



JUSTICE BASHEER AHMED SAYEED COLLEGE FOR WOMEN
(AUTONOMOUS), CHENNAI - 600018
(Formerly S.I.E.T. Women's College)
COLLEGE WITH POTENTIAL FOR EXCELLENCE
Accredited by NAAC in 2022 at A⁺⁺ Grade (4th Cycle)
An ISO 9001:2015 Certified Institution



2nd INTERNATIONAL CONFERENCE

on

Technological Transformation: A Key Catalyst for Sustainable Business Development

Organized by

**THE DEPARTMENT OF COMMERCE (A.N.)
[B.Com (General), B.Com (Honours),
B.Com (Accounting & Finance) and M.Com (General)]**

In association with

**DEPARTMENT OF COMMERCE
SCHOOL OF SOCIAL SCIENCES AND HUMANITIES
B.S. ABDUR RAHMAN CRESCENT INSTITUTE OF SCIENCE AND
TECHNOLOGY, VANDALUR, CHENNAI**

DATE: 21st January 2025



About the Justice Basheer Ahmed Sayeed College for Women

The Justice Basheer Ahmed Sayeed College for Women (formerly S.I.E.T. Women's College) was established in the year 1955 in the heart of Chennai city. The vision of the College is to train and equip women students from economically and socially backward communities with education of highest quality so that they may lead responsible and purposeful lives and transmit and transmute their achievement to the betterment of society. The mission of the College is to empower and to impart education of the highest quality with secular values to young women from all strata of society irrespective of caste and creed, thereby transforming them into emotionally-balanced and enlightened intellectuals of upright character and conduct, dedicated to the ideals of social upliftment.

In the year 1990, the Afternoon Session was started, and affiliation was obtained for several job-oriented courses. In the year 1999, the College was accredited with an Outstanding '5 Star' status by NAAC. In the year 2005, Justice Basheer Ahmed Sayeed College for Women and S.I.E. Trust celebrated its Golden Jubilee Year. In 2007, the College was re-accredited A⁺ status by NAAC. In the year 2013, the College was re-Accredited by NAAC with an Outstanding CGPA of 3.61 (out of 4) at 'A' Grade. The College celebrated its Diamond Jubilee year in 2014. "College with Potential for Excellence" status was granted by the University Grants Commission in the year 2016. In the year 2022, the college was accredited by NAAC with A⁺⁺ grade in its 4th cycle. The College was awarded the ISO 9001:2015 Certification in 2024 by Integral Certification Ltd (ICL).



About B.S. Abdur Rahman Crescent Institute of Science and Technology

B.S. Abdur Rahman Crescent Institute of Science and Technology is a renowned Quality Leadership Institution located at the greenest spot of Chennai near Tambaram. The Institution has offered access to a wide range of academic opportunities. With 57 programmes, grouped under 12 different Schools, 32 Undergraduate programs, 25 Postgraduate programmes, and Ph.D. (in all the departments), this institution is a rising stalwart in higher education with promising Quality, Security and Placement. The distinctive teaching at this institution makes the students and scholars, to compete with themselves and each other. Apart from providing top-notch education, the green campus and well-planned student life are solely dedicated to making students utilize the ambience to the fullest. Through the wide array of educational programmes and unique clubs to foster student development activities, the Institution provides opportunities and experiences that build community, help students grow personally and professionally.

About the Department of Commerce [B. Com (General), B.Com (Honours), B.Com (Accounting & Finance) and M.Com (General)], Justice Basheer Ahmed Sayeed College for Women (A.N)

The Department of Commerce was the first department to be established in the year 1990 under the self-financing stream. It started its journey with a humble strength of 50 students in B.Com (General). The Department has grown in leaps and bounds, and today it stands as the largest Department with a strength of more than 1,000 students doing undergraduate and postgraduate programmes backed by 23 vibrant faculty members, with rich experience in teaching and research. In the year 2011, the Department was one among the first four city colleges to introduce the most coveted course B.Com (Honours). The much-demanded course B. Com (Accounting & Finance) was introduced in the year 2015. The introduction of Post-Graduation course M.Com (General) in the year 2017 added a feather to the cap of the Department. The Department fosters academic growth by providing

students with valuable interactions with industry executives, internships, and opportunities to engage in industry-academia collaborations, ensuring that students are updated and competent to face the job market. It also conducts programmes in emerging business areas. The Department has signed MoUs with reputed companies, thereby establishing a tie-up between the corporate sector and the Department, to make the students aware of the current trends in the field of Commerce.

About the Department of Commerce, School of Social Sciences and Humanities, B.S. Abdur Rahman Crescent Institute of Science and Technology

The Department of Commerce is established under the School of Social Sciences and Humanities with a vision of providing excellence in the fields of Commerce by imparting value-based education, training and research. Since its inception, the primary aim of the department has been to make the commerce students respond to changing social realities through the development and application of knowledge. It also thrives towards creating a people-centered, ecologically sustainable and just society that promotes and protects dignity, equality, social justice and human rights for all. The motto of the department is to focus on outreach programs that would help the students to serve the world well with innovations and wisdom across the broad range of humanity's challenges in the globalised era. The Department offers B.Com. (General), B.Com. (Accounts and Finance), B.Com. (Professional Accounting), B.Com. (Hons.), BBA (General) and BBA (Financial Services).

About the Conference

The current global landscape is characterized by rapid change and high volatility, compelling businesses to adapt their strategies for survival and growth. This pivotal gathering aims to explore the intersection of cutting-edge technologies and the evolving landscape of business in fostering sustainability and transformation across fields such as Entrepreneurship, Artificial Intelligence, Finance, Social Science, Marketing, Economics, and Corporate Social Responsibility. The conference will create a platform for sharing ideas and strategies among researchers, educators, and students to address contemporary business challenges, paving the way for sustainable transformation in business practices and strategies.

Objectives of the Conference

- To explore how emerging technologies can transform sustainable practices within businesses.
- To discuss strategies for businesses to implement sustainable technologies.
- To foster connections among stakeholders, highlighting how cutting-edge technologies can drive sustainability practices in various industries.

Outcomes of the Conference

- Comprehend the critical role of technology in sustainability efforts across different sectors of the economy.
- Emphasize the effective integration of technologies to enhance sustainability efforts.
- Create a resource network for participants to gain knowledge on technologies, and expertise in sustainable business practices.

CALL FOR PAPERS

Authors are invited to submit research papers on any of the sub themes listed below:

SUSTAINABLE ENTREPRENEURSHIP

- EduPower for Start-Up Success
- Tech for Sustainable Commerce
- Incubators: Fueling Start-Ups
- Women Entrepreneurs: Breaking Barriers
- Renewables Powering India's Industry

ARTIFICIAL INTELLIGENCE

- AI in Financial Forecasting
- AI Personalization in E-commerce
- AI & Industry 5.0
- AI in HR: Automated Hiring
- AI & Blockchain: Commerce Transparency

HUMAN RESOURCE MANAGEMENT

- Greening HRM: Future Trends
- Inclusive Growth: DEI in Sustainability
- Sustainable Talent Management
- Work-Life Balance and Sustainable Business Practices
- Sustainable Work Practices and Employee Innovation

OPERATIONS & LOGISTICS

- Customer Relationship Management
- Supply chain management
- Green Logistics: Using Six Sigma for Efficient Resource Management

SOCIAL SCIENCES

- Social Work Psychology
- Sociological Knowledge for Alternative Futures
- Sociology in the Age of Disasters
- Social movements and Mobilization
- Sociology in a globalized world
- Social Work Psychology

ECONOMIC DEVELOPMENT AND SUSTAINABILITY

- Innovation in Fostering Sustainable Industries
- Sustainable Urban Infrastructure
- Corporate Responsibility & Sustainable Business Models
- Renewable Energy & Economic Shift
- Inclusivity in Sustainable Development
- Tech & Innovation for Sustainability
- Sustainable Global Trade
- Circular Economy & Resource Efficiency
- Governance for Sustainable Development

SUSTAINABLE CONSIDERATIONS & CORPORATE SOCIAL RESPONSIBILITY

- Sustainable Practices in CSR
- CSR as a Sustainability Driver
- Rural CSR in India
- AI Ethics in Business
- CSR's Environmental Impact
- Transparency in Reporting
- Tech Innovations in CSR
- Global vs. Local CSR
- Challenges and Barriers to CSR
- Future Trends in CSR

FINANCE

- Green Banking: India's Sustainable Roadmap
- Mobile banking
- FinTech's Impact on Banking
- Cryptos & Blockchain: Finance Revolution
- Sustainable Future and Green Investment
- Microfinance: Powering Financial Inclusion
- Sustainable Finance: Investing in Tomorrow
- Venture Capital for sustainable Start-Ups

MARKETING DYNAMICS & SUSTAINABLE VALUE CHAIN OPTIMISATION

- Eco-Friendly Marketing Strategies
- E-Commerce
- Trends in Sustainable Consumer Behavior
- Sustainable Marketing Practices
- Digitalization & Sustainability in Indian Retail
- AI-Driven Personalized Marketing
- Dynamic Pricing in E-Commerce
- Omnichannel Strategies for the Digital Era
- Tech-Driven Sustainability in Supply Chains
- Augmented Reality (AR) and Virtual Reality (VR) in Consumer Engagement
- Gamification in Enhancing Customer Experience

The authors may also submit research papers on other topics related to the above streams.

IMPORTANT DATES

Last date for submission of Abstract	15 th December 2024
Date for intimation of Acceptance on or before	28 th December 2024
Last date for submission of full paper and payment of registration fees	5 th January 2025

SUBMISSION GUIDELINES

Abstract (in MS -WORD):

- Abstract should not be more than 300 words.
- It must clearly outline the topic, keywords, research methodology, key findings, and significance to the conference theme.

Full paper (in MS -WORD):

- The full paper should not exceed 2500 words.
- Text should be typed in Times New Roman, font size 12 and 1.5 line spacing and fully justified.
- Heading should be bold faced in font size 14, sub heading bold faced and font size 12.
- Each page should be numbered at the bottom on the right side.
- Reference should be in APA format, with verifiable sources.
- The cover page should contain the title of the paper, author(s) name, affiliation and contact details including mobile number and email address.
- Submit full papers electronically by **5th January 2025**.

Abstract and full paper should be emailed to: commerceinternationalconference@jbascollege.edu.in

CONFERENCE PRESENTATION

- The selected papers will be permitted to be presented at the Conference.
- Best papers will be selected and awarded in each sub-theme.

CONFERENCE PUBLICATION

- Publication charges and journal details will be communicated, based on the acceptance of publication.
- Papers submitted and presented at the conference will be published only electronically.
- A soft copy of the proceedings will be emailed to all the participants.
- Best papers will be published in the UGC-CARE Listed Journals, on payment of publication charges by the respective journals, with the author/s consent

REGISTRATION FEE (per person)

Academicians	₹ 1,000
Research Scholar	₹ 600
Spot registration (for participation)	₹ 400
Students - P.G	₹ 400
Participants (Outside Chennai) - In absentia	₹ 500
Corporates	₹ 1,200
Foreign Delegates - Participants	USD 50
Foreign Delegates - In absentia	USD 25

Registration Link:

<https://forms.gle/m4XfwZoCQ5ogiKmW7>

Note:

- **Registration fee** is inclusive of GST.
- **Registration fee** includes participation/paper presentation, certificate, conference kit, lunch & refreshments.
- Only **two** authors are allowed per paper. **Both author and co-author should register separately.**
- Participants (outside Chennai) may present their papers online and e-certificates will be provided.
- Outstation participants should arrange their accommodation. No TA/DA will be paid.

Registration is mandatory for participation and presentation. The participants must register using the registration link and attach the payment receipt.

PAYMENT DETAILS

Account Name	SIET A C JBAS COLLEGE FOR WOMEN EVENING
Account Number	05310100013911
Branch	SIET COLLEGE, CHENNAI
Bank Name	Bank of Baroda
IFSC Code	BARB0COLMAD (Fifth character is zero)

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GLIMPSES OF THE DEPARTMENT



Functional MoUs of the Department of Commerce

- HOLISTIC INVESTMENT PLANNERS PVT LTD.
- SUBASHNI ASSOCIATES LLP
- DAX ELLIS LLP
- CNK ASSOCIATES LLP
- STAY IN DIGITAL
- ACCOUNTZONTRACK ACCOUNTING SERVICES BUSINESS

Our Shining Stars



For more enquiries: commerceinternationalconference@jbacollege.edu.in