

**ABOUT PMIST**

Periyar Maniammai Institute of Science & Technology (PMIST) is proud to be a unique institution of higher education and academic excellence. In an endeavor to fulfil the dreams of our Mentor Thanthai Periyar and Annai Maniammaiyyar, the Institute is dedicated to its societal responsibility for transforming students from different parts of India and abroad into stalwarts by igniting their hidden talents. As it is located in a rural area, the students are admitted from a wide range of caliber and by personal attention, and modern teaching methodology towards a Product / Process / Demo / Case Study teaching, they are shaped into career oriented professionals with bright future.

The Institute is making efforts to create new horizons in the arena of technical education and research. Curriculum innovation is given priority by the Institute to make the courses industry and research oriented. The dedicated and qualified faculty members routinely address and practice for outcome based learning which leads towards an excellent academic career for the betterment of the students.

**ABOUT THE DEPARTMENT**

The Department of Commerce aspires all the students to succeed in the corporate world by offering them the best professional qualification. This degree develops students analytical, communication, problem-solving skills and provides a global perspective on business. The students are prepared to take up challenging and rewarding professional career and are given insight into leading industry practice. The department offers B.Com (General), B.Com (Corporate Secretaryship), B.Com (Computer Applications), B.Com (Professional Accounting), M.Com and Ph.D programme.

The department organizes Seminars, Workshops, Symposium, Conference and Guest lectures related to curriculum in order to enhance the skills and knowledge of the students.

**ABOUT THE CONFERENCE**

In today's world, businesses are changing fast; this is because of technological advancements and innovative ideas. Fusion of these powerful tools is reshaping the business landscape, driving growth, efficiency, and competitiveness.

Technology has become the cornerstone of modern business operations. From artificial intelligence and machine learning to block chain and the Internet of Things, businesses are leveraging these tools to streamline processes, enhance decision-making, and create new opportunities. These technologies are not just tools; they are catalysts for change, enabling businesses to adapt to market dynamics, anticipate customer needs, and stay ahead of the competition.

However, technology alone is not enough to drive meaningful change. Innovation is equally essential. Innovation involves not only the development of new products or services but also the implementation of creative ideas to solve existing challenges and meet evolving customer demands. It fosters a culture of continuous improvement and adaptation, where experimentation and risk-taking are encouraged.

The nexus of technological progress and innovation represents a dominant force for disruption and transformation. It's about more than just adopting the latest gadgets or trends and fundamentally reimagining how business is done. Companies that embrace this nexus are not only surviving but thriving in today's volatile market environment.

This Conference will delve into various aspects of this nexus, from the impact of emerging technologies on traditional industries to the role of innovation in driving sustainable growth. By understanding the dynamics of this evolving landscape, businesses can position themselves to capitalize on opportunities and navigate challenges in an increasingly digital world.



**Department of Commerce**

**Organizes**

**Two day  
International Conference  
On  
"Revolutionizing Business  
Landscapes:**

**The Nexus of Technological Progress  
and Innovation."**

**INTERNATIONAL  
CONFERENCE**

**Date: 4<sup>th</sup> & 5<sup>th</sup> April 2024**

**Venue: Einstein Hall, PMIST**



## CHIEF PATRON

Dr. K. Veeramani, Chancellor, PMIST  
Dr. A. Rajasekaran, Pro – Chancellor, PMIST

## PATRONS

Dr. V. Ramachandran, Vice Chancellor, PMIST  
Dr. P. K. Srividhya, Registrar, PMIST

## ADVISORY COMMITTEE

Dr. J. Jeyachidra, Dean Academic (TLE)  
Dr.V.Violet Julie, Dean Academic (CD)  
Dr.P.Vijayalakshmi, Dean i/c FHSM  
Prof. Dr. D. Umamaheshwari,

## CONVENOR

Dr. N. Jayanthi  
Associate Professor & Head, Commerce

## CO-ORDINATORS

Dr. S.Prabhu Assistant Professor  
Dr. S.Subendiran Assistant Professor (SG)  
Ms. B.Gowri Assistant Professor  
Ms. P.Saranya Assistant Professor

## ORGANISING SECRETARIES

Dr. A N Christy Assistant Professor (SG)  
Dr. M. Vasanthakumar Assistant Professor

## ORGANISING COMMITTEE

Ms. P. Nagalakshmi Assistant Professor  
Mr. R. Amarnath Assistant Professor  
Ms. K. Mehala Assistant Professor  
Ms. K. Sumithra Assistant Professor  
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Mr. P. Balarathinam Assistant Professor  
Ms. A. Anthoniammal Assistant Professor  
Ms. N. Jancy Rani Assistant Professor  
Ms. P. Nivetha Assistant Professor  
Dr. J. Anjana Meena Assistant Professor  
Ms. S. Kulanthai Theraus Assistant Professor

## Contact us

## DEPARTMENT OF COMMERCE

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## SUB THEMES

### HUMAN RESOURCE MANAGEMENT

- Strategic Planning and HR Strategies for Business Success
- Creating a Positive Workplace Culture
- Effective Teamwork and Conflict Resolution
- Unlocking Employee Potential
- Strategies for Growth

### FINANCE

- Crypto currency Impact on Traditional Finance
- AI in Financial Decision Making
- Sustainable Finance
- Fintech Disruption
- Behavioral Finance
- Global Financialization
- Regulatory Challenges in Global Financialisation
- Financial Inclusion
- Emerging Trends in Global Finance
- Sustainable Finance

### MARKETING

- Navigating the Ethical Challenges in Influencer Marketing
- Managing Remote Teams and Ensuring Productivity
- Marketing Strategies for Expanding Globally
- Green Marketing
- Digital Marketing
- Strategies for Success in the Digital Age

### ENTREPRENEURSHIP

- Rethinking Industries and Markets
- Navigating the Startup Journey
- Digital Entrepreneurship
- Sustainable Entrepreneurship
- Thinking outside the Box.

## GUIDELINES FOR SUBMISSION OF ARTICLES

The article must cover theme and sub-theme.

The first page must cover title, name of the author(s) and designation, official address, contact number, e-mail id.

Abstract (250-300 words) & keywords.

### Full paper

**Word Limit:** 2500 to 4000 words

**Font:** Times New Roman

**Font Size: Heading** 14 & **Text** 12 Points

**Margin:** 1 inch

**Line spacing:** 1.5 inches

**Referencing:** APA Style.

**E-mail id for submission:** [comconpmist@pmu.edu](mailto:comconpmist@pmu.edu)

All paper must be submitted in MS-Word only,

The selected papers will be permitted for presentation in the conference

**Last Date for Submission:** 20.3.2024

### Registration link

<https://forms.gle/XKcNqhXMBaQfwy26A>

**Spot registration also accepted**

**Registration fee details:**

**Students (UG & PG)**

**Participation** -200 INR

**Presentation** - 300 INR

**Research Scholar & Faculty** -750 INR

**Industrialists** - 800 INR

**Foreign delegates** - 20 USD

### ACCOUNT DETAILS

The registration fees to be paid in the following account.

The proof of registration to be attached in registration link.

Account Name: Periyar Maniammai Institute of Science & Technology

Account Number: 196101000000001

Branch: IOB, PMU, Pillayarpatti.

IFSC code: 10BA0001961

### Note:

Authors of selected papers will be informed about the publication charges separately for payment. Each author must register and make payment individually.

### PARTICIPANTS:

Students, Research Scholars, Faculty Members from the Universities, Institutes, Colleges, Industries, and Professionals are encouraged to participate in the International Conference.