



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

Indian Institute of Finance



SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES

(A Professional, Refereed, International and Indexed Journal)



Organizes

**Third Annual International Conference (Hybrid Mode)
on**

Fostering Innovations and Trends:

Role of Academia and Industry (FIT-RAI-2026)

Conference Date: 09.7.2026 & Last Date for Registration: 05.06.2026

CHIEF PATRONS – Convener Committee



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Secretary to Government, Law
Department



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Madras



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

ABOUT TNDALU

The 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 functioning from October 3, 1997 onwards. The University is recognized by the Bar Council of India (BCI) and the 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 a 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 law universities in the country. The University offers legal education at its campus as well as through twenty-itsbseven 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.

ABOUT INDIAN INSTITUTE OF FINANCE (IIF)

Indian Institute of Finance (IIF) established, in 1987 by JYOTI FOUNDATION - a Public Charitable Trust duly registered u/s 12A of the Income Tax Act, 1961 at Ashok Vihar Delhi. IIF is non-profit (Not for Profit) Equal opportunity; Research based educational institution to promote Education, Research, Training and Consultancy, IIF has made distinguished scholarly contributions which have been acclaimed nationally and internationally. It has gained international recognition and is solely devoted to the service of the nation with a meaningful purpose. It is unique, emerging centre of excellence, a base for scholarship and high quality professionally oriented education, research and training. Its Alumni holds senior positions in Banks, Financial Institutions, Corporate, and Governments & Academia. IIF Signed 35+ MOUs with Universities Worldwide.

IIF had a humble beginning. It has made significant contributions without any aid from Government. IIF is approved by All India Council for Technical Education (AICTE) since 1995. IIF Publishes its prestigious (400 pages) refereed Quarterly Journal of Finance - FINANCE INDIA ISSN 0970-3772 since 1987 regularly to promote Research in Finance. Eminent experts (70+) include 6 Nobel Laureates are on its Editorial Board. Indexed & abstracted by over 36 institutions internationally. Has SJIF impact factor of 7.262 & is included in UGC & SCOPUS.

ABOUT SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES (SMART)

SMART Journal of Business Management Studies is published by the Scientific Management and Advanced Research Trust (SMART). The First Issue (Volume-1, Number-1) was released by Professor. C.Thangamuthu, Vice Chancellor, Bharathidasan University, India on 07.01.2005 during a function organized for this purpose. It is a unique research Journal of contemporary business management studies. It is a PROFESSIONAL, REFEREED INTERNATIONAL AND INDEXED JOURNAL devoted to the analysis and portrayal of development in business management, banking and information technology. SMART Journal publishes only research articles which are subjected to BLIND REVIEW. Our mission is to examine diverse aspects of rapid changes taking place in the aforesaid areas.

The Journal plans to stimulate and develop future debate on areas of topical concern. The Journal contains articles/ scholarly features covering a wide spectrum and encompassing a broad canvas of business management issues. It will lend a new perspective to throw light on hitherto unexplored areas of the subjects and develop them into areas for critical study. It will also articulate rigorous scientific discussion on the diverse concerns of research in the above mentioned areas. It will also serve as a forum to share fresh thinking and to debate matters of national and regional concerns for the benefits of international community.

It will provide a forum for the multi-disciplinary and inter disciplinary study of contemporary business management issues of interest to India as well as to the international community. The policy of the journal is to publish papers, articles, reviews, case studies etc., which provide an objective analysis based on scientific concepts, empirical research and factual data and operational facts of business management, banking and informational technology.

The journal thus intends to improve communication between communities and practitioners of corporate bodies, financial institutions, banks, etc., who are responsible for operational and policy decisions. It is a biannual journal published in January and July every year. The Journal will be useful to bankers, industrialists, professionals, teachers, researchers and students. The Journal has no particularistic affiliation or orientation and is designed exclusively to serve the entire mankind with special reference to the issues of global business management.

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, and 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.

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 the way for the successful innovations. Academia–Industry Interface would promote interactive and collaborative arrangements between them for achieving mutually inclusive goals and objectives. The creative ideas generated by the 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:
❖ 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	❖ 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	❖ Economic Development ❖ Economic Policy ❖ Economic Systems ❖ Finance & Investment ❖ Financial Economics ❖ Law and Economics ❖ Foreign Trade ❖ Case Study & other related topics
		Business Law & CSR:
Human Resource: ❖ HR Analytics ❖ Team Building & Leadership ❖ Emotional Intelligence ❖ International HR practices ❖ Performance Management ❖ Training & Development ❖ Business Strategy ❖ Case-Study ❖ Others Related topics	Digital Communication: ❖ Role of AI Tools in Research ❖ Cloud Computing ❖ ICTT Tools for Business Simulations ❖ Cyber Crimes & Cyber Laws ❖ Gamification in Business ❖ Fin-tech ❖ Other Related topics	❖ 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

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 is accepted.
- ❖ Registration can be done using the Google form: <https://forms.gle/ebcxJHuDgxKWFopY7>
- ❖ The participants must also submit their full paper in MS Word through Google form.
- ❖ 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.
- ❖ Research papers will be published in following journals based on the quality of the articles.
 - 1. Journal of Finance, published by Indian Institute of Finance**
 - 2. SMART Journal of Business Management Studies**
 - 3. Emperor Journal of Laws**
 - 4. Vyavahāra: International Journal of Commerce, Ethics, Law & Management**
- ❖ 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.

❖ **Registration Fee:**

Category	Indian Participants In Rs.
UG / PG / Ph.D Research Scholars	300
Faculty Members / Corporate Representative	500
International participants may remit the registration fee in Indian Rupees equivalent to the US Dollar amount, as per the prevailing exchange rate on the date of registration.	

- The registration fee covers Participation / Paper Presented Certificate, Kit and Lunch. Only TWO 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 : THE REGISTRAR TNDALU
Account No. : 7610205347
IFSC : IDIB000A221
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For all correspondence, please contact the Organizing Secretary.

CONFERENCE DIRECTORS

Dr. J. M.VELMURUGAN Assistant Professor (S.S.) & Head, Department of Commerce, TNDALU	Prof. M. SELVAM Founder-Publisher & SMART Journal of Business Management Studies
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ORGANIZING SECRETARY

Dr. P. MARI SELVAM Assistant Professor Department of Commerce, TNDALU Cell: 9976037879
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DEPARTMENT FACULTY

Dr. J.M.VELMURUGAN Assistant Professor (S.S.) & Head	Dr. M.VIDHYA Assistant Professor (SS)
Dr. P. MARI SELVAM Assistant Professor	Dr. S. THIRUMAL Assistant Professor (on contract)