



**INTERNATIONAL CONFERENCE
ON
“INNOVATIVE TRENDS IN
COMMERCE, ECONOMICS AND MANAGEMENT
FOR SUSTAINABLE DEVELOPMENT”**

5th February 2025



Organized by

**PG & Research Department of Commerce
Auxilium College (Autonomous)**

Gandhi Nagar, Vellore - 632006. Tamil Nadu, India.

In Collaboration with

**Commerce and Management Association of India, Patna
Pratimalya Shoppe, Shanti Kunj, Patna 801505**

About the Conference:

The International Conference on “Innovative Trends in Commerce, Economics and Management for Sustainable Development”(CEM2025) aims to bring together leading academicians, practitioners, researchers, and students to exchange their views, knowledge, experience and insights on the emerging trends in business and management. Organizations are adopting a data-driven approach to identify new business opportunities, serve customers better, increase sales, improve the efficiency of operations and more. The amount of data generated, captured, copied, and consumed worldwide is growing rapidly due to increased use of the internet, mobile phone and social media. In today’s modern corporate environment, business intelligence and analytics have emerged as indispensable tools for improving decision-making, facilitating the execution of major initiatives, and guiding the overall company strategies. Business Intelligence and Analytics enable organizations to develop new innovative business models and approaches in the era of digital transformation. The role of analytics in solving business problems has increased manifold in recent years. Researchers, academics, and practitioners are paying more attention because of the increasing benefits achieved using business analytics.

The conference will be held in Auxilium College (Autonomous), Gandhi Nagar, Vellore, India on 5th February, 2025 and will be a hybrid event. This conference will offer invited talks by experts and paper presentations from leading academicians and industry speakers to share new ideas, research insights, recent innovations, trends, and challenges faced in the field of Commerce, Economics and Management.

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 was re-accredited by NAAC with A+ grade and a CGPA of 3.47 out of 4 in the 4th cycle in the year 2024. The College has consistently committed itself to nation building and the empowerment of young women for seven decades and proudly celebrates the platinum jubilee this academic year (2024-25).

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 Programme B.Com (Banking & Insurance) was started in the academic year of 2016 – 2017. This strive to provide an intellectual environment in highlyCompetitive Banking and Insurance Sectors through its integrated quality education. The Ph.D was started from the year 2020. Due to the high demand for the course, in the year 2023, the additional UG Course (Commerce), was also introduced in the unaided stream. The objective of the department to impart sound knowledge and skills, related to 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 are actively participating in research activities and publication of books and articles.



About CMAOI

The Commerce and Management Association of India (CMAOI) is a prestigious professional organization dedicated to advancing education and research practices across India. With over 200 esteemed members, including Heads of Departments from renowned colleges and industry professionals, CMAOI is a dynamic platform fostering networking, knowledge-sharing, and collaboration within commerce, management, and technology. Our esteemed association boasts a membership of over 150 individuals, encompassing leaders from various domains, including Heads of Departments from renowned colleges and universities, as well as professionals from the industry. Join us in shaping the future of commerce, management and technology through collective expertise and shared vision.

Objectives

- To provide a robust platform for expression of interest and cognitive thoughts and among the active participants in the conference.
- To provide an opportunity to the participants for a value addition, to their
- knowledge in the context of global business. To discuss about the challenges of economic and business reforms.
- To provide advice and encourage partnerships between key stakeholders and national and international like-minded think tanks, as well as educational and policy research institutions.
- 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.

Call for Papers 2025 _ 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**.

Original and unpublished research papers are invited for presentation in the areas related to the conference theme and on the following Sub – Themes (but not restricted to)

- **Financial System in New Economic Scenario**
- **Digital Innovation in Business and Economy**
- **Migrant Labour and Internal Remittance Transmission**
- **Digital Transformation of Labour**
- **Markets Change Management**
- **Accounting Analysis**
- **Digital money**
- **Mutual Funds, Insurance and other Financial Services**
- **Green, Forensic and Fair Value Accounting**
- **Behavioral Finance**
- **Business Management in Digital World**
- **Green & Sustainable Entrepreneurship**
- **Big Data Analytics for Sustainable Business Practices**
- **Blockchain Technology for Supply Chain Transparency**
- **Digital Transformation for Sustainable Business Models**
- **Artificial Intelligence (AI) for Decision Support**
- **Challenges in Promoting Digital Education for Sustainability**
- **Data Visualization for Sustainability Communication**
- **Internet of Things (IoT) for Smart Management Green IT Practices**
- **Any other sub-theme related to the conference theme.**

Important deadlines are

- **Abstract Submission Deadline: 25th January 2025**
- **Paper Submission Deadline: 31st January 2025**
- **Conference Date: 5th February 2025**

Registration Guideline

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

Participant Type	Indian Participants	Foreign Participants
Industry Delegates	₹1000	\$ 60
Academic Delegates	₹ 500	\$ 50
Research Scholars (Abstract only)	₹ 500	\$ 20
Students	₹ 300	\$ 15

The Participants can avail spot registration on arrival. In case the paper is multi-authored, each author needs to register and pay the registration fees 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/FRGk5233ncGq2pVU8>



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 “Innovative Trends in Commerce, Economics and Management for Sustainable Development”

Benefits

- Foster Sustainable growth and development
- Formulation of policy and business reforms
- Showcase your latest research findings for Sustainable development
- Access New and Profound Research Ideas
- Avail opportunities to network and exchange ideas

Best Presentation 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 Presentation 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 27th January 2025 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: commercedept2025@gmail.com

Organizing Committee

Patron	Dr. (Sr.) Mary Josephine Rani A Secretary, Auxilium College (Autonomous), Vellore.
Convenor	Dr. (Sr.) Arokia Jayaceli A Principal, Auxilium College (Autonomous), Vellore.
Co-Convenor	Dr. (Sr.) A. Amala Valarmathi, Vice Principal, Auxilium College (Autonomous), Vellore.
Conference Director	Dr. S. Auxilia Antony Assistant Professor, Head, Department of Commerce, Auxilium College (Autonomous), Vellore.
Conference Chair	Dr. Aamir Junaid Ahmad Secretary, CMAOI Association TEDx Speaker, Featured in FORBES, Times Excellence Awardee
Organizing Secretaries	Dr. E. Anitha Alice, Asst. Prof. Head i/c of PG Dr. S. Valentine Usha Kalaichelvi, Asst. Prof. Head i/c of C Sec. Ms. S. Anitha Asst. Prof. Dr. Gayathri R., Asst. Prof. Head i/c of B.Com B&I Ms. Kalaivani K., Asst. Prof. Head i/c of B.Com B Sec. Dr. B. Lakshmi Narasu, Asst. Prof.
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Contact Co-ordinators

Dr. (Sr.) T. Sagaya Mary, Asst. Prof.
Department of Commerce,
Auxilium College (Autonomous),
Gandhi Nagar, Vellore – 632006.
Tamil Nadu, India.
Contact No: +91 94438 01973

Ms. K.S. Sasikala, Asst. Prof.
Department of Commerce,
Auxilium College (Autonomous),
Gandhi Nagar, Vellore – 632006.
Tamil Nadu, India.
Contact No: +91 90806 69703