. The registration fee does not cover accommodation.

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School of Commerce
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Dr. M. Davamani Christober
Principal and Secretary, The American College

CONVENOR

Dr. A. Martin David
Vice Principal & Head - School of Commerce

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Dr.S.C.B.Samuel Anbu Selvan
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B.Com (Professional Accounting)

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