

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

COLLEGE OF SCIENCE AND HUMANITIES

DEPARTMENT OF COMMERCE



SUMMARY REPORT OF

PROFECTUS 24

(FOSTERING FINANCIAL FREEDOM)

Organized by

DEPARTMENT OF COMMERCE

EVENT CONVENOR:

- Dr A. Kavitha

FACULTY COORDINATORS:

- Dr Lavanya Veeran
- Dr J. Solomon Thangadurai
- Dr K. B. Praveen
- Dr V. Jenesiszodykha

REPORT COORDINATORS:

- Chaithanya N
- Sarayu Niveditha RK

DATE: 25th September 2024

TIME: 09:30 A.M Onwards

VENUE: Sir Vishveshvaraya Hall, 3rd

Floor, CRC Block.



SRM INSTITUTE OF SCIENCE AND TECHNOLOGY
FACULTY OF SCIENCE AND HUMANITIES
COLLEGE OF HUMANITIES
DEPARTMENT OF COMMERCE



INVITES YOU TO THE

PROFECTUS '24

FOSTERING FINANCIAL FREEDOM

A STUDENT SEMINAR CONDUCTED BY THE STUDENTS OF
PROFESSIONAL ACCOUNTING

25TH SEPTEMBER 2024

9.30 am ONWARDS

VENUE : SIR. VISHVESWARAYA HALL



Dr. A. Duraisamy
Dean, COH, SRMIST



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



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



Mr. Asfaq Jalal
Co-Founder &
CEO QPo Cabs



Mr. Abhishek Gupta
Founder @Recontact



Mr. V. Parthasarthy
Consultant of
Crypto

PROGRAM SCHEDULE

INAUGURAL

INTRODUCTION	09.30 am
INVOCATION	09.35 am
LIGHTING OF THE LAMP	09.40 am
WELCOME ADDRESS	09.45 am
HONOURING THE GUESTS	09.50 am
RELEASE OF SEMINAR PROCEEDINGS	09.55 am
PRESIDENTIAL ADDRESS Dr. A. Vinay Kumar Pro Vice Chancellor (SBL) SRMIST	10.05 am
INAUGURAL ADDRESS Dr. A. Duraisamy Dean, COH, SRMIST	10.15 am
SPECIAL ADDRESS Dr. S. Albert Antony Raj Deputy Dean, COS, SRMIST	10.25 am
KEY NOTE ADDRESS Mr. Afsal Jalal (Co-Founder & CEO QPo Cabs)	10.35 am
FEATURED ADDRESS Mr. Abhishek Gupta Founder @ Recontact	10.50 am
VOTE OF THANKS	11.05 am



TECHNICAL SESSION CHAIRS

11.30 am - 2.30 pm



Dr. R. Mary Angelin

Assistant Professor
Department of Commerce
BS Abdur Rahman Crescent
Institute of Science and Technology



Dr. S. Fanny Grace

Assistant Professor
Madras Christian College
Chennai, Tamil Nadu

PROGRAM SCHEDULE VALEDICTORY

INVOCATION	02.30 pm
WELCOME ADDRESS	02.35 pm
SEMINAR REVIEW	02.40 pm
VALEDICTORY ADDRESS	02.50 pm
Mr. V. Parthasarthy Consultant of Crypto	
BEST PAPER AWARD & CERTIFICATE DISTRIBUTION	03.05 pm
VOTE OF THANKS	03.25 pm
NATIONAL ANTHEM	



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

GUIDELINES FOR PAPER SUBMISSION

- Papers should be original, unpublished and should not exceed five pages.
- Papers can be submitted by an author or with a maximum of 2 co-authors. The author and co-authors should register separately. Abstract and full paper should be submitted only by a soft copy (profectussrmist@gmail.com). All papers are subject to scrutiny.

- Best paper award will be given based on the article and presentation.

SPECIFICATION FOR THE PAPER

- Abstract not exceeding 250 words.
- Font Style - Times New Roman and Font Size - 12pt.
- One interval with 1.5 cm top, left, right and bottom margins, non-colour figures. Type the author's name(s), and affiliation (in Italics) in the next line.

PUBLICATION

- Selected papers of duly registered authors will be published in e-proceedings with ISBN.
- The scrutinized papers will be published in UGC Care-listed journals with additional charges.

IMPORTANT DATES

- Last date for submission of abstract. :10.09.2024
- Last date for submission of full paper :15.09.2024
- Date of Acceptance :18.09.2024
- Last date for Registration of Participation :23.09.2024

PATRONS

Dr. T. R. Paarivendhar, Founder Chancellor, SRMIST
Dr. Ravi Pachamuthu, Pro Chancellor (Administration) SRMIST
Dr. P. Sathyanarayanan, Pro Chancellor (Academics) SRMIST
Dr. R. Shivakumar, Chairman, SRMIST
(Ramapuram and Trichy Campus)

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

SEMINAR CONVENOR

Dr. A. Kavitha, Associate Professor & Head,
Department of Commerce, COH, SRMIST

ORGANISING SECRETARIES

FACULTY

Dr. Lavanaya Veeran
Dr. J. Solomon Thangadurai
Dr. Praveen K. B.
Dr. Jenesiszodykha V.

STUDENTS

Dheerthahiri S.
Kishore Charan M. S.
Yohita R.
Christine Pranita S.
Yuvan Shankar N.

REGISTRATION FEES

Early Bird :200 INR
On the Spot :250 INR
Participation :150 INR

FOR ENQUIRY

Ph- 7397690229 / 9940646025

ADDRESS FOR COMMUNICATION

Seminar Convenor
Department of Commerce
College of Humanities
Faculty of Science and Humanities
SRM Institute of Science and Technology, Kattankulathur,
Chengalpattu - 603203, Tamil Nadu, India.
profectussrmist@gmail.com



SRM
INSTITUTE OF SCIENCE & TECHNOLOGY
Founded in the University Act of 1982, Act 1984

Faculty of Science and Humanities

College of Humanities

Department of Commerce

PROFECTUS'24

Fostering Financial Freedom
A STUDENT SEMINAR CONDUCTED BY THE
STUDENTS OF PROFESSIONAL ACCOUNTING



25th September

"HYBRID"

Organised by

B.COM HONOURS (Professional Accounting)
Department of Commerce
College of Humanities
Faculty of Science and Humanities
SRM Institute of Science and Technology
Kattankulathur — 603 203
Tamil Nadu, INDIA.

[Click here to register](#)

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

SRM Institute of Science and Technology is one of the top-ranking Universities in India with over 52,000 regular students and more than 3200 faculty across all the campuses. We consistently maintain excellence in academic standards since its inception. Learning is an enjoyable experience here, with experienced faculty, inspiring library, stimulating discussion rooms and state of art labs with a view to impart quality education. SRM functions at 6 campuses offering a wide range of undergraduate, postgraduate and doctoral programs in six Faculties. Engineering & Technology, Management, Medicine & Health Sciences, Science & Humanities, Law and Agricultural Sciences.

SRM Institute of Science and Technology, (formerly SRM University) has been recently accredited with the highest grade A++ by NAAC (National Assessment and Accreditation Council) in 2024. It is another feather on SRMIST's cap as it prides over being awarded the highest ranking given to institutions. In the new accreditation process, about 70% weightage is assigned to quantitative metrics. SRM holds 18th place in National Institutional Ranking Framework. It has world class infrastructure including smart classroom, Hi-tech labs, advanced infrastructure and equipment, Research Laboratories, Modern Library and WIFI facility.

FACULTY OF SCIENCE & HUMANITIES

The Faculty of Science and Humanities at SRMIST has witnessed exceptional growth since its inception in 2004. With a student strength of nearly 5200 students and faculty strength of around 150, it is an ideal destination for attaining well rounded holistic education inside and outside of the classrooms. There are 20 departments offering 53 programs in total, 31 at the Bachelors and 20 at the Masters level and 2 Diploma, as many PhD programs. The rich tradition of attracting students from all parts of India and also from other parts of the world like South Asia, East Asia and Africa provides our students and faculty members exposure to a multicultural environment. Further, we also have opportunities for interested students and faculty members to explore student semester-abroad and faculty exchange programs respectively.

DEPARTMENT OF COMMERCE

Established over a decade ago, the Department of Commerce has been instrumental in the growth of the College of Humanities, Faculty of Science and Humanities. Starting with just 21 students in 2005, it now serves over 950 students through programs like B.Com (General, ISM, Honours), M.Com, and Research.

The department offers a dynamic curriculum that blends academic learning with industry insights, emphasizing practical experiences like case studies, expert sessions, and live projects. The faculty's research accomplishments, including publications in Scopus-listed journals, highlight the department's commitment to meaningful research. SRM's graduates are making significant contributions to leading business organizations across the country.

The B.Com Honours in Professional Accounting program equips students with specialized knowledge in accounting, finance, and business management, preparing them for careers as accountants, auditors, and financial analysts.

OBJECTIVE OF THE SEMINAR

This seminar focuses on business transformation as a critical factor in organizational success. It brings together experts to discuss how strategic transformations help businesses adapt to technological changes and market complexities. The event aims to uncover strategies that foster resilience, innovation, and growth in today's fast-paced business environment.

Profectus'24 seminar's subject, "Fostering Financial Freedom" is the objective that focuses on the emerging and innovative dimensions of the business research. The Seminar offers a unique opportunity for researchers worldwide to showcase their ideas, exchange experiences, and establish connections within their academic community.

Providing an innovative platform, this event serves as a forum for students to present their research papers across diverse fields, including Economics, Finance and Accounting, IT and E-commerce, Business, Ethics, Organizational behavior and HR, Operations management, Marketing, as well as Strategy and Entrepreneurship. It creates a dynamic space for intellectual dialogue, fostering collaboration and knowledge-sharing among academics and researchers

ARTICLES EXPECTED

Marketing

- Emerging Digital Marketing Trends
- Analyzing Consumer Purchase Behavior
- Strategies for Brand Loyalty
- Impact of Social Media
- Influencer Marketing Success Factors
- Effective Content Marketing Strategies
- Cross-Cultural Marketing Approaches
- Sustainable Branding and Marketing
- Optimizing Customer Experience Journey
- Advanced Market Segmentation Techniques

Entrepreneurship

- Business Models and AI
- Ethical AI in Entrepreneurship
- AI and Disruption
- AI-Driven Startup Ecosystems
- AI-Driven Market Intelligence
- AI-Enhanced Customer Experience
- Social Media Entrepreneurship
- Future of Work and Gig Economy
- Blockchain in Entrepreneurship
- IoT for Supply Chain Efficiency

Finance

- AI-Driven Financial Forecasting
- Algorithmic Trading Strategies
- Customer Behavior Analytics
- AI in Credit Risk Assessment
- Financial Fraud Detection and Prevention
- Regulatory Compliance and AI Governance
- AI-Powered Financial Planning
- Digital Wealth Management
- Robo-Advisor Platforms
- Blockchain and Financial Innovation

Human Resources

- The Future of Work: AI and Human-Machine Collaboration
- Challenges and Barriers to AI Adoption in HR
- AI-Enhanced Performance Management
- Harnessing AI in Employee Engagement
- AI in Workforce Planning and Optimization
- AI in HR Transformation
- DEI Strategies in HR
- Employee Experience Optimization

AND NO RESTRICTIONS FOR OTHER RELATED TOPICS

PROFECTUS 2024

INAUGURAL:

Profectus 2024, a much-anticipated student seminar organized by the students pursuing B.Com Honours (Professional Accounting), was held with great enthusiasm and a spirit of learning. The event was graced by distinguished academicians and industry leaders, making it a remarkable day for the students and faculty. The seminar was honored by the presence of Dr A. Kavitha, the Head of the Department of commerce, and esteemed dignitaries including Pro Vice-Chancellor, Dr A. Vinay Kumar, Dean Dr A. Duraisamy, and Deputy Dean Dr S. Albert Anthony Raj. Their presence highlighted the academic importance of the seminar.

Mr. Asfaq Jalal, co-founder and CEO of QPo Cabs, was invited as the Chief Guest, while Mr. Abhishek Gupta, the founder of Recontact, was the Guest of Honor. Both leaders brought a wealth of knowledge and practical insights from their entrepreneurial journeys.

The event commenced with the traditional lighting of the ceremonial lamp, symbolizing the dispelling of ignorance and the welcoming of knowledge. The Pro Vice-Chancellor, Dr A. Vinay Kumar, delivered the presidential address, setting the tone for the day with his words of encouragement and insights on the future of professional accounting. Dean Dr A. Duraisamy took to the stage for the inaugural address, stressing the role of seminars like Profectus in shaping students into competent professionals. This was followed by a special address from the Deputy Dean, Dr S. Albert Anthony Raj, who shared his perspective on the evolving landscape of accounting and finance. The keynote address was delivered by the Chief Guest, Mr. Asfaq Jalal, whose entrepreneurial journey with QPo Cabs left the audience inspired. His emphasis on innovation, resilience, and ethical business practices resonated deeply with aspiring accountants.

The Guest of Honor, Mr. Abhishek Gupta, in his featured address, shared his experience founding Recontact, highlighting the importance of networking, adaptability, and continuous learning in today's competitive world. Both speakers shared personal anecdotes and offered invaluable advice to students on navigating the professional world. Their words were met with rounds of applause and left the audience with much to ponder. The seminar concluded at 11:10 a.m. with a heartfelt vote of thanks, acknowledging the contributions of all who made Profectus 2024 a success. It was a day of inspiration, learning, and forward-thinking, leaving everyone with renewed motivation for the future.

TECHNICAL SESSION:

The technical session of Profectus 2024 was held in both online and offline mode, guided by two esteemed academicians, Dr A. Mary Angelin and Dr S. Fanny Grace, who brought their wealth of knowledge and expertise to the seminar. Dr A. Mary Angelin from BS Abdur Rahman Crescent Institute of Science and Technology is a respected expert in the field of marketing and technology, known for her insightful research and dedication to education. Dr S. Fanny Grace from Madras Christian College is admired for her expertise and guidance in the field of marketing, inspiring students with her academic excellence.

OFFLINE SESSION:

The offline technical session of Profectus 2024 brought an added layer of energy and collaboration, with students and faculty gathering in person for a vibrant academic exchange. The offline format allowed for more in-depth discussions, with participants receiving instant feedback and engaging in spontaneous dialogue. The physical presence added to the richness of the event, creating a space for both formal presentations and informal networking during breaks. The chairpersons shared their valuable insights, helping students think critically about their research topics. The session was not just a platform for academic discussion but also an opportunity for participants to form connections, exchange ideas, and gain confidence in presenting their work in front of a live audience. The offline setting also encouraged collaboration between students from different colleges, fostering a sense of camaraderie and shared learning. This experience left participants with new perspectives, stronger networks, and a renewed passion for their academic pursuits.

ONLINE SESSION:

The online segment of the Profectus 2024 seminar was a shining example of how technology can foster academic collaboration. Through a well-organized virtual platform, participants showcased their research papers, engaged in meaningful discussions, and asked questions in real-time. The accessibility of the online format allowed more students to participate, ensuring a diverse range of perspectives and topics. The chairpersons provided expert commentary and constructive feedback, encouraging students to refine their research. Despite the digital setting, the sense of community and engagement was palpable, highlighting how virtual platforms can bring academic minds together beyond physical borders. The interactive chat and breakout sessions enhanced the experience, making it feel immersive and productive. Overall, the online session served as a valuable opportunity for students to connect with experts and peers alike.

VALEDICTORY:

The valedictory ceremony of Profectus 2024 marked the fitting conclusion to a day filled with learning, inspiration, and scholarly discourse. The event was presided over by Mr. V. Parthasarathy, an accomplished industry leader, whose presence lent gravitas to the occasion. As the chief guest for the valedictory session, Mr. Parthasarathy delivered an insightful valedictory address, focusing on the importance of continuous learning, professional development, and adaptability in today's dynamic business landscape. He applauded the students and organizers for their efforts in making Profectus 2024 a success, emphasizing the vital role such seminars play in bridging the gap between academic learning and practical application. His words served as both a reflection on the seminar's achievements and a call to action for future endeavors.

One of the highlights of the ceremony was the presentation of the Best Paper Award, which recognized exceptional academic contributions from student participants. The award was given to Raaghav S Rao and Ariya S, Sha Logapriya and Samyuktha V, Adhithi Meenakshi and Swetha whose paper stood out for its originality, depth of research, and practical relevance to the accounting profession.

The winners, beaming with pride, received applause and accolades from their peers and faculty, cementing their hard work and dedication. Following the award presentation, the certificate distribution ceremony took place. Each participant was honored for their contribution to Profectus 2024, with certificates handed out to acknowledge their efforts and participation in various events throughout the seminar. The certificates symbolized not just a moment of achievement, but also the knowledge and experiences gained during the day-long seminar. The event concluded with a heartfelt vote of thanks, expressing gratitude to all those who had made Profectus 2024 possible.

The organizing committee extended their sincere appreciation to Mr. V. Parthasarathy for gracing the valedictory session, as well as to the faculty, participants, and volunteers whose tireless efforts ensured the seminar's success. Special thanks were also given to the guest speakers, whose insights left a lasting impact on all present. With the conclusion of the valedictory ceremony, Profectus 2024 came to a close, leaving participants with a sense of fulfillment and inspiration. The event not only celebrated academic excellence but also fostered a spirit of camaraderie, professional growth, and a shared commitment to the future of accounting.

GALLERY:











