

## Digital Transformation in Business

- Digital Customer Service Transformation: Chatbots and AI
- Digitalisation in BPO: AI and Robotic Process Automation (RPA)
- Eco-Friendly and Ethical Sourcing in Business Process Outsourcing Operations
- Resilient Supply Chains During Global Disruptions

## Call for Papers

Research-based papers are invited from academicians, research scholars and practitioners for discussion and deliberation, focussing on Emerging Trends in Commerce and Management for Sustainable Development. Papers should address key challenges, opportunities and innovations that align with the conference theme, promoting sustainability. Selected original papers will undergo peer review and will be published as a book with ISBN.

## Guidelines for Paper Submission

- ❖ Full Paper with abstract should be original and unpublished.
- ❖ The paper should be in A4 Size, with a font size of 12 (Times New Roman), 1.5-line Spacing and References in APA style.
- ❖ The Abstract (**not exceeding 300 words**) with 4 or 5 Keywords and the full paper (**not exceeding 5 pages**) should be submitted by email to

[hcccomconference@gmail.com](mailto:hcccomconference@gmail.com)

- ❖ Peer reviewed articles will be published as an Edited Volume with ISBN after satisfying the guidelines and plagiarism norms. (Subject to additional charges).

## Payment Details

Account Name : PRINCIPAL HOLY CROSS COLLEGE  
Account No. : 32993766567  
Bank : STATE BANK OF INDIA  
IFSC : SBIN001312  
Branch : TRICHY TOWN  
Registration Link: <https://forms.gle/gLpG1jNvGTtuqix66>

## Registration Fee

Research scholars and students : ₹ 200/-  
Faculty members and Industrialists : ₹ 350/-  
Foreign Delegates : US \$ 50  
Publication fee : ₹ 750/-

The abstract and full paper is to be submitted to [hcccomconference@gmail.com](mailto:hcccomconference@gmail.com) along with the filled in registration form with a proof for online registration fee payment.

## Important Dates

Submission of Abstract : **20<sup>th</sup> January 2025**  
Submission of Full paper : **31<sup>st</sup> January 2025**  
Date of the Conference : **14<sup>th</sup> February 2025**

**Spot registration is allowed to participate in the conference**

## Organising Committee

Patrons : **Rev. Sr. Dr. Sarguna**  
Secretary, Holy Cross College (Autonomous)  
Tiruchirappalli

**Rev. Sr. Dr. Isabella Rajakumari**  
Principal, Holy Cross College (Autonomous)  
Tiruchirappalli

Convener : **Dr. Jenitra, L.**  
Head and Associate Professor  
PG and Research Department of Commerce  
Holy Cross College (Autonomous), Tiruchirappalli

Organising Secretaries:  
**Dr. Suregka Felix, K. and Dr. Prabha, M.**  
Assistant Professors of Commerce  
Holy Cross College (Autonomous)  
Tiruchirappalli

## Members:

Dr. Aloysia Regina Joan, G.	Assistant Professor
Dr. Josephine Lourdes De Rose, V.	Assistant Professor
Dr. Mary Suthanthira Malar, M.	Assistant Professor
Dr. Janova Mary, L.	Assistant Professor
Ms. Gayathri, M.	Assistant Professor
Dr. Marie Sheila, R.	Assistant Professor
Ms. Mary Elizabeth Shyamala, G.E.	Assistant Professor
Dr. Jenifer Mary, J.	Assistant Professor
Dr. Mahalakshmi, M.	Assistant Professor
Dr. Subathra, S.	Assistant Professor
Dr. Saffina, C.	Assistant Professor
Dr. Prabha Arockia Joans, S.	Assistant Professor
Dr. Sagaya Pricilla, V.	Assistant Professor

## For further details contact :

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Registration Link: <https://forms.gle/gLpG1jNvGTtuqix66>



**Holy Cross College (Autonomous)**

Affiliated to Bharathidasan University  
Nationally Accredited (4<sup>th</sup> Cycle) with A++ Grade (CGPA 3.75/4) by NAAC  
College with Potential for Excellence  
Tiruchirappalli, Tamil Nadu, India

**School of Management Studies  
PG and Research Department of Commerce**

in Collaboration with

**SP Jain School of Global Management**

Dubai



*Organises*

*International Conference*

*on*

**Emerging Trends in Commerce  
and Management for  
Sustainable Development**

**Hybrid Mode**

**Date : 14<sup>th</sup> February 2025**

**Venue : Our Lady's Hall**

## Holy Cross College

Holy Cross College (Autonomous) Tiruchirappalli, established in 1923, is a leading Arts and Science College for Women in Tamil Nadu, India, affiliated to Bharathidasan University. The college has been Nationally Accredited (4<sup>th</sup> Cycle) with A++ Grade (CGPA 3.75/4) by National Assessment and Accreditation Council (NAAC) in the year 2020. The College offers 27 UG, 22 PG and 14 Ph.D. programmes in both Shift I and Shift II. The College excels in research with numerous publications in national and international journals. With a focus on holistic education, Holy Cross College aims to empower students for local and global success, continuing its legacy of excellence into the next century.

## PG and Research Department of Commerce

**Vision:** Empowering the students to be catalysts in building a better society.

**Mission:** To train the students to become Business Executives, Professionals and Entrepreneurs in order to bring about a socially conscious business world.

The establishment of the Department of Commerce is an important milestone in the history of Holy Cross College, Tiruchirappalli. The much-cherished desire and long felt need of the locality had blossomed in the year 1980 with the introduction of B. Com. programme with 60 students and a single faculty. We have grown into one of the strongest departments with more than 850 students. M.Com. programme was introduced in the year 1993. In 2004 research scholars were inducted for the M.Phil. programme. The department attained the status of PG and Research Department in the year 2010 to prepare the students for high quality research in various fields of Commerce. The department was incorporated under the School of Management Studies from the year 2018 onwards. The department offers an updated industry relevant curriculum and continues to lead innovation, shaping future professionals and fulfilling the aspirations of the students and stakeholders.

## SP Jain School of Global Management

SP Jain School of Global Management, a leading Australian Business School, offers cutting-edge education tailored to the modern business world. With campuses strategically located in dynamic business hubs like Dubai, Mumbai, Singapore and Sydney, SP Jain stands as one of the top global management schools, offering diverse undergraduate and postgraduate degrees across multiple cities. Recognised by prestigious international publications, including Bloomberg Businessweek, Forbes, Times Higher Education - Wall Street Journal, The Economist and Financial Times, SP Jain is renowned for its excellence in business education. SP Jain School of Global Management fosters global intelligence and cultural adaptability

by equipping graduates with the skills needed to thrive in today's global landscape. As a leading global business school, SP Jain School of Global Management prepares graduates to tackle 21<sup>st</sup> century challenges with confidence and expertise, making it a top choice among business schools worldwide.

## The Conference

This International Conference explores the evolving trends in Commerce and Management, focussing on sustainable development and innovative business strategies. It provides a platform for academicians, researchers, industry professionals and policymakers to share knowledge, exchange ideas and discuss the best practices. The conference emphasises the role of Commerce and Management in promoting economic growth, environmental responsibility and social well-being. Discussions will center on integrating sustainable practices, emerging technologies and ethical approaches to address global challenges and reshape business ecosystems. Participants will gain valuable insights into sustainable frameworks, innovative strategies and collaborative solutions, contributing to a future of responsible and inclusive development.

## Objectives of the Conference

- To explore innovative business models and strategies in Commerce and Management that align with Sustainable Development Goals (SDGs).
- To analyse the impact of digital technologies, artificial intelligence and blockchain contributing to Industry, Innovation and Infrastructure by enhancing operational efficiency and innovation.
- To address emerging trends in financial management, banking and entrepreneurship, aimed at achieving No Poverty and Reduced Inequalities through inclusive growth and equitable resource allocation.
- To promote sustainable marketing practices and responsible consumption patterns that contribute to Responsible Consumption and Production, with a focus on environmental impact and optimising use of resources.
- To encourage global collaborations in education, research and industry, leveraging blended learning and global credit transfer systems to meet Quality Education, integrating Commerce and Management for sustainability focussed learning.

## Subthemes

### Financial and Digital Innovations

- Fintech Innovations: Digital Payments and Blockchain Applications
- Decentralised Finance in Emerging Markets
- AI and Big Data in Financial Risk Management

- Financial Inclusion and Digital Banking for Rural and Underserved Communities
- Cybersecurity in Banking, Financial Services and Insurance: Data Protection and Risk Management
- Integrating ESG (Environmental, Social and Governance) Criteria in Sustainable Finance and Investing

## Sustainability and Ethical Practices

- Sustainable Procurement and Ethical Sourcing Practices
- Blockchain and IoT for Transparency in Supply Chains
- Circular Economy Practices in Waste Reduction and Recycling
- AI-Powered Logistics Optimisation for Reduction of Carbon Emission
- Green and Ethical Consumption
- Sustainable Branding and Promotion for Eco-Friendly Products

## Marketing and Consumer Behaviour

- AI and Big Data for Hyper-Personalised Marketing Strategies
- Digital Marketing Trends for Enhancing Market Reach
- Role of Social Media in Promoting Sustainable Consumption
- Consumer Behaviour Analytics

## Leadership and Human Resources

- Diversity, Equity and Inclusion in the Workplace
- Sustainable HR Practices for Work-Life Balance and Mental Health
- Ethical Leadership and Corporate Governance
- AI and Automation in Recruitment and Employee Engagement
- Digital Tools for Hybrid Workforce and Remote Workforce Optimisation

## Entrepreneurship and Business Development

- Creating Eco-Friendly Startups and Business Models Aligned with SDGs
- Leveraging AI, Blockchain and E-Commerce for Growth of Startups
- Empowering Women and Rural Entrepreneurs for Equitable Development
- Enhancing Incubators, Accelerators and Public-Private Partnerships for Entrepreneurial Success
- Advancing Entrepreneurial Training and Global Collaborations for Future-Ready Innovators