

SRM INSTITUTE OF SCIENCE AND TECHNOLOGY

RAMAPURAM CAMPUS, CHENNAI - 600 089

COLLEGE OF SCIENCE AND HUMANITIES

(A Place for Transformation)

PG & RESEARCH DEPARTMENT OF COMMERCE

IN ASSOCIATION WITH

CHARTERED INSTITUTE OF MANAGEMENT ACCOUNTANTS (CIMA)

&

INSTITUTE FOR ENGINEERING RESEARCH AND PUBLICATION (IFERP)



TWO DAYS INTERNATIONAL CONFERENCE (HYBRID MODE) ON
MASK

**Mobilizing Advanced Strategic Knowledge in Commerce,
Engineering and Management**

27TH & 28TH MARCH 2023 (MONDAY & TUESDAY)



SRM INSTITUTE OF SCIENCE & TECHNOLOGY

SRM Institute of Science and Technology [SRM IST] Ramapuram Campus, formerly known as SRM University was established in 2004. It is located in Ramapuram, Chennai, Tamil Nadu. SRM Ramapuram has been approved by UGC and AICTE. SRM Ramapuram has been accredited by NAAC with the highest grade of A++. Learning is an enjoyable experience here, with experienced faculty, inspiring libraries and stimulating discussion rooms, large playgrounds and state-of-the-art labs. A serene and charming enclave consists of 5 academic blocks spread over 27 acres, with all the necessary facilities and infrastructure for medical and health science students. Ramapuram Campus also houses the College of Engineering and Technology, Dental College, College of Management and College of Science and Humanities.

SRM Institute of Science and Technology is one of the top ranking universities in India with over 52,000 full time students and more than 3200 faculty across all the campuses -Kattankulathur, Ramapuram, Vadapalani Campus - all in and around Chennai, Trichirappalli (in TN), Modinagar (in UP) & Sonapat (in Haryana) - both of which are located near Delhi NCR, Amaravati (in AP), Gangtok (in Sikkim) - 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.

COLLEGE OF SCIENCE AND HUMANITIES

College of Science and Humanities [CSH] offers an education model that emphasizes Critical Thinking, Collaboration, and Problem-Solving. This in turn provides you with knowledge and skills to achieve your goals and earn a position of leadership within your chosen profession.

ABOUT THE DEPARTMENT

The Commerce Department has been providing quality education since 2014 when B.Com (General) started. Currently, 3600 students are pursuing B.Com. Programs in various disciplines. The department offers B.Com (CS), B.Com (Accounting and Finance), B.Com (Information System Management), and B.Com (Honors) due to the demand market needs. To create the need for research pursuit of the students, the department is offering M.Com Program, currently, 7 students are pursuing the program. The department is proud that students stepping in for a UG degree can fly out with a Doctorate degree under one roof. Currently, 1 full time and 10 part-time scholars are pursuing their doctorate in the department. The department teaches the syllabi through learner-centered teaching methods such as case studies, role-play, field visits, and project work.

SCOPE OF CONFERENCE

The growing phenomenon of Globalization, liberalization and privatization has been immensely influencing the commerce education. Hemer Burton Adkins says "Basic research is like shooting an arrow in the air and, where it lands, painting a target". To do this, we must search for our objectives, methods in the future rather than past. Education must shift into future tense.

The 'International Conference' spanning over 2 days is meticulously designed to bring together renowned academicians, honoured researchers from distinguished institutions, Industry leaders and practitioners as well as doctoral students. With the greatest minds across the globe, a simulation will be developed on **"MASK – Mobilizing Advanced Strategic Knowledge in Commerce, Engineering and Management"** to deliberate its influence Commerce, Engineering and Management. The conference will provide a unique platform to the participants to evolve their ideas and cogitation as they listen to a well-crafted panel discussion along with thought-provoking speaker sessions.

This platform would like to welcome theoretical, applied and, empirical research in multidisciplinary areas of business, finance, marketing, management, accounting, MIS, Public administration, economics, business law, business education and related fields Academicians, Professors, Students, and industry practitioners. One of the best parts of this event is its networking and publishing opportunities filled with like-minded professionals providing you with many experiences.

THEME OF THE CONFERENCE

Research papers are invited from Entrepreneurs, Industry Professional and Practitioners, Academicians, Research Scholars, Consultant, Faculty members and Students on the following sub-themes related to Commerce, Economics, Banking Cooperation, Management and Management Information System.

In this unique situation, the coordinators welcome exploration papers and contextual investigations in the accompanying non-restrictive tracks in both on spot show and online course design.

THEME 1: BANKING & FINANCE

- » Cashless Economy and Digitalization
- » Corporate Governance
- » Financial Analytics
- » Financial Inclusion
- » Financial Markets and Derivatives
- » Green Banking
- » Mergers and Acquisitions
- » NPAs of Banks
- » Risk Management and Internal Control
- » Tax Planning and GST

THEME 2: MARKETING & ADVERTISEMENT

- » Advertising
- » Brand Equity Management
- » Customer Relationship Management
- » Digital Marketing
- » Electronic Commerce
- » Green Marketing
- » Mobile Commerce
- » Retail Marketing
- » Services Marketing
- » Supply Chain Management
- » Virtual Reality Marketing
- » Artificial Intelligence in Marketing

THEME 3: HUMAN RESOURCE MANAGEMENT & ENTREPRENEURSHIP

- » Employee Empowerment
- » Employee Engagement and Development
- » Green Human Resource Management
- » Global Mindset and Global Leadership
- » Human Resource Analytics
- » Human Capital Management
- » Innovation in Human Resources
- » Organizational Development
- » Performance Management
- » Strategic Employee Relations

THEME 4: INFORMATION SYSTEM MANAGEMENT & COMMUNICATION TECHNOLOGY

- » Management Information System
- » Decision Support System
- » Automation Management
- » E- Business
- » Enterprise Resource Planning
- » Technology Management
- » Artificial Intelligence
- » Knowledge Management
- » Project Management
- » Marketing Information System

- » Work Life Balance
- » Business Innovations in Entrepreneurship
- » Challenges for Entrepreneurship in India
- » Digital Entrepreneurship
- » Government support for Entrepreneurial Activities
- » MSME in India
- » Marketing and Networking in SMEs
- » New Venture Growth and International Entrepreneurship
- » Startups
- » Technological Changes and Entrepreneurship
- » Theoretical Model of Global Entrepreneurship
- » Accounting Information System
- » Human Resource Information System
- » Logistics Information System
- » Data Base Management System
- » Cloud System Management

REGISTRATION LINK : <https://forms.gle/upP88dAaGSDPZhJBA>

GUIDELINES FOR PAPER SUBMISSION & PRESENTATION

ABSTRACT & RESEARCH PAPER SUBMISSION GUIDELINES

Authors are requested to prepare their abstract and paper submissions and send a soft copy through email at icmask23@gmail.com. The authors are requested to adhere to the following guidelines.

- Every paper must be accompanied by a cover page, which should include the Title of the Paper, Name(s) of the Author(s) and their Affiliations, Resident Country and the complete Postal and E-Mail addresses and Telephone numbers of the Authors.
 - The Research Papers should be in a Word Document format, Times New Roman, 12- point font size with 1.5 line spacing, 1 inch margins and APA style of referencing.
 - The Word Limit for the Research Paper is limited to 4500 words, and must include the following
 - » Title
 - » Objectives of the study
 - » Methodology
 - » Findings
 - » Conclusion/Implications/ Recommendations
 - » Limitations (if any)
 - » Acknowledgements (if appropriate)
 - » References, Appendices (if appropriate).
 - Abstracts should not exceed 250 - 300 words
 - The University has a strict Anti-Plagiarism policy; therefore, the Authors must ensure originality of the work [Below 10% Plagiarism].
 - Plagiarism Report & Copyrights to be attached.
 - Participation certificate will be given for all the participants.
 - Only the registered authors including all the co-authors (in case of joint research paper)
 - in the conference shall receive participation cum presentation certificate(s).
- Spot registration will also be accepted.

The decision of the Review Committee will be final and binding.

IMPORTANT DATES

Submission of Abstract & Full paper	:	28 th February 2023
Send your Abstract & Full paper to	:	icmask23@gmail.com
Last date for Registration	:	10 th March 2023

BEST PAPER AWARD

The best innovation research paper will be given best paper award in every Theme.

PAYMENT DETAILS

Account Name	:	SRMIST
Account Number	:	117109000032971
IFSC Code	:	CIUB0000517
Bank Name	:	City Union bank
Branch	:	Ramapuram
DD Name	:	SRMIST, Payable at Chennai

(Each Author should pay the registration fee separately)

PUBLICATION DETAILS

► Selected papers will be published in **UGC CARE/ SCOPUS INDEXED JOURNAL**. All rights of publications of papers presented in the conference shall rest with the Conference Organizers and Best Paper will be selected and awarded at the Valedictory function.

REGISTRATION

Industrialist	1000 INR	US \$13
Academicians	500 INR	US \$6
Research Scholars & PG	300 INR	US \$4
Students UG	200 INR	US \$3

* Registration fees includes (Conference kit & Refreshment)

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