



The Tamil Nadu Dr. Ambedkar Law University  
தமிழ்நாடு டாக்டர் அம்பேத்கர் சட்டப் பல்கலைக்கழகம்  
State University Established by Act No.43 of 1997  
NAAC Accredited



Perungudi Campus, M.G.R. Salai, Perungudi, Chennai- 600 113.

**SCHOOL OF EXCELLENCE IN LAW**

**DEPARTMENT OF COMMERCE**

*in association with*

**SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES**

(A Professional, Refereed, International and Indexed Journal)



**Organize**

**Two Days International Conference (Hybrid Mode)**

**on**

**"Fostering Innovations and Trends:  
Role of Academia and Industry" (FIT-RAI-2024)**

**Date: 30<sup>th</sup> & 31<sup>st</sup> January 2024**

**CHIEF PATRON**



**Col. Prof. (Dr) N.S. SANTHOSH KUMAR**

Hon'ble Vice Chancellor  
TNDALU



**Prof. (Dr.) GOWRI RAMESH**  
Registrar  
TNDALU



**Prof. (Dr) V. BALAJI**  
Dean  
TNDALU



**Prof. (Dr) M. SELVAM**  
Senior Professor & Head (Retd.)  
Bharathidasan University  
Founder - Publisher & Chief Editor  
SMART Journal of Business Mgt. Studies

## **ABOUT TNDALU**

Government of Tamil Nadu by an Act of State Legislature [Act No.43 of 1997] established the Tamil Nadu Dr. Ambedkar Law University for the advancement and dissemination of knowledge in learning, teaching and research in the field of law. His Excellency Shri. K.R. Narayanan, former President of India inaugurated it on September 20, 1997, and the University started from October 3, 1997 onwards. The University is recognized by the Bar Council of India (BCI) and University Grants Commission (UGC) (Sec. 2f and 12b of the UGC Act.). The University is also a member of the Association of Indian Universities (AIU), Association of Commonwealth Universities, U.K. and Indian Institute of Public Administration, New Delhi. This University is functioning as nodal agency to uplift the legal education in the State of Tamil Nadu. The University is the first full-fledged sui generis Law University in the country; it is unique among all the Law Universities in the Country. The University offers legal education at its campus as well as through sixteen affiliated colleges in the state of Tamil Nadu. The School of Excellence in Law established since 2002 and offers three years as well as five year integrated undergraduate courses in Law. The University has a Postgraduate and Research Centre, which offers Master of Law Degree Courses in eleven different specializations, doctoral Programme as well as organizing research in diverse areas of law.

## **DEPARTMENT OF COMMERCE**

The Department of Commerce is one of the pioneer departments, catering to the academic needs of the students pursuing B.Com., LL.B., (Hons.) five-year integrated course. The Department has well qualified and dedicated faculty team with varied specializations to provide quality education. It has got MOU with IIT Bombay, Spoken Tutorials, thereby to enhance the computer skill among the students. Department of Commerce also provides numerous opportunities for students to pursue systematic learning, skills to face business challenges, team work, digital efficiency and embrace moral values to become successful professionals, businessmen, entrepreneurs, managers, consultants etc. The department regularly organizes technical workshops, seminars, guest lectures and internship guidance in association with National Level leading institutions such as SBI, NSE, BSE, AIMFA, etc.

## **SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES**

SMART Journal of Business Management Studies is an International, Refereed Journal, published bi- annually by Scientific Management and Advanced Research Trust (SMART). The Journal is dedicated to the promotion and development of research in general and to the field of business management in particular. The SMART also wants to conduct seminars and workshops to discuss various research papers in detail. In line with the above objectives, it is decided to organize the above International Conference (Hybrid Mode).

## Theme of the Conference

Innovation plays a vital role in development. Successful business innovations place companies in a better competitive position. Collaborations between universities and industry pave way for the successful innovations. Academia - Industry Interface would promote interactive and collaborative arrangement between them for achieving mutually inclusive goals and objectives. The creative idea generated by Academic world need to be commercialized with the help of industry. An effective collaboration between academics and companies is essential for nexus in management science in general and in all functional areas of management in particular. The main objective of this conference (Hybrid Mode) is to discover future directions with innovation through such collaboration. This also (Hybrid Mode) aims to bring together leading industrialists, academicians, researchers, and students to exchange and share their experiences on all aspects of Business Innovation.

International Conference on "Fostering Innovations and Trends: Role of Academia and Industry" (RAI-FIT- 2024) therefore, proposes to invite RESEARCH PAPERS in the following sub themes (Hybrid Mode):

### Accounting and Finance:

- Financial Engineering
- Corporate Governance
- Environmental Accounting
- Digital Innovations in Finance
- Financial Inclusion
- Direct Taxation and GST
- Banking
- Forensic Accounting and Fraud
- Financial Derivatives
- Behavioural Finance
- Risk Management
- Project Financing & Others

### Human Resource:

- HR Analytics
- Team Building & Leadership
- Emotional Intelligence
- International Business
- Performance Management
- Training & Development
- Case-Study
- others

### Marketing:

- B2B Marketing
- Consumer Behaviour
- Online/Internet Marketing
- Social Media Marketing
- Services Marketing
- Green Marketing
- Brand Management
- Retail Management
- Customer Relationship Management
- Ethical Issues in Marketing
- Content Marketing
- Case Study & others

### Digital Communication & Communities:

- 5G Technology
- Cloud Computing
- ICT Tools for Business
- Simulations
- Cyber Crimes & Cyber Laws
- Gamification in Business
- Case-Study & others

### Economics:

- Economic Development
- Economic Policy
- Economic Systems
- Finance & Investment
- Financial Economics
- Law and Economics
- Agronomics
- Foreign Trade
- Case-Study & others

### Business Law & CSR:

- Business Law
- Business Ethics
- Entrepreneurship
- International Business
- Corporate Social Responsibility
- Branding through CSR
- Impact of CSR on Social Development
- Implementation of CSR
- Six Sigma
- Creativity in Business Process
- Case-Study & others

## Guidelines for paper Submission

- ❖ Mode of seminar will be Hybrid.
- ❖ Each paper is limited to a maximum of three authors.
- ❖ The author and co-authors should pay the registration fee separately for each paper. But One Google Form can be submitted.
- ❖ Addition / Change in the author/co-author are not permitted after the paper was accepted.
- ❖ The details such as name of the author and Co-author, official address, e-mail ID, mobile number, title of the paper and screenshot of registration fee paid should be sent through submission of google form <https://forms.gle/tjzWeNj3KY7wueJA6> for registration.
- ❖ The participants must also submit their full paper in MS-word format to the mail id [tndaluintconaibit@gmail.com](mailto:tndaluintconaibit@gmail.com)
- ❖ The soft Copy of the Abstract, not exceeding 75 words and Full Paper not exceeding 10 pages should reach us on or before the deadline.
- ❖ The manuscripts would be subjected to blind review process.
- ❖ The accepted papers for presentation, invitation, etc., will be intimated through E- mail.
- ❖ **The selected papers will be published in Peer-reviewed / SCOPUS / UGC-CARE Journals, subject to additional charges.**
  - ❖ Last Date for submission of Full Paper - 20.01.2024.
  - ❖ Intimation of Acceptance of Paper - 23.01.2024.
  - ❖ Last Date for the payment of Registration Fee - 25.01.2024.

## Registration Fee

Category	Indian Participants in Rs.	Foreign Participants / NRI's in US Dollars
UG / PG Students	200	50
M.Phil. / Ph.D. Scholars	250	50
Faculty Members	300	100
Corporate Representative	500	200

- Spot Registration also accepted.
- The registration fee covers participation / paper presented certificate, kit and Lunch.
- **The registration fee may be paid through online fund transfer (Cheque / DD will not be accepted).**

**Name** : Director, School of Excellence in Law  
**Account No.** : 193601000009752  
**Account Type** : Savings Account  
**IFSC** : IOBA 0001936  
**Bank Name** : Indian Overseas Bank, Perungudi Branch, Chennai.  
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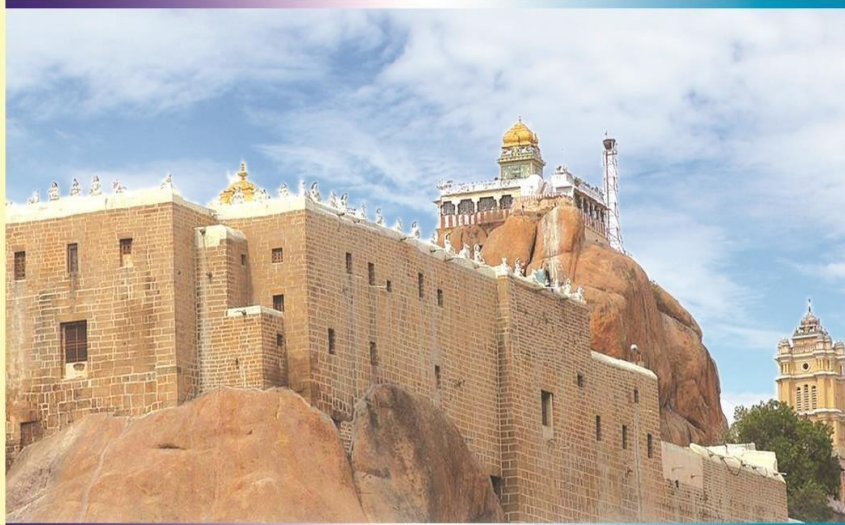
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With Secretariat at  
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Bharathidasan University  
Tiruchirappalli (India)



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