

Dear Friends

It is a great pleasure and honor to invite you to participate in Two Day International Conference on "INNOVATIVE TRENDS IN BUSINESS PRACTICES FOR SUSTAINABLE DEVELOPMENT" to be held during 2nd & 3rd March 2023 organized by the Department of Commerce, Dhanalakshmi Srinivasan College of Arts & Science for Women, Perambalur, Department of Commerce and Financial Studies, Bharathidasan University, Tiruchirappalli, and SMART Journal of Business Management Studies.

Dhanalakshmi Srinivasan College of Arts and Science for Women is one of the flagship organisations of Dhanalakshmi Srinivasan Educational Institutions, started in the year 1996. The College is a self-financing institution affiliated to Bharathidasan University, Tiruchirappalli, in the heart state of Tamil Nadu. The college was upgraded to Autonomous in November 2017. It is a premier institution of higher education located in 25 acres of land with sprawling site of scenic beauty. The College offers a wide variety of UG, PG and M.Phil and Ph.D. programmes. The College aims to produce intellectually alert, socially conscious, scientifically advanced, internationally participative and contributive young women. The college has been re-accredited with "A" Grade by NAAC with 3.44 out of 4.00 for its high academic standard and excellent infrastructure.

Department of Commerce & Management Studies Dhanalakshmi Srinivasan College of Arts and Science (W) (Autonomous)

The Department of Commerce was started in 1996; offers B.Com., B.Com (CA), M.Com, M.Com (CA), M.Phil and Ph.D. The department enjoys a good track record both in University results and placement. It has produced many University rank holders in both UG and PG. The department helps in improving the students' knowledge and develops their entrepreneurial skills. The department association "ZEALCOM CLUB" was started on 10th October 2000. The events such as Quiz programmes, Product launch, Role play in managerial activity, Group discussion on general topics, Personality development programmes, Guest lectures, Value added courses, Seminars, Workshops, Industrial visits, etc., has been conducted throughout the year.

The department of Business Administration was established in the year 1998. It offers a UG programme and PG programme. From its inception the department works with the aim to improve the students' knowledge, develops their entrepreneurial skills, concentrates on personality development and enriches their practical experience.

Department of Commerce and Financial Studies, Bharathidasan University Tiruchirappalli

The Department of Commerce framed on 28.12.1998 with the objectives of promoting research teaching and training in the frontier fields of Commerce. In a short span of time, the Department has established itself in the area of finance. The Department offers MBA (Financial Management), M. Phil. (Management) and Ph.D. (Commerce and Management).

Conference Theme

Sustainability is the key driver of business innovation. The term sustainability is simply defined as "the ability to sustain" or "the capacity to endure". Today sustainability is the future of every society, industries and businesses. The change everyone need is to transform markets specifically on how to produce and consume as well the ways in which we define and measure value and progress. Sustainability means not only eco-efficiency, but also eco effectiveness, i.e. go green, because every business and community depends upon healthy and productive ecosystems. Sustainable business can visualise - a world where all humans have access to healthcare, nutrition, energy, shelter, mobility, education and economic opportunity (Access), where the market system is based on fundamental ethics, inclusive and fair approaches, and transparency (Accountability), where sustainable brands fulfill their promise to deliver goods and services that satisfy societal and individual demand. Simultaneously (Consumers & Brands), where energy systems power our economy without increasing global temperatures beyond 2°C (Energy & Climate), where liberalized trading systems are truly free, fair and sustainable (Globalization), where natural resources and systems are preserved and renewed (Resources & Ecosystems), and where clear goals and the promise of value creation help companies to navigate the sustainability journey (Strategy & Innovation). This Conference has been organized with a view to provide the platform to academicians and researchers for presenting their views and ideas. This Conference shall be a forum for exchange, interaction, dialogues amongst faculties from all fraternities. The conference on Innovative Trends in Business Practices for Sustainable Development, therefore, proposes to invite RESEARCH PAPERS in the following seminar tracks.

Sub-Themes

- Business Sustainability - Issue and Challenges
- Environmental Sustainability - Issue and Challenges
- Sustainable Business Model
- Sustainability For Next Business Wave

- Sustainable Supply Chain Management
- Sustainable Business Environment
- Sustainable Market Opportunities
- Resource Sustainability
- Entrepreneurship for Sustainable Development
- Human and Institutional Capacity for Sustainability
- Creation of New Sustainable Industries
- Technological Innovations for Sustainable Development
- Information and Communication Technology for Sustainable Development
- Government Perspectives on Sustainability
- Business Ethics for Sustainable Development
- Social Audit/ Social Economy and Sustainable Development
- Total Quality Management for Sustainable Development
- Education and Research Opportunities in Sustainable Business Practices
- Risk Management towards Sustainable Development
- Green Technology
- Sustainable Consumption and Production
- Energy Conservation and Efficiency for Sustainable Development
- Sustainability Impact on Consumerism

Research papers are invited from Students, Research Scholars, Academicians, and Professionals on the themes mentioned above. Each Institution / College / Organization / Industry can send any number of research papers.

Important Guidelines for Submission of Research Paper

- Only two authors are allowed per paper
- Abstracts not exceeding 75 words, should reach us on or before the deadline. Authors must clearly indicate the broad area (Track) mentioned above in which their papers could be considered.
- The registration could be made if you provide the name of the author and co-author if any, corresponding address, e-mail ID, fax, telephone number, title of the paper, DD particulars, etc in writing (IN WHITE PAPER)
- The length of the manuscript should not exceed 10-12 pages, inclusive of table, figures, illustration and reference
- The manuscript would be subjected to blind review process.
- The participants must send a hardcopy of the manuscripts, together with CD. However, the participants must also submit their paper as an e-mail attachment using Microsoft Office word to smartjournalevent@gmail.com (or) comcommerce.dscasw@gmail.com
- The accepted papers for presentation will be intimated through e-mail.
- The use of e-mail is encouraged for all further correspondence including acceptance letter, invitation, etc.

Important Dates

- Conference Date : March 2 & 3 2023
- Last Date of Abstract Submission : February 15, 2023
- Notification for Acceptance of Abstract : February 20, 2023
- Last Date for Submission of full paper and payment of Registration fees : February 23, 2023

Registration Fees

Category	Indian Participants in Rs.	Foreign Participants/NRIs in US Dollars
UG/PG students	200	100
Research Scholar	250	100
Faculty Members	300	250
Accompanying Person	450	250
Corporate Representative	750	350

Foreign delegates/NRIs should pay registration fee in value equivalent to Indian rupees on the spot.

Payment of Registration Fees.

<https://forms.gle/LUU6ikcgrwKpzmx8>

The registration fees can be sent by means of Demand Draft or Online Transfer

Demand Draft should be drawn in favor of The Principal, Dhanalakshmi Srinivasan College of Arts and Science for women, payable at Perambalur

Online Transfer: Account Details :

Name : Dhanalakshmi Srinivasan College of Arts & Science for Women (Autonomous)

Account No. : 281100140450005

IFSC : TMBL0000281

Bank : Tamil Nadu Mercantile

Branch:Perambalur 621 212

ORGANISING COMMITTEE

CHIEF PATRON

Thiru. **A. SRINIVASAN**

Chancellor
Dhanalakshmi Srinivasan University
Perambalur

Thiru. **S. KATHIRAVAN**
Vice Chairman
Dhanalakshmi Srinivasan
Group of Institutions
Perambalur

Thiru. **P. NEELARAJ**
Secretary
Dhanalakshmi Srinivasan
Group of Institutions
Perambalur

PATRON

Prof. **P. UMA DEVI PONGIYA**
Principal
Dhanalakshmi Srinivasan College
of Arts & Science for Women
(Autonomous), Perambalur

CONFERENCE DIRECTOR

Prof. **M. SELVAM**
Head,
Department of Commerce and
Financial Studies
Bharathidasan University,
Tiruchirappalli.

ADVISORS

Dr. **N. DEEPALAKSHMI**
Academic Dean,
Department of Commerce
DSCASW (A)

Ms. **A. REBACCAL**
Dean - Students Affairs
Department of Business Administration
DSCASW (A)

ORGANISING SECRETARY

MS. **T. VIJAYA**
Head & Assistant Professor,
Department of Commerce, DSCASW(A)

JOIN.SECRETARY

Dr. **M. KAMARUNISHA**
Head, Department of Business
Administration, DSCASW(A)

COORDINATORS

Dr. **D. NARMATHA**,(COE),
Department of Commerce ,
DSCASW(A)

Dr. **R. ANGAYARKANNI**
Department of Commerce,
DSCASW(A)

International Advisory Committee Members

Dr. Veera Pandiyan Kaliani Sundram, University
Teknologi MARA, Malaysia

Dr. Ahmad Rais Mohamad Mokhtar, Research Advisor,
University Teknologi MARA, Malaysia.

Dr. Geetha Subramaniam, SEGi University, Malaysia

Dr. Sankaran Venkateswar, Saint Mary's College of
California, USA

Dr. Balasundaram Maniam, Sam Houston State
University, USA

Dr. Isaiah Onsarigo Miencha

Dr. A. Tamilarasu, Ambo University, Ethiopia

National Advisory Committee Members

Dr. **S. VANITHA**,

Dr. **M. BABU**,

Dr. **J. GAYATHRI**,

Dr. **M. RAJA**,
Bharathidasan University,
India

Dr. **G. INDHUMATHI**

Mother Teresa Women's University,
India

Organizing Committee members , DSCASW(A)

Ms. **A. ARTHI IMMACULATE**

Ms. **M. PAVADHARANI**

Ms. **M. KAVIYA**,

Ms. **B. NITHYA**

Ms. **B. SANGEETHA**,

Ms. **K. ROHINI**

Ms. **S. SELVI**,

Ms. **R. NARMATHA**

Ms. **A. KAVITHA**,

Ms. **S. PREETHI**

Ms. **A. HEMALATHA**,

For Details

Ms. **T. VIJAYA**,
+ 91 9585268374

Dr. **R. ANGAYARKANNI**
+ 91 7358521495



DHANALAKSHMI SRINIVASAN COLLEGE OF ARTS AND SCIENCE FOR WOMEN

(AUTONOMOUS)

(Affiliated to Bharathidasan University)
(Re-Accredited with "A" Grade by NAAC)
Perambalur – 621 212, Tamil Nadu, India

PG & Research Department of Commerce &
Management studies

BHARATHIDASAN UNIVERSITY

Department of Commerce and Financial Studies
Tiruchirappalli – 620 024, Tamil Nadu, India

SMART Journal of Business Management Studies

(A Professional, Referred, International and Indexed Journal)

Jointly Organise

INTERNATIONAL CONFERENCE
on
INNOVATIVE TRENDS
IN
BUSINESS PRACTICES FOR
SUSTAINABLE DEVELOPMENT

ICITBPFSD - 2023

2nd & 3rd MARCH 2023

