



SINCE 1881

AMERICAN SCHOOL OF BUSINESS ADMINISTRATION THE AMERICAN COLLEGE MADURAI, TAMIL NADU

An Autonomous institution Affiliated to Madurai Kamaraj University
Re-accredited in the 3rd Cycle by NAAC with Grade "A+" with 3.47 on a 4 point scale.



INTERNATIONAL CONFERENCE

ON

**"BUILDING COMPETITIVENESS THROUGH TECHNOLOGY ENABLED BUSINESS,
MANAGEMENT & LEADERSHIP"**

(ICBCTEBML)

THEME: SUSTAINABLE TECHNOLOGIES EMBRACING INDUSTRY 5.0

PRESENTING UNIVERSITY IN COLLABORATION

AZUSA PACIFIC UNIVERSITY, CALIFORNIA, USA

UNIVERSITY OF BOLTON, UNITED KINGDOM

DOCTORAL COLLEGE, NEW CASTLE, UNITED KINGDOM



DATE: 9 & 10 FEBRUARY 2024

VENUE: MULTI-PURPOSE HALL, SATELLITE CAMPUS, THE AMERICAN COLLEGE

ABOUT THE AMERICAN COLLEGE

The American College, a higher educational institution, known for its focus on academic excellence and social relevance. The completion of 142 years of service in 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 two 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 in the 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 Universities and Colleges 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 AMERICAN SCHOOL OF BUSINESS ADMINISTRATION (ASBA)



The Department was established in 1995. Since then, 25 batches have been successfully rolled out. Our alumni work for Asian Paints, Reliance Retail, Citibank, Equitas Bank, Nova Tech, Mars Wrigley, IDFC First, Axis Bank, Oralium and many other national and multinational corporations both in

India and Overseas. Besides, many of our students have gone for higher studies and established their own ventures. Our faculty bridges academia and industry, fostering a holistic learning environment. Their diverse backgrounds enrich education with practical insights and scholarly depth. The department strives to maintain an international approach to education which has been the tradition of the college since its inception. The Department is committed in providing real-time hands-on case studies and state of the art technological advancements like Business Analytics, FinTech & Blockchain and R Programming. Students deeply immerse themselves in live virtual projects, offering solutions to companies, thus gaining invaluable work experience aligned with their chosen company's goals. This hands-on approach enriches their learning by directly applying classroom knowledge to real world scenarios, fostering practical skills and industry insights.

ABOUT THE CONFERENCE

Building competitiveness through technology-enabled business management and leadership is essential in today's fast-paced and digitally-driven business landscape. With this, business can harness the power of technology to enhance competitiveness, drive innovation, and adapt to the evolving business landscape effectively. This Conference aims to bring together Students, Research Scholars, Academicians, Entrepreneurs, Industrialists & Policy Makers, to exchange and share their experiences, innovative ideas, and research findings, to come up with ideas and innovation in building competitiveness through technology-based business.

SUB THEMES

ENTREPRENEURSHIP

- Start-ups and Unicorns, and Soonicorns
- Higher Education Institutions in Fostering Entrepreneurship
- Venture capital & Angel Investors
- Innovation and Technological Entrepreneurship
- Green Entrepreneurship
- New BusinessModels
- Entrepreneurship and Risk Mitigation
- Entrepreneurship in OEM and RM
- Entrepreneurship in Second Hand Retailing
- Women&SME Entrepreneurship

MARKETING

- Phygital Consumer Experience
- Carbon foot prints, Eco Friendly Marketing
- Marketing Innovations
- Re-Branding
- Digital Marketing & Analytics
- Crisis Marketing
- Ethical Marketing
- E-CRM
- Social Media Marketing
- Metaverse

ANALYTICS

- Predictive Modelling
- Digital Mission
- Industry 5.0
- Leadership & Technology
- Marketing Analytics
- Human Resource Analytics
- Stock Market Analytics
- Application of AI, ML in Leadership
- Business Analytics
- Virtual Reality & Business Management

FINANCE, ACCOUNTING, INSURANCE & BANKING

- Fraud and Forensic Accounting
- Cost and Preventing Cyber Crime
- FinTech, Blockchain and Cryptocurrency
- Technology adoption, Digital Payments
- Financial Modelling
- Cost Management
- Financial Data Analytics
- Business Valuation
- Technology 4.0 and Accounting
- Accounting Automation
- Forecasting the Stock Market using AI

OPERATIONS MANAGEMENT

- Supply Chain Analytics
- Logistics and Supply Chain Management
- Game Theory and Nash Equilibrium
- Six Sigma
- Agile and Scrum
- Kaizen
- Green Supply Chain
- AI and ML in Manufacturing
- Generative AI in Production
- Geo Localisation and Logistics

HUMAN RESOURCE MANAGEMENT

- Empowering Employees with AI literacy
- Microsoft Insights from 2023 Work Trend Index
- LinkedIn's research on GAI
- Cultivating a Learning and Adoption Culture
- Future of Work
- Up Skilling and Re-Skilling
- Moonlighting
- Post COVID HR Culture
- Virtual On-Boarding
- AI and HR

MANAGEMENT & LEADERSHIP

- Business Management in Digital World
- COVID-19, lessons learned and challenges ahead
- Business Ethics, Social Responsibility & Corporate Governance
- Leadership and New Normal

INTERNATIONAL BUSINESS

- Export/Import of Agro Products
- Antidumping Laws
- Free Trade
- Protectionism
- Silk Road
- Trade Deficit
- Trans-Pacific Partnership
- World Trade History
- Foreign Direct Investment
- Foreign Exchange

PAPER SUBMISSION GUIDELINES & REVIEW PROCESS

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.

The paper should comprise the following sections: Title page, Abstract, Key words, Introduction, Material and Methods, Interpretation and Discussion, Findings & Result and Conclusions besides supportive references. Authors are requested to follow the APA 7th edition style. 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, College name along with e-mail ID and Mobile number through e-mail attachment to the review committee as given below.

E-mail id : icasba2024@gmail.com

Registration Link : <https://forms.gle/aguNTRfGMdbycpcZ8>

Participants and delegates are expected to attend all the sessions to receive their certificates.

PUBLICATION OPPORTUNITIES

The research articles submitted are subjected to peer review. The expert committee will scrutinize the papers and the short listed papers will have publication opportunities in UGC Care listed journal with an additional fee.

BEST PAPER AWARD

There will be one Best Research Paper Award in each track. The decision of the Jury/Session's chair will be final. Best paper will be awarded with an attractive Medal and a Certificate for each track.

WHO CAN ATTEND?

Academicians, Research Scholars, Graduate students, Social workers, Social activists, Personnel from Corporates, the General public, NGOs, Industry Professionals, Business Consultants, Entrepreneurs, Investors and Managers.

Important Dates	
Last date for abstract	05.01.2024
Acceptance Notification	10.01.2024
Last date for Full Paper Submission along with Payment of Registration Fee	15.01.2024

REGISTRATION FEES

Every Author has to register for the Conference in his/her Individual capacity as per conference rules and regulations to be eligible to receive the certificates. For eg. If a paper is submitted by 4 authors, each one has to individually register for the conference and one or two may be permitted for presentation.

The Fees can be paid in the form of DD drawn in favour of “Bursar, The American College, payable at Madurai”. The fee can also be paid through NEFT/IMPS/G-pay and the participants have to submit the payment details to Ms. Yuvarani (Mobile No. 9360490679)

CATEGORY	REGISTRATION FEE PER AUTHOR IN RS.	In US \$ Per Author
Academicians	Rs. 1000*	\$25
Students/ Research Scholars	Rs. 750*	\$20
Industry/ Corporate Participants	Rs. 1500*	

**Note.*
Registration fee does not cover accommodation.
The participants from outstation have to make their own arrangements for their stay.
(Covers Conference KIT, refreshments and lunch)

BANK DETAILS

ACCOUNT NAME	BURSAR, THE AMERICAN COLLEGE
ACCOUNT NO.	6520299844
NAME OF THE BANK	INDIAN BANK
IFSC CODE	IDIB000T003
BRANCH	TALLAKULAM, MADURAI



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AMERICAN SCHOOL OF BUSINESS ADMINISTRATION

PATRON



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CONVENOR



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DR. J. PAUL JAYAKAR
DEAN,
INTERNATIONAL EXCHANGE & STUDY ABROAD,
DIRECTOR – SATELLITE CAMPUS

INTERNATIONAL SPEAKERS



Dr. Mark Wm Cawman

Associate Professor of International Business,
Strategic Management, and Organizational Performance
at Azusa Pacific University. Chair of International Business,
Marketing, Digital Marketing, and Entrepreneurship.



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Associate professor of business administration
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AMERICAN SCHOOL OF BUSINESS ADMINISTRATION

ORGANIZING COMMITTEE



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Co-Chair



Mr. R. Jackson Gunaraj
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