



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, Chennai – 600113.

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

Second Annual International Conference
(Hybrid Mode)

Fostering Innovations and Trends:
Role of Academia and Industry (FIT-RAI-2025)

Date: 3rd & 4th January 2025

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

ABOUT TNDALU

Government of Tamil Nadu by an Act of State Legislature [ActNo.43of1997] 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 functioning 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 Common Wealth 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 twenty seven affiliated colleges in the state of Tamil Nadu.

The School of Excellence in Law established by the University at its campus since 2002 has been modeled on the lines of other National Law Schools in the country and offers three year 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 in our university, 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 MOUs with IIT Bombay, Spoken Tutorials and National Stock Exchange Academy thereby conducting various programmes to enhance the computer skill and knowledge about capital market among the students.

Department of Commerce also provides numerous opportunities for students to pursue systematic learning, skills to face business challenges, teamwork, 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 SEBI, 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 works hops 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 business 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 conference 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.

The conference seeks to invite RESEARCH PAPERS on the following sub themes.

Accounting and Finance:	Marketing:	Economics:
<ul style="list-style-type: none"> ❖ Financial Engineering ❖ Environmental Accounting ❖ Digital Innovations Finance ❖ Financial Inclusion ❖ Direct Taxation and GST ❖ Banking ❖ Forensic Accounting and Fraud ❖ Financial Derivatives ❖ Behavioral Finance ❖ Risk Management ❖ International Accounting Standards ❖ Project Financing & Others ❖ Other Related topics 	<ul style="list-style-type: none"> ❖ B2B Marketing ❖ Consumer Behavior ❖ 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 ❖ Other related topics 	<ul style="list-style-type: none"> ❖ Economic Development ❖ Economic Policy ❖ Economic Systems ❖ Finance & Investment ❖ Financial Economics ❖ Law and Economics ❖ Foreign Trade ❖ Case-Study & other related topics
		Business Law & CSR:
		<ul style="list-style-type: none"> ❖ Business Law ❖ Business Ethics ❖ Entrepreneurship ❖ International Business ❖ Branding through CSR ❖ Impact of CSR on Social Development ❖ Implementation of CSR ❖ Six Sigma ❖ Creativity in Business Process ❖ Corporate Governance ❖ Corporate Social Responsibility ❖ Business Promotions ❖ Case-Study ❖ Other Related topics on business law & CSR
Human Resource:	Digital Communication:	
<ul style="list-style-type: none"> ❖ HR Analytics ❖ Team Building & Leadership ❖ Emotional Intelligence ❖ International HR practices ❖ Performance Management ❖ Training & Development ❖ Business Strategy ❖ Case-Study ❖ Others Related topics 	<ul style="list-style-type: none"> ❖ Role of AI Tools in Research ❖ Cloud Computing ❖ ICTT Tools for Business Simulations ❖ Cyber Crimes & Cyber Laws ❖ Gamification in Business ❖ Fintech- Technology ❖ Other Related topics 	

GUIDELINES FOR PAPER SUBMISSION

- ❖ The delegates who wish to attend the Conference (Hybrid) without contributing paper can also attend by paying the registration fee, which is mandatory.
- ❖ Addition/Change in the author/co-author is not permitted after the paper was accepted.
- ❖ Registration can be done using the Google form: <https://forms.gle/ds4n31WAvipxp6UQA>
- ❖ The participants must also submit their full paper in MS-word through conference Email Id. tndaluintconaibit@gmail.com
- ❖ The soft Copy of the Abstract, not exceeding 150 words and Full Paper not exceeding 10 pages should reach us on or before the deadline.
- ❖ Selected papers will be published in Peer Reviewed Journal.
- ❖ The conference papers will be chosen based on their value for publishing, and the authors will be notified of the publication fees at a later date.
- ❖ Participants are required to make their own arrangements for lodging; if needed.
- ❖ Last Date for submission of Full Paper and payment of Registration Fee is 20.12.2024.

Registration Fee:

Category	Indian Participants In Rs.	Foreign Participants / NRI's In US Dollars
UG / PG Students	200	50
Research Scholars	250	50
Faculty Members	300	100
Corporate Representative	500	200

- The registration fee covers Participation / Paper Presented Certificate, Kit and Lunch. Only three authors are allowed per paper. The author and co-authors should register separately for each paper.
- The registration fee should be paid to the Account 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 : IOBA0001936
Bank Name & Branch : Indian Overseas Bank, Perungudi Branch, Chennai.

Conduct Details:

Dr. J.M. Velmurugan, Head of the Department - 9655118864
Dr. P. MariSelvam, Assistant Professor - 9976037879

ORGANIZING COMMITTEE

CHIEF PATRON

Col. Prof. (Dr) N.S. SANTHOSH KUMAR
Hon'ble Vice Chancellor, TNDALU

PATRONS

Prof. (Dr.) GOWRI RAMESH Registrar, TNDALU	Prof. (Dr) V. BALAJI Dean, TNDALU
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CONFERENCE DIRECTORS

Dr. J. M.VELMURUGAN Assistant Professor (S.S.) & Head Department of Commerce TNDALU	Prof. M. SELVAM Founder-Publisher & Chief Editor SMART Journal of Business Management Studies
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CONFERENCE CO-DIRECTORS

Dr. P. MARI SELVAM Assistant Professor Department of Commerce TNDALU	Dr. MARIAPPAN RAJA Associate Professor of Commerce Center for Distance and Online Education, Bharathidasan University, Trichy
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