



SINCE 1881

# THE AMERICAN COLLEGE

Madurai, Tamilnadu

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



SCHOOL OF COMMERCE  
ORGANISES

ICAIM'25

INTERNATIONAL CONFERENCE  
ON

# ARTIFICIAL INTELLIGENCE

IN COMMERCE AND  
MANAGEMENT

DATE : 6 & 7 JANUARY, 2025

VENUE: MAIN HALL,  
THE AMERICAN COLLEGE



## ABOUT THE COLLEGE

The American College is a higher education institution known for its focus on academic excellence and social relevance. The completion of 143 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 twenty Postgraduate Programmes in the main campus. And it offers fifteen Undergraduate and three 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 recently attained the 54th position 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 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 impart 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.

# ABOUT THE CONFERENCE

The past decade has witnessed a vast change in the way business is practiced. In today's digital age, the business sector is experiencing a profound transformation driven by Artificial Intelligence (AI). AI is reshaping the Commerce landscape, highlighting its impact on customer experiences, marketing strategies, supply chain management and overall business operations. As AI technologies continue to evolve, businesses must adapt and embrace these changes to stay competitive and meet the evolving expectations of consumers. The e-commerce and financial sectors have increasingly adopted AI to enhance product reliability, streamline quality control processes and improve customer reach and service. This technology has improved customer experience, streamlined supply chain management, increased operational efficiency and reduced waste, all while maintaining low costs.

The impact of Machine Learning, Deep Learning, Robotic Process Automation, General AI and IoT on everyday business operations is inevitable. These technologies are reshaping the way businesses function, making processes more efficient, intelligent and automated, driving innovation across industries. Individuals, business and governments leverage these models to develop effective strategies that benefit their stakeholders and drive positive outcomes.

This International Conference aims to explore the application of AI in Commerce and Management by bringing together industry experts, practitioners, academicians, researchers and students from national and international level. This International Conference will play a pivotal role in fostering constructive discussions on how to align emerging industry trends with current business practices. Topics covered in this International Conference encompass a broad spectrum of domains, including application of AI in various areas of Commerce and Management such as personalised marketing, business intelligence, e-commerce and the like. It is a unique opportunity for scholars, industry experts, and thought leaders from around the world to gain and share insights into how these AI advancements are transforming the business world and to engage in fruitful discussions on strategies, best practices, and emerging research.

## CONFERENCE HIGHLIGHTS

- Best papers will be awarded.
- Panel discussion
- Paper presentations will be held in hybrid mode.
- Publication opportunities for selected papers in UGC CARE Listed journals.

# SUB THEMES

## INNOVATIONS AND APPLICATIONS OF AI IN:

### BUSINESS STRATEGY AND OPERATIONS

- Business Models and Innovation
- Role of AI in Supply Chain Management
- Strategic Decision Making
- Process Automation and Efficiency
- Corporate Governance

### MARKETING AND CONSUMER BEHAVIOUR

- AI-Powered Personalisation in Marketing Strategies
- Predictive Analytics and Consumer Insights
- Customer Experience and Service Management
- Digital and Content Marketing
- Pricing Strategies
- Market Research
- Customer Journey Mapping with AI Tools

### SUPPLY CHAIN AND LOGISTICS

- Inventory Management and Optimization
- Autonomous Systems in Logistics and Warehousing
- Vendor and Supplier Management
- Blockchain and AI Integration in Supply Chains
- Supply Chain Optimization and Automation using AI
- Autonomous Vehicles and Drones in Logistics

### ENTREPRENEURSHIP

- Leveraging AI for Business Growth and Scale
- Startup Financing and Investment
- MSME Financing and Investment
- Leveraging AI for Market Penetration in MSMEs
- Solutions for Cost Reduction in Startups
- Decision Making in Micro Enterprises

### ETHICAL, LEGAL, AND SOCIAL IMPLICATIONS OF AI IN COMMERCE

- Ethical Considerations in AI Applications
- Legal Frameworks
- Data Privacy and Security in AI Systems
- Impact of AI on Employment and Workforce Dynamics
- Corporate Social Responsibility in AI Deployment

### FINANCE AND ACCOUNTING

- Financial Forecasting, Reporting, Risk Management
- Fraud Detection and Prevention using AI
- Automated Auditing and Compliance
- Fintech and Digital Banking
- Financial Modelling

### HUMAN RESOURCE MANAGEMENT

- Talent Acquisition and Recruitment
- Employee Engagement and Retention Strategies
- Performance Management and Evaluation
- Ethical Implications of AI in HR
- Learning and Development in Organizations
- Employee Performance Analytics
- HR Chatbots

### E-COMMERCE AND RETAIL

- Personalization in E-commerce
- AI-Powered Chatbots and Virtual Assistants
- Online Retailing: Trends and Case Studies
- Dynamic Pricing Models in E-commerce
- Chatbots and Virtual Shopping Assistants
- AI and Augmented Reality in Online Retail

### SUSTAINABILITY IN BUSINESS PRACTICES

- ESG (Environmental, Social, and Governance) Investing
- Green Supply Chain Management
- Sustainable Financial Practices
- Green Accounting and Financing
- Sustainability Metrics

### PRODUCT, INVENTORY AND WAREHOUSE MANAGEMENT

- Robotics and AI in Inventory Management
- Smart Warehouses: The Role of IoT and AI
- Data-Driven Product Roadmaps with AI
- Enhancing Product Innovation through AI
- Predictive Analytics for Inventory Optimization
- Real-Time Inventory Tracking using AI

# 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](mailto: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/maQCqrEQHykFKqHn7>



# 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 : 10.11.2024  
ACCEPTANCE NOTIFICATION : 20.11.2024  
LAST DATE FOR FULL PAPER  
SUBMISSION & PAYMENT OF : 10.12.2024  
REGISTRATION FEE



# REGISTRATION FEE

CATEGORY	PARTICIPATION	PRESENTATION	
		EARLY BIRD ON OR BEFORE 1 DEC, 2024	AFTER 1 DEC, 2024
STUDENTS	INR 750	INR 750	INR 1,000
RESEARCH SCHOLARS/ACADEMICIANS /INDUSTRIALST	INR 1,000	INR 1,250	INR 1,500
FOREIGN DELEGATES	\$ 50	\$ 50	\$ 50

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



UPI ID : 9180721384@indianbk

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.



# THE AMERICAN COLLEGE

Madurai, Tamilnadu



## PATRON



**Dr. M. Davamani Christober**

Principal and Secretary, The American College

## CONVENOR



**Dr. A. Martin David**

Vice Principal & Head - School of Commerce

## CO-CONVENORS



**Prof. J. Justin Manohar**

Dean of Academic Advising  
and Coordinator - M.Com



**Dr. S.C.B. Samuel Anbu Selvan**

Additional Dean of Academic  
Advising

## ORGANISING SECRETARY



**Dr. R. Mary Sophia Chitra**

Additional Dean for International Exchange and Study Abroad  
and Coordinator - B.Com (Self – Financed)

## CONFERENCE COORDINATORS



**Dr. D. Kanakavalli**

Assistant Professor  
Department of Commerce



**Dr. A. Hilary Joseph**

Coordinator -  
B.Com (SF) - Satellite Campus



**Dr. C. Antony Mary Vinothini**

Coordinator -  
B.Com (Information Technology)



**Dr. E. Keren Judi**

Coordinator -  
B.Com (Computer Applications)



**Dr. M. Ritchie Richardson**

Coordinator -  
B.Com (CA) - Satellite Campus



**Dr. K. Bagavathi**

Coordinator -  
B.Com (Professional Accounting)

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SCAN TO REGISTER

