

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

FACULTY OF SCIENCE AND HUMANITIES

COLLEGE OF HUMANITIES

February 27th & 28th, 2025

INTERNATIONAL CONFERENCE

On

**BUSINESS - FINANCE & ECONOMICS
(ICBFE-25)**

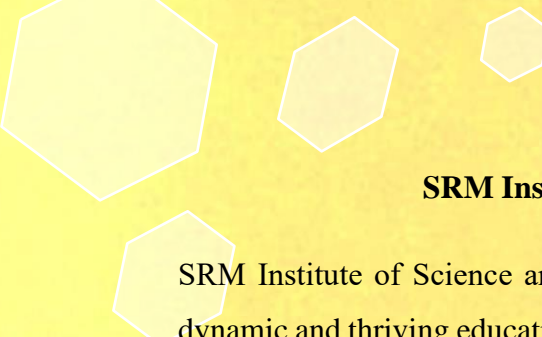
Organized by

Department of Commerce

Corporate Secretaryship, Accounting & Finance

and

Economics



SRM Institute of Science and Technology (SRMIST)

SRM Institute of Science and Technology, one of India's top-ranking universities, offers a dynamic and thriving educational environment that nurtures excellence, innovation, and global perspectives. With close to 52,000+ full-time students and over 3,200+ faculty members across its six campuses, SRMIST has established itself as a leading institution known for its holistic and comprehensive approach to education.

Since its inception, SRMIST has set benchmarks in the Indian education sector through its commitment to academic excellence. The institute's wide range of undergraduate, postgraduate, and doctoral programs is spread across six faculties: Engineering & Technology, Management, Medicine & Health Sciences, Science & Humanities, Law, and Agricultural Sciences. Each faculty is equipped with state-of-the-art facilities, advanced research centers, and a curriculum designed to match the highest global standards, ensuring that students receive an education that is both relevant and forward-thinking.

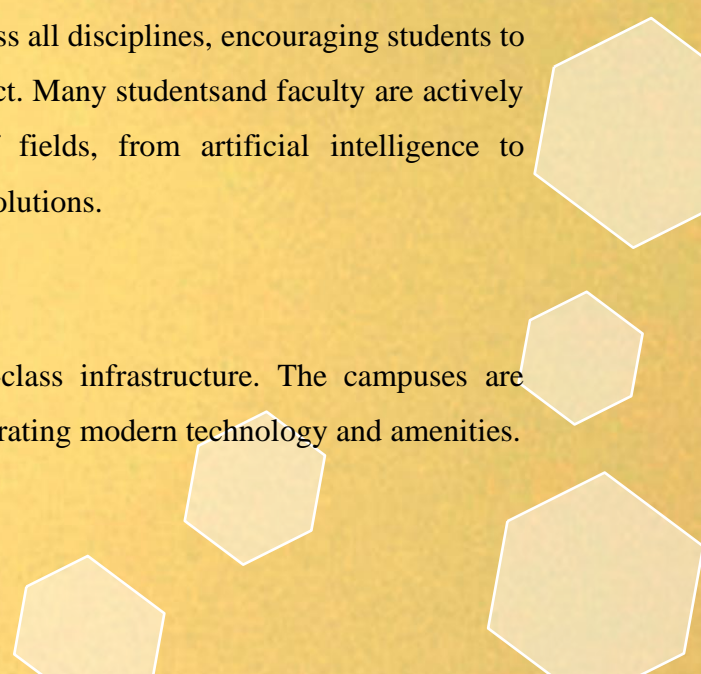
Excellence in Education

SRMIST has consistently maintained high academic standards. The faculty, many of whom have international exposure, bring a wealth of knowledge and experience to the classroom. This is complemented by the university's extensive academic resources, including an inspiring library with a vast collection of books and e-resources, stimulating discussion rooms that encourage collaboration, and smart classrooms equipped with the latest technology for interactive learning.

In addition, the university provides access to cutting-edge research laboratories that are outfitted with advanced equipment, fostering an environment where innovation thrives. SRMIST places a strong emphasis on research and development across all disciplines, encouraging students to engage in research activities that have a global impact. Many students and faculty are actively involved in projects that span a wide range of fields, from artificial intelligence to biotechnology, and renewable energy to healthcare solutions.

World-Class Infrastructure

One of SRMIST's standout features is its world-class infrastructure. The campuses are designed to enhance the learning experience by integrating modern technology and amenities.



The hi-tech labs that cater to engineering, medical and management students to progress their advanced research facilities. SRMIST ensures that the students have the best possible environment to grow and succeed.

The institute also has a modern library stocked with a wide array of academic resources, including physical books, e-books, journals, and databases that support both teaching and research activities. The campus-wide Wi-Fi network provides seamless internet access, enabling students to connect and collaborate efficiently.

Furthermore, the institute offers a range of extracurricular activities, sports facilities, and student organizations that foster a balanced life. The university encourages students to take part in cultural, technical, and social events, which are instrumental in shaping well-rounded individuals who are ready to take on global challenges.

A Global Perspective

SRMIST has always prioritized a global outlook in its approach to education. The institute has partnerships with leading universities across the world, providing students with the opportunity to engage in exchange programs, internships, and collaborative research. These global collaborations help students develop a multicultural perspective, which is crucial in today's interconnected world.

The university also hosts international conferences, workshops, and symposiums, bringing together thought leaders, researchers, and professionals from around the globe. These events create a platform for knowledge exchange, foster global networking, and expose students to the latest developments in their fields of study.



ABOUT THE CONFERENCE

The **Two-Day International Conference on Business - Finance and Economics** aims to bring together innovative academics and industrial experts in the fields of Global Business, Economics, Finance, and Social Sciences on a unified platform. The primary purpose of the conference is to foster research and development activities in these interconnected domains, encouraging new insights and innovations. This event serves as a valuable space for the interchange of scientific information between researchers, developers, students, and practitioners, designed to promote collaboration among individuals and organizations working across various sectors, thus facilitating growth and new perspectives in the field.

Organized by the Departments of Commerce, Corporate Secretaryship and Accounting & Finance, and Economics, this event provides a platform for showcasing research talent and nurturing innovation. The International Conference is specifically intended to motivate students, research scholars, academicians, and industry professionals, offering them an opportunity to present their ideas, research findings, and to engage in thoughtful discussions on emerging trends. Through regularly scheduled conferences, this forum will continue to provide a valuable opportunity for participants to share views, exchange experiences, and explore new ways to advance in their respective fields.

The conference will highlight cutting-edge AI technologies and their applications in the financial sector, demonstrating how these innovations are transforming business practices. It offers a platform for experts, practitioners, and researchers to share their, research findings, and practical experiences related to AI's growing role in finance insights and business. Participants will have the opportunity to connect with professionals, academics, and thought leaders in the areas of AI and finance, fostering collaborations and partnerships that could lead to future innovations. Attendees will benefit from workshops, seminars, and training sessions that focus on AI tools and techniques relevant to financial services, expanding their technical knowledge and practical skills.

The conference will also address the challenges and ethical considerations associated with AI implementation in finance, such as data privacy, security, and regulatory compliance, leading to thoughtful discussions on how to navigate these complex issues. An emphasis will be placed on identifying emerging trends and predicting future developments in AI for the financial industry, exploring how AI will continue to evolve and shape the future of business.



FACULTY OF SCIENCE AND HUMANITIES AT SRMIST

The Faculty of Science and Humanities at SRM Institute of Science and Technology (SRMIST), established in 2004, has seen remarkable growth, establishing itself as a center for holistic and well-rounded education. With nearly 7000+ students and 200+ faculty members, the college offers a nurturing academic environment designed to foster both intellectual and personal growth.

The college houses 24 departments, offering a total of 53 programs: 31 undergraduate, 20 postgraduate, 2 diploma programs, and several PhD programs. These programs cover a wide array of disciplines, providing students with diverse opportunities for academic exploration and professional development.

Multicultural Environment

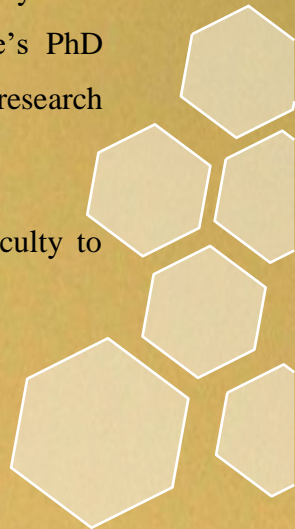

The Faculty of Science and Humanities attracts students from all over India as well as international students from regions like South Asia, East Asia, and Africa. This diverse student body creates a rich, multicultural learning environment, offering exposure to various perspectives and cultures. The global atmosphere helps prepare students for international careers and collaborations.

SRMIST provides semester-abroad programs for students to study at partner universities around the world. Additionally, faculty exchange programs allow teachers to gain international experience, bringing back valuable insights that enhance the quality of education.

Focus on Research and Innovation

Research is a key priority at the College of Science and Humanities. Students and faculty alike are encouraged to engage in innovative research across disciplines. The college's PhD programs emphasize high-quality research in a range of fields, while faculty-led research projects further contribute to the academic community.

Regular seminars, conferences, and workshops offer platforms for students and faculty to showcase their work and collaborate with industry and academic partners.



DEPARTMENT OF COMMERCE AT SRMIST

The Department of Commerce at SRM Institute of Science and Technology (SRMIST) has played a significant role in the growth and success of the Faculty of Science and Humanities. Established over a decade ago with just 21 students in 2005, the department has witnessed tremendous growth, now accommodating over 1815 students enrolled in various commerce programs. These programs include B.Com (General, ISM, Honors), M.Com, and research opportunities.

The Department of Commerce stands out for its commitment to providing an education system that goes beyond academics, focusing on the holistic development of students. The curriculum is designed not only to impart theoretical knowledge but also to provide practical exposure, ensuring that students are well-prepared for the demands of the commerce sector.

Distinctive Learning Approach

A unique aspect of the department's educational philosophy is its emphasis on all-inclusive development. Students are encouraged to engage in co-curricular activities alongside academics to develop their personal and professional skills. The department organizes industrial visits to various institutions, allowing students to gain firsthand experience of industry operations and practical applications of their coursework.

In addition, the Merx-Mercis student association plays a central role in creating a vibrant learning environment. This association hosts a wide range of clubs and events aimed at showcasing the talents and skills of students.



DEPARTMENT OF CORPORATE SECRETARYSHIP AND ACCOUNTING & FINANCE AT SRMIST

The Department of Corporate Secretaryship and Accounting & Finance at SRM Institute of Science and Technology (SRMIST) has been a vital part of the academic ecosystem since its establishment in December 2012. Starting with just four faculty members and 110 students, the department has experienced consistent growth and now proudly serves around 760 students with the support of a dedicated team of 16 faculty members.

The department offers a wide range of undergraduate programs, including B.Com (Accounting & Finance), B.Com (Corporate Secretaryship), B.Com (Computer Applications), and B.Com (Financial and Taxation), catering to various facets of commerce and finance. Additionally, it offers a Diploma Program in Corporate Financial Management (DCFM) and a postgraduate program in M.Com (Accounting & Finance), providing advanced education and specialization in these fields.

Co-Curricular Activities and Industry Exposure

Beyond the classroom, the Department of Corporate Secretaryship and Accounting & Finance organizes various co-curricular activities that contribute to the all-round development of students. Key events include: "Firmen Finanza" – A symposium that brings together industry experts, academicians, and students to discuss emerging trends in finance and corporate governance. "Merchant Matrix Club" – A platform for students to engage in business management events, helping them develop practical skills like decision-making, teamwork, and leadership. "Talentina" – An annual event that provides a stage for students to showcase their talents and skills in various business-related competitions, fostering creativity and innovation.



DEPARTMENT OF ECONOMICS AT SRMIST

The Department of Economics at SRM Institute of Science and Technology (SRMIST) has been a cornerstone of academic excellence since its inception in 2009. As one of the most widely respected subjects globally, Economics plays a pivotal role in understanding and addressing the complex issues of society, markets, and governance. SRMIST is proud to be the first university in Tamil Nadu to offer a B.Sc. Economics program, setting a new standard for economics education in the region.

Economics, as a discipline, demands a unique combination of analytical thinking, problem-solving abilities, and passion. At SRMIST, the curriculum is designed to cater to these requirements, offering students a broad perspective on both the theoretical and practical aspects of economics. The program attracts a diverse and specialized group of students who are passionate about delving deep into the intricate workings of economics.

Comprehensive Curriculum

The B.Sc. Economics program at SRMIST is rooted in a dynamic curriculum that integrates input from academics and industry experts. This interdisciplinary approach allows students to not only master core economic theories but also gain practical skills that are essential in today's complex economic landscape. The program emphasizes hands-on learning through case studies, live projects, and practice sessions with industry professionals, helping students bridge the gap between academic learning and real-world applications.



ARTICLES EXPECTED FOR THE ICBFE 2025

Commerce

- Emerging Trends in Global Trade
- Digital Transformation in Supply Chain Management
- Trade Agreements and International Regulations
- Innovations in E-Commerce Platforms
- Blockchain in Commerce
- Consumer Behavior in Digital Markets
- Corporate Social Responsibility
- Sustainable Supply Chains
- Green Marketing and Sustainable Consumption

Accounting

- International Financial Reporting Standards (IFRS)
- Impact of ESG Reporting on Business Performance
- Digitalization of Accounting Processes
- Advances in Auditing Technology
- Ethical Issues in Auditing
- Forensic Accounting and Fraud Detection
- Cost Management in the Digital Economy
- Strategic Management Accounting
- Performance Measurement and Management Systems

Finance

- Capital Structure and Financing Decisions
- Corporate Governance and Shareholder Value
- Mergers, Acquisitions, and Restructuring
- Cryptocurrency and Blockchain Finance
- The Role of Central Banks in Financial Stability
- Behavioral Finance and Market Efficiency
- Financial Risk Assessment and Hedging Strategies
- Innovations in Derivatives Markets
- The Impact of Climate Risk on Financial Market

Marketing

- Emerging Trends in Digital Marketing
- Social Media Marketing
- Content Marketing and SEO
- Consumer Decision-Making
- Cross-Cultural Consumer Behavior
- Sustainability and Ethical Consumerism
- Brand Equity and Loyalty
- Integrated Marketing Communication (IMC)
- Advertising and Media Strategies

Human Resources

- Evolving Recruitment Strategies
- Employee Retention Strategies
- Onboarding and Employee Engagement
- Building Inclusive Workplaces
- Challenges of a Diverse Workforce
- Inclusive Leadership and Decision-Making
- Leadership in a Digital World
- Organizational Culture and Change Management

Economics

- Monetary Policy and Inflation Control
- Economic Recovery Post-Pandemic
- International Trade and Economic Integration
- Poverty Alleviation and Economic Development
- Sustainable Development Goals (SDGs) in Emerging Economies
- Rural Development and Agricultural Economics
- Economics of Climate Change
- Renewable Energy and Economic Growth
- Green Economics and Circular Economy

Entrepreneurship

- Innovation hubs and incubators
- Corporate startup collaboration
- Industries specific startup
- Scaling startup
- Technological and innovation ventures
- Entrepreneurship education and skills
- Startup ecosystem development
- Digital Transformation in startup
- Artificial Intelligence and Machine Learning for Startups
- Startup India Initiative: Benefits and Opportunities
- Make in India: Manufacturing for Startups
- Digital India: Opportunities for Startups
- GST and Tax Reforms for Startups
- Intellectual Property Rights for Startups



Cross-disciplinary Themes

- Impact of Artificial Intelligence on Financial Services
- Innovations in Digital Payments and Banking
- RegTech and Compliance in the Digital Era
- Role of Sustainable Finance in Economic Growth
- ESG Integration in Investment Strategies
- Climate Finance and Green Bonds
- Globalization and Shifts in Value Chains
- Impact of Exchange Rates on International Business
- Foreign Direct Investment and Economic Development

AND OTHER RELATED TOPICS

VENUE OF THE CONFERENCE

**CONFERENCE VENUE: DR. T.P GANESAN AUDITORIUM,
SRMIST, SRM NAGAR, POTHERI, KATTANKULATHUR**



About the Venue:

Three thousand spectator seats and one hundred stage seats can be found in the Dr. T. P. Ganesan Auditorium at SRMIST. With LCD projectors and an HD sound system, it is completely media equipped. There is central air conditioning throughout the hall. Situated on the university campus, it continues to be one of the top venues for hosting corporate events. Many colleges use the large auditorium for cultural activities as well as college events. This theater has hosted formal events, seminars, workshops, and other gatherings for numerous large corporations. The structure also has two Mini Auditoriums (Mini Halls I and II) beneath the ramp section, each with a capacity of 250 spectator seats and 20 stage seats. There is complete air conditioning in every hall

Travel information: How to reach the destination?

By Road: A wide network of bus services connects Potheri with other cities. Kattankulathur is connected to these cities via frequent buses that operate from Kerala, Mysore, Bangalore, Karnataka, and Andhra Pradesh. Travelers can select among air-conditioned coaches, luxury buses, or state transportation buses based on their needs and budget. Buses operated by the Tamil Nadu State Transport Corporation (TNSTC) link Potheri to many locations, including Pondicherry (132 km), Salem (336 km), and Trichy (286 km). In addition, Potheri is connected to Kerala, Karnataka, Bangalore, Mysore, Telangana, and Andhra Pradesh via the well-kept NH 83. Each state is roughly 650 kilometers from Kattankulathur, and traveling there takes eleven to twelve hours.

By Railway: With connections to Salem, Coimbatore, Kerala, Karnataka, Andhra Pradesh, and Telangana, among other important Indian locations, is the Tambaram Railway Station. Along with Salem, Coimbatore, Tada, and other significant cities from other states, the city is connected daily by trains such the Guruvayur Express, Kollam Express, Mangaluru Central Express, Kacheguda Express, Charminar Express, and Howrah SF Express.

By Air: The city is connected to various regions of the nation via Chennai International Airport, formerly known as Madras International Meenambakkam Airport. Regular flights are offered by Air India, Vistara, Indigo, AIX Connect, Akasa Air, and SpiceJet from major cities in the nation as well as from Kerala, Karnataka, and Andhra Pradesh. The airport is roughly 25 kilometers from SRMIST; additionally, there are a number of cars and taxis that can be hired from outside the airport to get to the destination.

PUBLICATION DETAILS

- All selected papers of duly registered authors will be published in e-proceedings (SRM IST Website).
- SRM Journal of Business Horizons (ISSN: 2395 - 2504)
- Selected papers will be published in peer reviewed SCOPUS Index journal on payment of additional charges apart from the conference registration fees.

SPECIFICATION FOR THE PAPER

- Abstract not exceeding 250 words.
- Font Style - Times New Roman and Font Size - 12pt.
- One interval with 1.5cm top, left, right and bottom margins. Non colour figures.



REGISTRATION INFORMATION

Important Dates

- | | |
|--|------------------------|
| ● Submission of Abstract | November 20, 2024 |
| ● Notification of Acceptance of Abstract | November 25, 2024 |
| ● Registration by the Authors & Delegates | December 15, 2024 |
| ● Submission of Full Paper | January 10, 2025 |
| ● Notification of Acceptance of Full paper | February 03, 2025 |
| ● Conference Dates | February 27 & 28, 2025 |

Registration Fees

- | | |
|--------------------------|----------|
| ● Foreign Delegates | \$ 50 |
| ● Industry Professionals | Rs.1,500 |
| ● Academicians | Rs.1,500 |
| ● Research Scholars | Rs.1,000 |
| ● UG&PG students | Rs.750 |

Conference kit will be provided only to registered delegates and not to accompanying persons.



QR CODE FOR REGISTRATION

Payment Details

Payment to be made through online or through demand draft in favour of 'SRMIST' payable at Chennai.

PAYMENT DETAILS

Bank Name- City Union Bank (SRM Extension counter)

Branch Code - 117

A/C Type - CUB Savings Account

Account No. - SB 500101013732378

A/C name : SRMIST-FSHKTR EVENTS

IFSC Code - CIUB0000117

Refund Policy : Delegate fee once paid is non-refundable. Sponsorship once paid is non-refundable.

GUIDELINES FOR CONTRIBUTORS

- The length of the paper including tables, diagrams, illustrations, etc, should not exceed 10 pages.
- The papers submitted for the ICBFE Conference should not have been published or sent for publication or presented or sent for consideration in any other Seminar/Conference etc.
- All correspondence shall be made by and with the FIRST author only.
- The papers can be submitted electronically only through the following Email ID – icbf@srmist.edu.in
- All papers submitted will be subject to the ethical policy of the ICBFE.
- Contributors are advised to follow the UGC guidelines for the maintenance of standards and plagiarism: (https://www.ugc.ac.in/pdfnews/7771545_academic-integrity-Regulation2018.pdf).
- All contributions submitted will be subject to review by experts.
- The first page of the full paper should consist of the Title of the Paper, Name(s) of the author(s) with complete details including the mobile numbers and email Ids and an abstract not exceeding 150 words.

- Second page should start with the title of the paper again followed by the text.
- Reference citation to be strictly in accordance to the APA referencing style.

PRELIMINARY TRAVEL AND STAY ADVISORY

1. SRM University Campus is completely substance free. Smoking of any kind and consumption of alcohol is strictly prohibited inside the campus premise.
2. It is required to carry a valid government approved photo ID card for every member availing accommodation.
3. It is advisable to carry own toiletries and towels.

CHIEF PATRONS



Dr.T.R.Paarivendar

Founder Chancellor
SRMIST



Dr.Ravi Pachamuthu

Pro Chancellor,
Administration, SRMIST



Dr.P.Sathyannarayanan

Pro Chancellor,
Academic, SRMIST



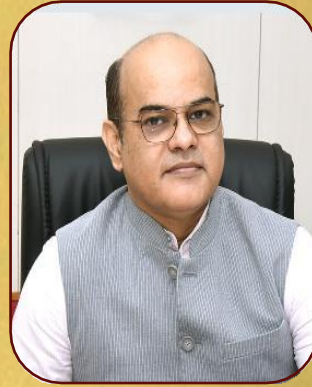
Dr.R.Shivakumar,

Chairman
Trichy & Ramapuram, SRMIST

Patrons



Prof.C.Muthamizhelvan,
Vice Chancellor, SRMIST



Dr.A.Vinay Kumar,
Pro Vice Chancellor (SBL), SRMIST



Prof.S.Ponnusamy,
Registrar, SRMIST



Dr.T.Mythili,
Additional Registrar (MSL),
SRMIST



Dr.K.Gunasekaran,
Controller of Examination, SRMIST



Dr.A.Duraisamy,
Dean, FSH, SRMIST



Dr.S.Albert Antony Raj,
Deputy Dean, FSH, SRMIST

Organizing Chair

- 1) Dr.A.Duraisamy, Dean, FSH, SRMIST

Organizing Co-Chair

- 1) Dr.K.Selvasundaram, Professor and Associate Co-ordinator for Academics
- 2) Dr.R.Angayarkanni, Professor and Associate Co-ordinator for Research

Convenor

- 1) Dr.A.Kavitha, Associate Professor and Head
- 2) Dr.R.Sridharan, Associate Professor and Head
- 3) Dr.V.Prakash, Assistant Professor and Head

FOR FURTHER DETAILS CONTACT

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Email – sankarp@srmist.edu.in

ADDRESS FOR COMMUNICATION

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College of Humanities

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Chengalpattu - 603203, Tamil Nadu, India

Email ID – icbf@srmist.edu.in

Registration Link- <https://forms.gle/WdhVxe8YBf29LQUj9>