



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (AUTONOMOUS)

VANIYAMBADI - 635 751, TAMIL NADU INDIA.

School of Commerce

Organizes



One Day International Conference on

Emerging Trends in Commerce and Finance-
Innovations, Inclusion & Intelligence

Date : 12.08.2025 | Time : 09.30 am

Venue : Sri Roop Rajat Seminar Hall

Resource Persons



Dr. S. Balakrishnan

Associate Professor

Department of Business Administration

University of Technology and Applied Sciences

Nizwa, Sultanate of Oman

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PRINCIPAL

Marudhar Kesari Jain College
for Women (Autonomous)

Vaniyambadi - 635 751.

Tirupattur District

Dr. N. Kannan

Professor and Legal officer

School of Management Studies

Sathyabama Institute of Science and Technology

Chennai



About the College

The college is consecrated by the Sri Marudhar Kesari Jain Trust and was established by generous Jain philanthropists in 1994. It takes pride in being accredited with an "A+" grade by NAAC, being an ISO 21001:2018 (EOMS) Certified Institution and 4 Star IIC Rating. MKJC received "Best College Award" from Thiruvalluvar University. The College currently offers 20 Undergraduate Courses, 15 Postgraduate Courses and 10 Ph.D. Programs. From the academic year 2024-25, the College has been conferred Autonomous status by the UGC and supported by DST-FIST marking the achievement of its next milestone in excellence.

About the Conference

The International Conference on Emerging Trends in Commerce and Finance (Innovations, Inclusion & Intelligence) is a premier global forum that brings together academics, industry professionals, policymakers and practitioners. It explores how innovation, financial inclusion and intelligence-driven strategies are transforming commercial and financial ecosystems. The conference aims to showcase the latest academic and industry research on digital finance, fintech, blockchain, AI-driven analytics and intelligent automation in commerce an environment of knowledge sharing, research dissemination and transformative dialogue. It Includes Various innovations in Commerce

About School of Commerce

The Department of Commerce was established in 1994, followed by the introduction of the Postgraduate Department of Commerce in 1998. The Undergraduate Programme in Commerce with Computer Applications B.Com (CA) commenced in 2010 and was elevated to the Postgraduate level M.Com (CA) in 2016. A significant academic milestone was achieved in 2021 with the launch of the Ph.D. programme in Commerce. B.A Economics programme introduced in the Academic year 2022-2023. Further expanding its academic horizon, the Department introduced B.Com (Professional Accounting) and Diploma in Fintech from the Academic Year 2025-2026, aiming to develop accounting-centric professionals with broad managerial competencies and business acumen. Currently, over 550 students are pursuing their degrees under the School of Commerce. The School is deeply committed to integrating various dimensions of Commerce and Management, with the goal of nurturing innovative and competent professionals. It focuses on preparing students to meet the evolving needs of industry, business and the service sector, while fostering a spirit of entrepreneurship, encouraging them to become self-reliant and contribute meaningfully to the global economy.



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Topics for Paper Publication & Presentations (Not Limited to)

Finance & Financial Technology

- Digital Transformation in Financial Services
- Blockchain and Cryptocurrency
- Robo-Advisory and Wealth Management
- Cybersecurity Challenges in Digital Finance
- RegTech: Regulatory Technology for Compliance and Risk
- Role of FinTech in Promoting Financial Inclusion in Rural Areas
- Women and Financial Literacy

Accounting, Taxation & Corporate Governance

- Forensic Accounting and Fraud Detection Using AI
- Cloud-Based Accounting Systems: Adoption and Challenges
- Digital Taxation in the Era of E-commerce
- GST and its Global Counterparts
- Cross-Border Taxation Challenges
- Regulatory Technology (RegTech) in Finance
- Anti-Money Laundering Policies and Global Standards

Capital Markets & Investment Trends

- Behavioral Finance and Investor Decision-Making
- Volatility and Risk Management in Global Markets
- Algorithmic and High-Frequency Trading
- Cryptocurrencies and Portfolio Diversification
- Green Bonds and Impact Investment Instruments
- Initial Public Offerings (IPOs) and Valuation Trends
- Sovereign Wealth Funds and Strategic Investments

Banking and Financial Institutions

- Digital Banking and Neo-Banks
- Non-Performing Assets in Global Context
- Cybersecurity in Financial Institutions
- Role of Development Banks in Emerging Economies
- AI and Automation in Banking Services

Human Resource Management

- Technology in HR & Future of Work
- AI and Automation in Talent Acquisition
- HR Analytics for Strategic Workforce Planning
- Employee Wellbeing, Inclusion & Diversity
- Training, Development & Performance
- Performance Analysis

Marketing and Marketing Research

- Digital & Tech-Driven Marketing
- Sustainability & Ethical Marketing
- Consumer Analytics & Behavior
- Retail & Omnichannel Strategies

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Guidelines for Paper Submission

- All submissions must be made in Word format.
- The manuscript should not exceed 6,000 words, maximum 6 pages.
- The soft copy of the paper should be submitted in A4 size, MS Word format only. Use Times New Roman font, with headings in size 14 and the main text in size 12, with 1.5 line spacing.
- Author/s are required to follow the APA style for referencing.
- Participants should submit the full paper to conferenceschoolofcommercemkjc@gmail.com. on or before 05/08/2025.
- Selected papers will undergo a peer review process and will be evaluated based on originality and relevance to the conference theme.
- Papers selected for presentation at the conference will be published in the conference proceedings, which will be assigned an ISBN.
- Online presentation options are available upon request for outstation participants.

Important Dates

- Abstract with Full paper Submission Deadline: August 5, 2025
- Notification of Acceptance: August 6, 2025
- Conference Date: August 12, 2025

Who Can Participate?

- Academicians and Researchers
- Industry Experts and Finance Professionals, Government and NGO Representatives
- Doctoral, Postgraduate Students and Undergraduate Students

Fee Details

Registration & Presentation:

- UG & PG Students- **Rs.200**
- Research Scholars/Academician – **Rs. 300**
- Industry Participants & Others- **Rs. 750**

Publication:

- ISBN Edited Volume- **Rs. 600** (+Rs. 100 for Courier Charges)
- No TA & DA will be paid
- Registration includes Note Pad, Pen, Certificate, Lunch & Refreshment

Account Holder : Ms. V. Ramya

Gpay No: 9384534529

Account No : 33736724296

Bank : State Bank of India

IFSC Code : SBIN0000252



Registration Link:

<https://docs.google.com/forms/d/1NzyfHXJockV7RFquowmVjzsE4-Tqx4p4wY3q4O6Omo/edit?pli=1>



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Sri. Anand Singhvi, Secretary

Patron:

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Convenor:

Dr. C.Nithya

Organizing Coordinators:

Dr. N.Karpagam & Dr. M. Usha

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Dr. J. Srinivasan, Associate Professor & Head
Marudhar Kesari Jain College
for Women (Autonomous)
Rajeswari Vedhachalam Govt. Arts College
Vaniyambadi District 751.

Dr. D. Unika, Research Coordinator
Patrician College

Dr. Jyothi M.N., Coordinator, Surana College

Dr. M. Srinivasan, COE, MKJC

Ms. B. Vasanthi, Placement Director, MKJC

Further Details Contact

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Dr. N.Karpagam - 9488646262

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MARUDHAR KESARI JAIN COLLEGE FOR WOMEN

(AUTONOMOUS)

SCHOOL OF COMMERCE

32 Years of Educational Excellence

ORGANISES
INTERNATIONAL CONFERENCE ON
"EMERGING TRENDS IN COMMERCE AND FINANCE – INNOVATIONS, INCLUSION
AND INTELLIGENCE"

12th August, 2025 @ 10:30 a.m.

AGENDA

INAGURATION

- Invocation** : Prayer Song & Tamil Thai Vazhthu
: School of Commerce- Song
- Lighting the Kuthuvilaku**
- Welcome Address** : Ms.P.Anitha Choudhary,
III B.Com CA
- President Address** : Sri.Dilip Kumar Jain
President
- Secretary Address** : Anand Singhvi
Secretary
- Felicitation** : Dr. M.Inbavalli
Principal
: Dr.T.Balasubramaniyan ,
Academic Advisor
- Introduction of the Guest (Session I)** : Ms. S. Suvathiga, Department Secretary
III B. Com CA
- Introduction of the Guest (Session II)** : Ms. G. Pavatharani ,Department Secretary
III B A. Economics
- Honoring the Guests**
- Club Inauguration** : " FinEdge" Club

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SESSION I

Key Note Address

: Dr. N. Kannan

Professor and Legal Officer,
School of Management Studies
Sathyabama Institute of Science and Technology
Chennai

**Topic: The Future of Finance: Navigating Digital
Transformation in Financial Services**

SESSION II

Key Note Address

: Dr. S. Balakrishnan

Associate Professor
Department of Business Administration
University of Technology and Applied Sciences
Nizwa Sultanate of Oman

**Topic: Digital Infrastructure and Vernacular
Strategies for Rural Commerce Growth**

Paper Presentation

LUNCH (1.30 pm to 2.15 pm)

SESSION III (2.15 pm to 3.00 pm)

Paper Presentation

: Research Scholars & Students

VALEDICTION (3.00 pm)

Certificate Distribution

Feedback Session

Vote of Thanks

: Ms.K.Madhu Nisha

II B.Com, MKJC

National Anthem



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN
(AUTONOMOUS), VANIYAMBADI**



Activity Report

Title	Emerging Trends in Commerce and Finance – Innovations, Inclusion & Intelligence		
Organized By	School of Commerce		
Type of Activity	One Day International Conference		
Level	International		
Date	12.08.2025	Time	9.30 am
Venue	Sri Roop Rajat Seminar Hall	Mode	Offline
Resource Person Details	1.Dr.S.Balakrishnan Associate Professor Department of Business Administration University of Technology and Applied Sciences Nizwa,Sultanate of Oman. 2.Dr.N.Kannan Professor and legal Officer School of Management Studies Sathyabama Institute of science and Technology, Chennai		
Objective of the Training Program	A one-day international conference typically aims to facilitate knowledge sharing, networking, and professional development within a specific field of Commerce and Finance. To serves as a platform for researchers, practitioners, and students to present their work, exchange ideas, and build connections with international peers. To promote Interdisciplinary research among the commerce and Finance by Showcasing Innovation, Inclusion and Intelligence.		
Internal Participants Count	Students:561 Faculty : 23	External Participants Count	Students:225 Staff :12 Online Participation: 76

Summary

School of Commerce organized One Day International Conference on “Emerging Trends in Commerce and Finance – Innovations, Inclusion & Intelligence” on 12th August 2025. The Resource person, Dr. N. Kannan focused on “The Future of Finance: Navigating Digital Transformation in Financial Services” where participants learned various innovative ideas technologically through real-time exercises. Then the second session started by Resource person Dr. S. Balakrishnan and he focused on “Digital Infrastructure and Vernacular Strategies for Rural Commerce Growth” and the Participants enjoyed with these interesting topics. After these, participants from various colleges presented their paper both Online and Offline.

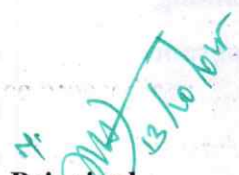
Outcome of the Programme

- Around 900 participants gained knowledge through online and Offline. Participation and Presentation certificates provided.
- 110 Articles published with ISBN Number Publication as conference proceedings
- Conference provided inter disciplinary knowledge among the students, Research Scholars and Faculty.
- It Provides pathway for extending their research knowledge in Commerce and Finance.

The conference may also result in recommendations and calls for action related to policy changes, industry best practices, and further research directions.


HOD


IQAC Director


Principal
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School of Commerce

**International Conference on Emerging Trends in Commerce and Finance – Innovations,
Inclusion & Intelligence on 12.08.2025**

PHOTOS



H. [Signature]

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