



International Conference on “Evolving Challenges and Trends in Commerce, Economics and Management”

1st FEBRUARY 2024



Organised by

Department of Commerce

Auxilium College (Autonomous)

Gandhi Nagar, Vellore - 632006.

Tamil Nadu, India.

About the College

Auxilium College founded in 1954 is the first women's college in the Vellore District and is affiliated to the Thiruvalluvar University. Auxilium has been granted the status of autonomy by the UGC and the Thiruvalluvar University from the academic year 2007-2008. The college has been accredited by National Assessment and Accreditation Council (NAAC) with A* Grade in 2003, Re-Accredited with A grade with a CGPA of 3.41 out of 4 in 2010 and with A+ Grade with a CGPA of 3.55 out of 4 in the 3rd Cycle in 2016. The vision of the college is to educate young women especially the poorest to become empowered and efficient leaders of integrity for the society. The Motto of the College is Knowledge and Virtue. The Mission of the college is to impart higher education to the economically weak, socially backward and needy students of Vellore and neighbouring districts. The goal of our educative endeavour is to produce in a Salesian atmosphere, intellectually enlightened, spiritually inspired, emotionally balanced, morally upright, socially committed, accomplished – in a word – integrally formed young women who will be agents of social transformation globally.

About the Department

The Department of Commerce was introduced in Auxilium College in the year 1980 with B.Com Degree Programme. Due to the demand for the course, in the year 2002, the additional UG Course (Commerce), was also introduced in the unaided stream. The M.Com Degree Programme was started in the year 2003. The department has a full time research centre for M. Phil. from the year 2008. The

B.Com (Banking & Insurance) was started in the academic year of 2016 – 2017. This strive to provide an intellectual environment in highly Competitive Banking and Insurance Sectors through its integrated quality education. The Ph.D programme was started from the year 2020. Due to the high demand for the course, in the year 2023, the additional UG programme (Commerce), was also introduced in the unaided stream. The objective of the Department is to impart sound knowledge and skills, related to Commerce, Business and Accounting, through a well designed, balanced and comprehensive syllabus structure, to make the students acquire better employable skills through Career-oriented papers. The Department has highly qualified, dedicated and experienced faculty members, who actively participate in research activities and publication of books and articles.

About the Conference

Changing global landscapes are impacting the way business is conducted in countries around the world. These changes are experienced in cultural, social, political, economical business and technological spheres as well. The prime focus of the conference is to identify multiple ways to manage these changes and challenges across the globe. (Also, with the implementation of the Goods and Service Tax (GST), business today has become extremely challenging.) These and many other developments have resulted in various challenges being faced in the Indian Business Environment. Therefore, the theme of the proposed conference is to focus on the various trends and challenges in the area of global business management.

Objectives

The Conference is dedicated to discussing issues, exchanging of ideas and views towards the advancement of theory and practices in the field of Commerce, Economics and Management. All technical sessions will predominantly be related to Finance and Economics, Sales and Marketing, Human Resource and General Management. The objectives have been outlined as under:

- ❖ To provide a robust platform for expression of interest and cognitive thoughts among the active participants in the conference.
- ❖ To provide an opportunity to enhance knowledge and skills required to solve business problems and to encounter the challenges with a dynamic decision making in business environment.
- ❖ To discuss about the challenges of economic and business reforms.
- ❖ To provide an opportunity to the participants for a value addition to their knowledge in the context of global business.



Commerce

Product Development
Productivity
Branding
Business Law
Commercial Law
Corporate Governance
Project Management
Public-Private Partnerships
Risk Management
Corporate Communications
Change Management
Competitive Strategy
Corporate Governance
Ethics in Business
Customer Service

Management

Advertising Management
Arts Management
Business Management
Business Leadership
Business Models
Business Negotiation
Business Planning
Business Processes
Business Writing
Change Management
Communications Management
Critical Management
Disaster Management
Environment Management
Events Managements

Economics

Aggregate Demand & Supply
Applied Economics
Budget Deficits & Public Debt
Comparative Economics
Compound Interest
Consumer Credit
Econometrics
Economic Development
Economic Growth
Economic Institutions
Economic Systems
Employment and Unemployment
Energy Economics
Fiscal Policy
Fundamental Economics

Accounting and Banking

Accounting Analysis
Accounting Ethics
Bankruptcy
Budget Deficit
Capital Markets
Commercial Lending
Corporate Accounting
Cost Accounting
Digital money
Credit Risk
Crypto Currencies
Debt Issues
Defence spending
Development Banks
European Currency Unit

Finance

Applied Finance
Behavioral Finance
Capital Markets
Corporate Finance
Corporate Social Responsibility
Derivatives and Structured Products
Empirical Finance
Entrepreneurial Finance
Ethical Investing
Finance & Investment
Financial Auditing
Financial Crisis
Financial Engineering

Marketing

Affiliate Marketing
Brand Equity
Community Management
Content Marketing
Customer Relationship Management (CRM)
Digital Branding
Display Advertising
E-Commerce
Influencer Marketing
International Marketing
Search Engine Optimization
Social Media & Services
Service Quality
Viral Marketing

Any other topic related to conference theme

Conference Call For Papers 2024 _ Themes and Topics

The International Conference is seeking submissions related to the following conference topics: Management, Economics, Business, Finance. Other related tracks and topics will also be considered. The submitted abstracts will be evaluated by the Scientific Committee. If abstract is accepted, the author agrees to send a full-text paper, including results, tables, figures and references. All submissions should report original and previously unpublished research results no matter the type of research paper you are presenting. Full-text papers (.docx and .doc) will be accepted by Electronic Submission Form. Manuscripts should meet the format set by the Conference committee and are subject to review. Please submit your papers via the **ONLINE SUBMISSION FORM**.

Important Deadlines are

- For Abstract Submission : 25th January 2024
- For Paper Submission : 30th January 2024
- For Conference Date: 1st February 2024

Registration Guideline

The registration fees includes conference kit, refreshment, conference lunch and conference certificate. The registration fee of the conference is given below:

Category	Registration Fee
Students	₹300
Scholars and Faculty members	₹500
Industry Professionals	₹1,000
Foreign Participants	₹2,000

The Participants can avail spot registration on arrival. In case the paper is multi-authored, each author needs to register and pay the registration fee separately. Participants can make the payment of registration fee through electronic fund transfer to the following bank account:

Account Number	168301000015868
Account Name	The Principal
Account Type	Savings Bank Account
Bank and Branch	Indian Overseas Bank and Auxilium College Branch
IFSC Code	IOBA0001683
MICR Code	632020004

Registration Form

Follow the link or the QR code for the registration:
<https://forms.gle/HaJ7A6Uh3Bia2vrB6>



Participants will Include

Students, Faculty members, Research scholars, Educators, Industry professionals, Practitioners, Delegates, Innovators and Technology Experts are invited to submit papers relating to the theme “Evolving Challenges and Trends in Commerce, Economics and Management”

Benefits

- Participate in Stimulating Case discussions
- Join Special Interested Groups
- Access New and Profound Research Ideas
- Showcase your latest research findings through the faster presentation
- Avail opportunities to network and exchange ideas
- Get inspired towards undertaking professional studies
- Share your knowledge to enhance the growth of your field
- Gain recognition and earn a reputation
- Make your presence felt at an epoch-defining making conference

Best Paper Award

Based on originality, innovation, creativity and quality, the best papers will be selected from technical session. The awardee would be judged by the chairpersons and discussants. The “Best Paper Award” will be presented in the valedictory function.

Publication in UGC-Care Approved Journal (Group A)

The organizers of the conference will execute the paper review and inform the review results and acceptance on or before 31st March 2024 by email. The paper review committee will make the final decision as to whether the selected best papers are to be published in the journal. The selected papers will be published UGC-CARE Approved (Group-A) Journal.

Submission Requirements

The paper must be typed in Times New Roman 12 font with 1.5 line spacing.

The entire paper (title page, abstract, main text, figures, tables, references, etc) must be in ONE document created in word (doc.) format

The abstract with key words is not to exceed 500 words and subsequent pages of the paper should be limited to 3000 to 3500 words or 8 pages.

Submitted paper must NOT have been previously published and, if under review, must NOT appear in print before the conference.

When accepted after blind review and resubmission, the author(s) must register and be available to present the paper at the conference.

One author can submit only one paper in any one technical session and selected papers will be scheduled in different technical sessions for presentation.

The authors must declare anti-plagiarism to ensure the authenticity of the paper and plagiarism free papers only will be accepted for publication.

Make all submissions by email: icectcem@gmail.com

Organizing Committee

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Principal, Auxilium College (Autonomous), Vellore.

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Auxilium College (Autonomous), Vellore.

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Department of Commerce,
Auxilium College (Autonomous), Vellore.

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Dr. Anitha M. Asst. Prof.

Dr. Vinodhini A. Asst. Prof.

For Contact Co-ordinators

Dr. (Sr.) T. Sagaya Mary,

Assistant Professor
Department of Commerce,
Auxilium College (Autonomous),
Gandhi Nagar, Vellore – 632006.
TamilNadu, India.
Contact No: +91 94438 01973

Ms. K.S. Sasikala,

Assistant Professor
Department of Commerce,
Auxilium College (Autonomous),
Gandhi Nagar, Vellore – 632006.
TamilNadu, India.
Contact No: +91 90806 69703