



Department of Commerce

**UNIVERSITY OF MADRAS**  
(Estd.1857, State University NAAC 'A' Grade,  
MHRD NIRF Rankings Universities Ranking  
2020: 22, UGC-UPE)



Departments of Commerce

**SHRI KRISHNASWAMY COLLEGE FOR WOMEN**  
Accredited by NAAC with B+ Grade, Affiliated to University of Madras  
Managed by Krishnaswamy Educational Trust (Regd.),  
Anna Nagar, Chennai-40.

are jointly organizing

A Two Day  
Virtual International Conference  
On  
Recent Advances In  
Sustainable Practices,  
Social Innovations  
And  
Entrepreneurship

17<sup>th</sup> & 18<sup>th</sup> February, 2022

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## **UNIVERSITY OF MADRAS**

The Public Petition dated 11-11-1839 initiated the establishment of Madras University. It was in January 1840 with Mr. George Norton as its President, that the University Board was constituted. In 1854 after a lapse of 14 years, the Government of India formulated a systematic educational policy for India and as a sequel to this on 5th September 1857 by an Act of Legislative Council of India, the University was established. The University was organised in the model of London University.

Madras University is the mother of almost all the old Universities of south India. The University area of jurisdiction has been confined to three districts of Tamil Nadu in recent years. This is consequent to establishment of various universities in the State and demarcation of the University territories. This University has been growing from strength to strength while widening its teaching and research activities.

## **DEPARTMENT OF COMMERCE**

The Board of Studies in Commerce was first established in 1926 and B.Com.(Pass) course was first instituted in March 1945. A full-fledged Commerce Department was established in 1952-53, M.Com. Degree course was introduced in the year 1976-77 and Ph.D. course was commenced in the year 1975-76. The department aims to provide quality education in commerce and business-related courses and to develop skilled, knowledgeable human resources who by their positive thinking and value-based personality would provide effective leadership in their career.

## **SHRI KRISHNASWAMY COLLEGE FOR WOMEN**

Shri Krishnaswamy College for Women was established in 2010 in the heart of Chennai city at Anna Nagar. Within a short span, the college has grown by leaps and bounds. The college at present offers 12 UG courses and 3 PG courses in the Shift I. Shift II was started in 2018 - 2019 with 3 UG courses. The College has strength of nearly 3000 students along with a team of 102 faculty members fully committed to the cause of education. The mission of the college is to create a center for excellence which moulds the young minds to dream, visualize and attain their desired goals while being socially responsible citizens in every field of work they venture into. The college offers its students innumerable opportunities, support services and facilities in the campus. In short, our college moulds and creates citizens of the highest order, reaching out to conquer knowledge, wisdom, leadership and character.

## **ABOUT THE DEPARTMENT**

The Department of Commerce comprises of one PG and six UG courses which includes General, Accounting & Finance, Corporate Secretaryship, Computer Applications, Information System Management and Bank Management. The department has always ventured in showing its excellence since its inception. The Department aims at providing a conducive ambience for learning Commerce and career-oriented subjects, keeping in view the changing trends in Education. It always strives towards a holistic growth of its students which includes both academic excellence and industrial exposure to promote confidence and creativity. The dedicated and the passionate faculty add strength to the department. The department consists of eight doctorates. The commerce department has always nurtured and refined the all-round development of the student personality through National Conferences, Seminars, Workshop, Guest Lectures and Competitions. The students are also encouraged to participate in various events to upgrade their skills every year. The Department also offers a number of Value-Added Courses by collaborating with various Institutions.

## **ABOUT THE CONFERENCE**

The Conference aims to provide common platform to all the leading academic scientists, researchers and research scholars to exchange and share their experiences and research ideas in developing and redesigning strategies, sustainable practices, social innovations in business environment. The rapid technological changes and increased globalisation has swept away industry and market conditions that previously defined competitive conditions. Such environment requires developing and recreating strategies, sustainable practices and innovations that respond quickly to these rapid changes. Therefore, there is a need to dynamic, clear, stringent and credible goals for the future. This Online International Conference will allow deliberations from a variety of perspectives to deal with challenges and strive to propose strategies to stimulate growth and prosper.



## SUB THEMES

We cordially invite Researchers, Academicians and Post Graduate students to submit their original and unpublished papers with reference to the broad theme of the Conference, addressing their paper to one of the following Conference sub-themes.

TRACK I MARKETING	TRACK II HRM	TRACK III FINANCE
<ul style="list-style-type: none"> <li>➤ Innovations in Marketing</li> <li>➤ Mobile and Social Media Marketing</li> <li>➤ Data Analytics in Marketing</li> <li>➤ Artificial Intelligence in Marketing</li> <li>➤ Developing Agile Marketing</li> <li>➤ Green Marketing</li> <li>➤ Digital Marketing &amp; Advertising Retail Business &amp; CRM</li> <li>➤ Geo-fencing Advertising</li> <li>➤ Account based marketing plan</li> <li>➤ Sustainable marketing practices</li> <li>➤ Building Resilient Brands</li> <li>➤ Changing patterns of Consumer behaviour</li> <li>➤ Socially responsible marketing</li> <li>➤ International Marketing</li> <li>➤ Ethical Issues in Marketing</li> </ul>	<ul style="list-style-type: none"> <li>➤ Problems in implementing Growth and Retrenchment Strategies</li> <li>➤ International Strategic Performance Management</li> <li>➤ Strategic Issues in Managing Technology and Innovation</li> <li>➤ HR Analytics</li> <li>➤ Virtual Team Building</li> <li>➤ Innovations &amp; Digitalisation in HR</li> <li>➤ Artificial Intelligence in HR</li> <li>➤ Talent &amp; Knowledge Management</li> <li>➤ Cloud Recruitment</li> <li>➤ Digital HRM</li> <li>➤ Industrial Solutions</li> <li>➤ AI-powered job post writers</li> <li>➤ Recruiters chatbots</li> </ul>	<ul style="list-style-type: none"> <li>➤ Cryptocurrencies</li> <li>➤ Banking solutions, service and digitisations</li> <li>➤ Innovations in Banking</li> <li>➤ E-Banking, Insurance &amp; Finance</li> <li>➤ Financial Analytics &amp; Control</li> <li>➤ Issues in FOREX, FDI and Economic growth</li> <li>➤ Financial Planning &amp; Performance</li> <li>➤ Cashless Economy &amp; Digital India</li> <li>➤ Application based financial services</li> <li>➤ Insurance services and digitisations</li> <li>➤ Integration of accounting to E-Wallets</li> <li>➤ Behavioural Finance</li> <li>➤ Investment Management</li> <li>➤ Financial Crisis, Systemic Risk and Macro-finance</li> <li>➤ Quality of Financial Reporting</li> </ul>
TRACK IV INNOVATION & ENTREPRENEURSHIP	TRACK V GENERAL MANAGEMENT & HUMANITIES	
<ul style="list-style-type: none"> <li>➤ Start-up Management</li> <li>➤ Green Entrepreneurship</li> <li>➤ Cyber Entrepreneurship</li> <li>➤ Social Innovation &amp; Entrepreneurship</li> <li>➤ Entrepreneurship Sustainability</li> <li>➤ Micro-Influencers</li> <li>➤ The Gig Economy</li> <li>➤ Adoption of Disruptive Technologies</li> <li>➤ Business From Home</li> <li>➤ Globalised Business</li> <li>➤ Academic Entrepreneurship</li> <li>➤ Spirituality, social innovation and religious entrepreneurship.</li> <li>➤ Social Entrepreneurship</li> <li>➤ Resource Mobilization and Sustainable Development</li> <li>➤ Corporate Responsibility Ethics and Accountability</li> <li>➤ Emerging Business Models</li> <li>➤ Entrepreneurship and family business</li> <li>➤ Atmanirbhar Bharat</li> <li>➤ Energy Studies</li> <li>➤ Urbanization and Smart Cities</li> </ul>	<p><b>Management</b></p> <ul style="list-style-type: none"> <li>➤ Media Business Management</li> <li>➤ E-commerce &amp; International Business</li> <li>➤ Entrepreneurship Development</li> <li>➤ Social Media Platforms for Business</li> <li>➤ Corporate Social Responsibilities &amp; Good Governance</li> <li>➤ E-Content &amp; Digital Education</li> <li>➤ Cyber Security, Tourism &amp; IT.</li> <li>➤ One Nation-One Platform</li> </ul> <p><b>Economics</b></p> <ul style="list-style-type: none"> <li>➤ Digital Economy and Economic Growth</li> <li>➤ Digital India: An emerging Economy</li> <li>➤ Digital Infrastructure: Demand and Supply side of Economy</li> </ul> <p><b>Languages</b></p> <ul style="list-style-type: none"> <li>➤ Digital Communities and Languages</li> <li>➤ Digitalization of content in Indian Languages</li> <li>➤ Emerging digital technologies in Indian languages</li> </ul>	

## SUBMISSION GUIDELINES

The abstract and full paper has to be submitted as per the given guidelines to the below email id in word format only: [skcwconference2021@gmail.com](mailto:skcwconference2021@gmail.com)

## Guidelines

Abstract Submission	Full Paper Submission	Presentation
<p>Selection of papers for presentation and discussion will be based on the abstract submitted. The abstract of 300 to 400 words should include the purpose, major findings of the research and keywords. It should follow the guidelines given below.</p> <ul style="list-style-type: none"><li>• <b>Title:</b> Times New Roman with font size 14</li><li>• <b>Title Page:</b> Title Authors (s), Affiliations and Contact details</li><li>• <b>Length &amp; Reference:</b> 300 – 400 words</li><li>• <b>Font Style:</b> Times New Roman</li><li>• <b>Font Size:</b> 12</li><li>• <b>Line Spacing:</b> 1.5</li><li>• <b>Margin:</b> 1 inch all sides, single column</li></ul>	<ul style="list-style-type: none"><li>• <b>Title page:</b> The title page of the Manuscript should include the theme, names of authors including corresponding authors, institutions affiliations, keywords (max 5), phone numbers, email IDs of corresponding authors.</li><li>• <b>Title:</b> Times New Roman and size is 14</li><li>• <b>Font style:</b> Times New Roman.</li><li>• <b>Font Size:</b> 12.</li><li>• <b>Line spacing:</b> 1.5.</li><li>• <b>Margin:</b> 1 inch all sides</li><li>• <b>Maximum paper length:</b> 6000 words or 15 pages (including the title, main text, figures, tables references etc.)</li><li>• <b>Referencing:</b> APA style</li><li>• The paper must not have published or accepted for publication elsewhere</li><li>• Plagiarised work would lead to disqualification.</li></ul>	<ul style="list-style-type: none"><li>➤ 10 minutes for presentation</li><li>➤ 5 minutes for Q &amp; A session</li><li>➤ All presentations should be done using MS Power Point</li></ul>

## Publication

Selected papers will be published in UGC CARE LIST JOURNAL/SCOPUS based on author's request.

## Registration & Payment Details

Categories	Industry Representatives	Academicians	Research Scholar	PG students
Registration Amount (India)	INR 750	INR 500	INR 250	INR 250
Registration Amount (Other than India)	10 USD	6 USD	3 USD	3 USD

Registration is mandatory for all the participants. In case of multiple authors, each author must pay registration fee and register through this link separately. (Deadline - January 17<sup>th</sup>, 2022).

**Registration Link:** <https://forms.gle/36Jc7z5K61RT3cMy5>

## Important Dates

Abstract Submission	Abstract acceptance	Full Paper submission	Full Paper acceptance
7 <sup>th</sup> January, 2022	12 <sup>th</sup> January, 2022	28 <sup>th</sup> January, 2022	1 <sup>st</sup> February, 2022

## Mode of Payment

The registration fee is inclusive of all bank charges and must be paid by NEFT/Google Pay in favour of Shri Krishnaswamy College for Women.

Account Name	Shri Krishnaswamy College for Women	IFSC CODE	KVBL0001154
Account No.	1154172000006135	MICR CODE	600053005

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