

ABOUT PMIST

Periyar Maniammai Institute of Science & Technology (PMIST) is proud to be a unique institution of higher learning and academic excellence. In an endeavour to fulfil the dreams of our Mentor Thanthai Periyar and Annai Maniammai, 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 programmes.

The department organises Seminars, Workshops, Symposium, Conference and Guest lectures related to curriculum in order to enhance the skill 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 capitalise on opportunities and navigate challenges in an increasingly digital world.



Department of Commerce

Organises

Two day
International Conference On
"Revolutionizing Business
Landscapes: The Nexus of Technological
Progress and Innovation."

Venue: Einstein Hall

PMIST Date: 4 & 5th April 2024

INTERNATIONAL CONFERENCE

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
Mr. T. Baskaran Assistant Professor
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

Periyar Maniammai Institute of Science & Technology (Deemed to be University), Thanjavur
Mobile No:8903262449 & 9884465315.
E-mail: comconpmist@pmu.edu

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
Behavioural 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

First page must contain the theme, title, abstract and name of the author(s), designation official address, contact number, email-id, Institution/University and place

Word Limit: 2500 to 4000 words

Font: Times New Roman

Font Size: Heading 14 & Text 12

Margin: 1 inch

Line spacing: 1.5 inches

Referencing: APA Style.

Email Id for submission: 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://docs.google.com/forms/d/1uO8KRn8ZMP2ueQs70GBRr7D_lgbNlKDMlEFXEMFvDts/edit

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 and the proof of registration to be attached in the email along with your name and paper title.

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.