



Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD
Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641 043, Tamil Nadu, India

Department of Commerce



In Commemoration of Golden Jubilee Celebration

Organises

UGC sponsored National Conference

On

Revolutionary Technologies for Global Business Breakthrough



10th & 11th January, 2023



Re-accredited by
NAAC with 'A++'
CGPA 3.65/4



Graded as Category-I University
Recognised Under Section 12B
by the UGC



Ranked 84
among Universities



ARIIA
ATAL RANKING OF INSTITUTIONS
ON INNOVATION ACHIEVEMENTS

Ranked 5th under the University
(Govt. & Govt. Aided) (Technical)
Category



Granted Category A Status
by MHRD - Top most rating
for Deemed-to-be-Universities

AIHSHEW is a Deemed to be University under category “A” by MHRD, Reaccredited with “A++” Grade by NAAC, Estd.,u/s 3 of UGC Act 1956, an educational institution granting undergraduate, post-graduate, professional and research degrees. The Institute has secured 84th rank in India Rankings (NIRF, Sep 2021) among Universities. It has ranked 5th in ARIIA 2021 in the category of Deemed University (Government and Government Aided).AIHSHEW has expertise in various specialised areas across Home Science, Bio-Sciences, Arts and Humanities, Commerce and Management, Education, Physical and Computational Sciences, Engineering and Allied Health Sciences. This premier institution for Women’s education in India has a Vision to ‘enable self-development and empowerment of women through modern, scientific and value based education so as to lead a purposeful life filled with moral and spiritual values’.

Department of Commerce

The Department of Commerce of AIHSHEW, is at forefront in enriching the knowledge and skills by offering professional technology based curricula. The Department of Commerce offers Undergraduate Programmes B.Com., B.Com.(Professional Accounting), B.Com.(Computer Applications), B.Com.(Corporate Secretaryship), Post-graduate Programmes M.Com. and M.Com.(Computer Applications) and Research Programme - Ph.D in Commerce. The Department offers skill based courses (Accounting with Tally & Digital Banking) to the Non- Commerce stream. Special doctoral programme is offered to Women Chartered Accountants across the nation. Several Research Projects have been carried out with the financial assistance from funding agencies like UGC, ICSSR and many more.

National Conference

Technology is inevitable for any business for its sustainable development. Technology helps to increase the efficiency of systems, products and services. It helps track and streamline processes, maintain data flow and manage contacts and employee records. Most of the businesses have adapted to new technologies to shape and influence their future. Companies worldwide are relying on emerging technologies to improve their competitive advantage and drive strategic growth. Precedential growth in business taking place due to emergence of World Wide Web, Big data, project management apps and more. Businesses need to have an in-depth understanding of technological tools in order to optimally leverage them. Industry 5.0 shifts the focus from the shareholder value to stakeholder value and reinforces the role and the contribution of industry to society. Knowledge and application of emerging technologies and its advancements is important for all in Higher education Institutions. In this context, a two-day National Conference has been proposed for the benefit of research scholars, academicians and industrialists.

Objectives of the Conference

- ❖ Facilitate exchange of knowledge on technology breakthrough in all aspects of business, across the globe
- ❖ Provide opportunities for networking and knowledge sharing among participants on Technology upgradations and transformations in the sectors like Banking & Insurance, Financial Markets & Services, Manufacturing, Marketing, Governance and Compliance, Hospitality and Tourism Industry.
- ❖ Enable participants to analyse the challenges of businesses in adaption of enhanced technologies, in the future endeavour

Call for Papers- Conference Theme

Original research papers are invited from academicians, industrialists and research scholars on the following sub-themes:

Theme I -Technology Customization in Banking & Insurance Sector <ul style="list-style-type: none">❖ Digital Banking❖ Green Banking❖ Sustainable Banking❖ Predictive Analytics❖ Mobile Banking❖ Bancassurance❖ Automation in Insurance❖ Robotics Process Automation❖ Product Innovations❖ Artificial Intelligence❖ Cloud Computing	Theme II -Technology Transformation in Financial Markets & Services <ul style="list-style-type: none">❖ Automation in Financial Services❖ Data Analytics❖ Cloud Computing❖ Real Time Monitoring❖ Online Trading❖ Dematerialization❖ Block Chain❖ Cryptocurrency
Theme III-Technology Upgradation in Manufacturing Sector <ul style="list-style-type: none">❖ Quality Management❖ Nano Technology❖ IoT❖ Big Data& Machine Learning❖ Digital India❖ Make in India❖ Start-up India❖ Skill India❖ Social Entrepreneurship❖ Sustainable MSMEs❖ Government Schemes for Technology upgradation	Theme IV-Technology Advancement in Marketing <ul style="list-style-type: none">❖ Target Marketing❖ Digital Marketing❖ Data Mining❖ E-Commerce❖ Technology in Retail industry❖ Supply chain Management❖ Social Media Marketing❖ Subliminal Marketing❖ Neuro Marketing❖ E-CRM❖ E-Nam❖ Tele-Medicine
Theme V – Technology Modernization in Hospitality and Tourism Industry <ul style="list-style-type: none">❖ Service Aggregation❖ Chat bot❖ Event Management❖ Central Reservation System❖ Entertainment and Recreation❖ Travel Booking Engine❖ Blog and Vlog❖ Virtual Assistants❖ Social Networking	Theme VI – Technology Magnification in Governance and Compliance <ul style="list-style-type: none">❖ Virtual Meetings❖ E-Voting❖ Satellite Workers❖ Work Stations❖ Remote Monitoring and Management❖ E-Governance❖ Taxation

Guidelines for Paper Submission

- ❖ Plagiarism report should be sent by the authors along with the full paper
- ❖ Paper with less than 5% plagiarism in Turnitin software will be published in conference proceedings/ Edited volume book with ISBN
- ❖ Full manuscript in MS-word format not exceeding 10 pages (not more than 8000 words, including tables and figures) (Size - A4, Line Spacing - 1.5, Font Style - Times New Roman, Font size - 12 and Margin - 1 inch) and sent through e-mail to adugoldcomcon2023@gmail.com
- ❖ Link for registration : <https://forms.gle/671yUs1wwj3xFjga7>
- ❖ Figures and Tables etc., must be of original.
- ❖ First page must contain the theme, title, abstract and name of the author(s), designation official address, contact, number, email id, Institution/University and place
- ❖ References and text citation as per APA style.
- ❖ The selected papers will be permitted for presentation in the conference.

Registration Fees

Industrialists & Academicians	Rs.750
Research Scholars	Rs.500

Dates to Remember

Abstract & Full Paper Submission	30.11.2022
Last Date for Registration	20.12.2022

Accounts Details for NEFT transfer

Name of the Account Holder : The Registrar, Avinashilingam Institute for Home Science and Higher Education for Women
Name of the Bank & Branch : Indian Bank, ADUC Branch
Savings A/c No 6010310202
IFSC Code : IDIB000A005
In case of UPI payment, please mention the name of the author(s)

Note: Publication charges will be intimated to the authors of selected papers for separate payment. Each Author has to register and pay separately.

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