

## CHIEF PATRONS

Thiru. **V. CHANDRASEKARAN**

Founder, Sri Vidya Mandir Group of Educational Institutions, Uthangarai.

Thiru. **S.D. CHANDRASEKAR,**

Secretary & Correspondent, Velalar College of Engineering and Technology (Autonomous), Thindal, Erode.

## PATRONS

Dr. **N. GUNASEKARAN**

Principal, Sri Vidya Mandir Arts & Science College (Autonomous), Uthangarai.

Dr. **M. JAYARAMAN,**

Principal, Velalar College of Engineering and Technology (Autonomous), Thindal, Erode.

Rev.Dr.**D.Maria Antony raj SDB**

Principal, Sacred Heart College (Autonomous) Tirupattur, Tamilnadu.

Dr.**D.KAVITHA,**

Vice Principal, Sri Vidya Mandir Arts & Science College (Autonomous), Uthangarai.

## CONVENORS

Dr. **C. GOMATHI,** Assistant Professor & Head, Dept.of Commerce.

Sri Vidya Mandir Arts & Science College (Autonomous), Uthangarai.

Dr. **K.ANBALAGAN**

Assistant Professor & Head

PG & Research Department of Commerce, Sacred Heart College (Autonomous)

Tirupattur.

## ORGANIZING SECRETARY(S)

Mr. **S. PARTHIPAN,** Assistant Professor

Sri Vidya Mandir Arts & Science College (Autonomous), Uthangarai.

Mr.**P.MURUGAN,** Assistant Professor

Sri Vidya Mandir Arts & Science College (Autonomous), Uthangarai.

Dr. **A.SANKAR,** Assistant Professor, Sacred Heart College (Autonomous), Tirupattur.

## ORGANIZING COMMITTEE MEMBERS

Mr. **M. MATHI,** Asst.Professor, SVMC (Autonomous)

Mr. **D. VELUMANI,** Asst.Professor, SVMC (Autonomous)

Mr. **S. SAMAPPAN,** Asst.Professor, SVMC (Autonomous)

Mr. **T. PRASATH,** Asst.Professor, SVMC (Autonomous)

Mr. **R. VASANTHAKUMAR,** Asst.Professor, SVMC (Autonomous)

Mr. **R. RAMESH,** Asst.Professor, SVMC (Autonomous)

Mr. **K. VENKATESAN,** Asst.Professor, SVMC (Autonomous)

Dr. **LUBNA SURAIYA,** Asst.Professor, SVMC (Autonomous)

Mr. **R. BHUVANESHWARI,** Asst.Professor, SVMC (Autonomous)

Mrs. **C. AARTHI,** Asst.Professor, SVMC (Autonomous)

Mrs. **D. PRIYANKA,** Asst.Professor, SVMC (Autonomous)

Mr. **D. ARAVIND,** Asst.Professor, SVMC (Autonomous)

Dr. **K. UMA PARAMESHWARI,** Asst.Prof. SVMC (Autonomous)

Mr.**S. KARTHIK,** Asst.Professor, Sacred Heart College (Autonomous)

## STUDENTS CO-ORDINATORS

**Ms.S.MYTHILI,** II - M.Com.

**Mr.THOMAS ALWA EDISON,** I - M.Com.

**Mr.U.DHANUSH,** III - B.Com.

**Mr.R.NARESH,** III -B.Com.

**Mr.K.RAVIKUMAR,** III - B.Com. (CA)

**Mr.S.JAIKISHORE,** II - B.B.A. (CA)

**Mr.K.MADHAN,** II - B.B.A.

## RESOURCE PERSONS



**Dr. MARTIN ONSIRO RONALD.**

Deputy Director, Graduate Studies,  
Alumni Plaza, 6th Floor  
Mount Kenya University (Main Campus), Kenya.



**Dr. D.S. MOHANDASS**

Principal on Deputation  
Head Department of Commerce  
Thiruvalluvar University college  
Serkkadu, Vellore.



**Dr. A.PANDU**

Associate Professor & Head  
Department.of Commerce,  
Pondicherry University, Community College,  
Lawspet, Puducherry-605008



**Dr. K.ANBALAGAN**

Assistant Professor & Head  
PG & Research Department of Commerce  
Sacred Heart College (Autonomous)  
Tirupattur, Tamilnadu



**Dr. N.S. NARAHARI**

Professor,  
Department of Industrial Engineering & Management,  
RV College of engineering,  
Bengaluru



**Mr. S.LOGESH KUMAR**

MBA., FDPM (II M-A), (Ph.D.),  
Administrative Officer cum  
Faculty of Marketing & Entrepreneurship,  
VET Institute of Arts & Science, Thindal, Erode-12.



# SRI VIDYA MANDIR ARTS & SCIENCE COLLEGE (AUTONOMOUS)



(An Autonomous College Affiliated to Periyar University, Salem – 636 011)

(Recognized under Section 2(f) & 12(B) of the UGC Act, 1956)  
(Accredited by NAAC with 'A' Grade [CGPA 3.27])

**Katteri - 636 902, Uthangarai, Krishnagiri Dt, Tamil Nadu, India.**

Organized by

**PG & RESEARCH DEPARTMENT OF COMMERCE,  
COMMERCE (CA) & MANAGEMENT STUDIES**

**A TWO DAY  
INTERNATIONAL CONFERENCE ON  
RECENT TRENDS IN BUSINESS AND  
SUSTAINABLE DEVELOPMENT  
(ICRTBSD-2024)**

**25<sup>th</sup> & 26<sup>th</sup> MARCH 2024**

In association with



**VELALAR COLLEGE OF ENGINEERING  
AND TECHNOLOGY (AUTONOMOUS)  
THINDAL, ERODE, TAMILNADU**

**SACRED HEART COLLEGE  
(AUTONOMOUS)  
TIRUPATTUR, TAMILNADU**

Venue :SVM College,Auditorium

## ABOUT THE COLLEGE

The visionary philanthropists of Sri Vidya Mandir Higher Educational Trust started Sri Vidya Mandir Arts and Science College in Uthangarai in the year of 2000 with a noble aim of uplifting the economically and educationally backward Districts of Dharmapuri and Krishnagiri in to the number one Educational destination in Tamilnadu. The College is Surrended by the culturally rich Pilgrimage Centers Hanumantheertham (2Kms) and Theerthamalai (15 Kms) associated with the famous Epic, The Ramayana. The college is well connected with nearby cities and is located in the Salem – Vellore State Highway. Currently the College has attained the strength of more than 2,900 students, 160 Faculty Members. Our College has Secured Highest CGPA Score in NAAC ('A' Grade, 3.27/4.00) Among the Periyar University affiliated Colleges in the First cycle and also recognized with same till the year of 2025. Now our college has accomplished the Status of Autonomous from the academic year 2020-2021.

## ABOUT OUR DEPARTMENT

The Department of Commerce is one of the most vibrant discipline B.Com. was started in the year of 2000 and B.Com. (CA) in the year 2001. The PG Department of Commerce was established in the year 2007. The Department was elevated to research for M.Phil. in the year of 2012 and full time Ph.D. in the year of 2017. The department inculcates business knowledge along with some moral values. In every aspect the Department of Commerce is an enthusiastic shining star of the college. The Department of Commerce has bagged Six Gold Medals and produced 36 rank holders from the year 2012.

The Department of Management Studies was established during 2000 and BBA CA in 2009. The department offering BBA & BBA(CA) courses in the undergraduate stream. The Department assists students in acquiring managerial, technical and leadership skills. A team of highly qualified, experienced and committed faculty members works to ensure that students strive relentlessly to excel in their efforts. Then it has been maintaining its tempo to produce ranks with 100% results in every.

## ABOUT THE CONFERENCE

At the forefront of technology owing towards past shift changing competitive world businesses are embracing to provide better customer service, boost sales, and increase operational efficiency. This conference provides a platform to delve into the latest trends, confront the challenges posed by

the digital revolution, explore innovative solutions to drive forward-thinking approaches. Topics covered in this conference encompass a broad spectrum of digital domains, including e-commerce, Digital Marketing, Supply Chain Management, Data analytics comprise of Artificial Intelligence, Blockchain, and the Internet of Things. It is a unique opportunity for thoughtful scholars, industry experts, and challenging academicians to gain and share insights on best practices, towards Recent Trends in Business and Sustainable Development Trends, Challenges and Innovations” fosters an environment where knowledge sharing and collaboration take center stage, encouraging participants to harness the power of collective intelligence in order to shape the future of commerce and Management Discipline with networking rapidly changing in accordance to global landscape.

## SUB THEMES OF THE CONFERENCE

Research papers are invited from academicians, industries, research scholars and students on the following topic

- Global Business, Economics & Sustainability
- Finance & Accounting
- Social Sciences
- Banking
- Digital Marketing
- Business Ethics
- Digital India
- Economic Methodology
- Economic policies
- GST and Taxes
- Global Warming
- E-Commerce
- Entrepreneurship
- International Business
- Accounting innovation and Standards
- Global Economic crisis
- Economic Development index
- Human Resource Management and allied areas

## CALL FOR PAPERS

Articles of original contributions which are not already submitted/published elsewhere are invited from researchers, academicians and

students on areas related to the scope of the conference. Each article must be accompanied by an abstract and should be prepared as per 9th edition of the MLA. The article in MS-Word format should be submitted to icrbsd2024@gmail.com

## PUBLICATION

Submitted articles will be peer reviewed by competent reviewers. All registered articles will be published in the proceedings of the conference with ISBN and E-copy will be provided to the contributors.

## IMPORTANT DATES

Last Date for submission of Abstract – 15<sup>th</sup> March 2024

Last Date for submission of Full Length Paper – 18<sup>th</sup> March 2024

## REGISTRATION FEE

- Participation Only : Rs. 300/- (Faculty & Research Scholars)  
: Rs. 250/- (Students)
- Paper Presentation : Rs. 750/- (Students)  
Rs. 800/- (Research Scholar)  
\$30 (Foreign Scholar & Faculty)  
: Rs. 1,000/- (Paper Presentation and  
Publication with ISBN)

## PAYMENT DETAILS

Payment of the conference registration fee should be made online through NEFT/RTGS/IMPS to the below mentioned bank account. While making online payment, authors are requested to mention their name and title of the article in payment remarks. This will help us to trace your payment in the bank statement.

Account Name : PRINCIPAL  
SRI VIDYA MANDIR ARTS & SCIENCE COLLEGE

Account No. **30840409831**

IFSC Code : SBIN0007495

MICR Code 635002010

Bank and Branch : State Bank of India, Uthangarai



Scan for payment  
UPI ID: srividhyamandhirutg@sbi

**Certificate**  
will be issued to  
**all participants.**