

6th

INTERNATIONAL CONFERENCE

ON MANAGEMENT, ACCOUNTING, BANKING, ECONOMICS AND
BUSINESS RESEARCH FOR SUSTAINABLE DEVELOPMENT

On March 1st and 2nd, 2023

Organized by

Department of Commerce
School of Social Sciences and Humanities

In Association with



About B.S. Abdur Rahman Crescent Institute of Science and Technology

B.S. Abdur Rahman Crescent Institute of Science and Technology is a renowned Quality Leadership Institution located at the greenest spot of Chennai near Tambaram. Through our long history of 38 years of excellence, the Institution has offered access to a wide range of academic opportunities. With 56 programmes, grouped under 12 different Schools, 31 Undergraduate programmes, 25 Post graduate programmes, and Ph.D. (in all the departments), this institution is a rising stalwart in higher education with promising Quality, Security and Placement.

This institution is an intellectual destination that challenges conventional thinking and stimulates passion to redefine learning. The distinctive teaching at this institution makes the students and scholars to compete with themselves and each other. Apart from providing top-notch education, our green campus and well-planned student life are solely dedicated to making students utilize the ambience to the fullest. Through our wide array of educational programmes and unique clubs to foster student development activities, we provide opportunities and experiences that build community, help you grow personally and professionally, and create a place that you can call home now and throughout your life.

The highlights of the institution are that, it was rated with prestigious Accredited with "A+" Grade by NAAC. The distinctive teaching at this institution makes the students and scholars to compete with themselves and each other. Apart from providing top-notch education, our green campus and well-planned student life are solely dedicated to making students utilize the ambience to the fullest. Through our wide array of educational programmes and unique clubs to foster student development activities, we provide opportunities and experiences that build community, help you grow personally and professionally.

About the Department of Commerce

The Department of Commerce is established under the School of Social Sciences and Humanities with a vision of providing excellence in the field of Commerce by imparting value-based education, training and research. Since its inception in 2017, the primary aim of the department has been to make the commerce students respond to changing social realities through the development and application of knowledge. Today, the college offers various courses like B.Com General, B.Com Accounts and Finance, B.Com Hons, B.Com Professional Accounting, BBA General, BBA Financial Services and M.Com, with over 1,500 students studying. The department attracts most talented young students every year, because of the reputation for its excellent academic performance and infrastructure, as well as importantly more dedicated faculty members.

About the Conference

The objective of the conference is to provide opportunity for academicians, professionals, industry experts, research scholars and scientists working in R&D organization to engage in discussion on issues related to commerce and management. It will also provide a platform to get acquainted with latest developments and trends in the commerce and business environment coupled with their implications for the organization. The forum will facilitate interaction among members inside and outside their own respective disciplines to enjoy the fellowship of other professionals and scholars in the field. The conference will be held in regular interval to make it an ideal platform for people to share views and experiences in Management, Accounting, Banking, Economics and Business Research and related areas.

Conference Theme

In the present scenario the world faces a dynamic change that leads to high volatility in the Global markets. The entire business organization changes the strategy to survive in the Global crisis. It is very important for the business to grab the opportunities and all the other possibilities according to the current scenario. Economics around the world are steadily growing & recovering from the crisis. This conference brings together innovative academics and industrial experts in the field of Management, Accounting, Banking, Economics and Business Research to a common forum. It also creates a platform to share ideas to combat the recent challenges in business and grabs the opportunities for the new emerging market. Another goal of the conference is to promote scientific information interchange between researchers, developers, engineers, students and practitioners working in the country and abroad.

Call for Papers

Authors are invited to submit the paper on the following subthemes or its related topics:

Accounts & Finance

- Accounting Challenges
- Strategic Accounting
- Corporate finance
- Innovations in Finance
- Digital currency
- Reforms in Direct & Indirect taxations
- Credit risk modeling and management
- Cloud solution to Banks
- Analytics in Banking & Finance
- Foreign exchange markets
- Mergers and acquisitions
- Portfolio management

Banking & Insurance

- Core banking and future trends
- Technological Advancement in Banking
- Green banking
- Social Banking, Microfinance Institutions
- Sustainability Issues in Banking
- Banking for Entrepreneurial Development
- Investment Banking
- Insurance Economics
- Insurance Economics
- Property and Liability Insurance
- Life and Non-Life Insurance
- Islamic Banking

Marketing Management

- Consumer Behaviour
- Product and Brand Management
- Marketing Channels
- Retailing Issues
- Business Communications and Advertising
- Customer Relationship Management
- Marketing Strategy for Services
- International Marketing
- Direct Marketing
- Tools and Applications in Mobile Marketing
- Digital marketing

Operations Management and Information Technology

- Behavioural Operations Management
- City/Urban Logistics
- Operational Excellence
- Inventory Management
- Lean and Six Sigma
- Internet of Things & Industry 4.0
- Scheduling and Logistics
- Applying new ICT tools for business
- Cloud computing
- Gamification in Business

Human Resources Management

- Strategic HRM
- Recruitment and Selection
- Global HRM
- Recent Trends in retaining people
- HR Analytics and technology in HR
- Employee engagement strategies
- Emotional Intelligence
- Women and leadership
- Sustainable leadership
- Learning organizations
- Positive organizational psychology
- Organizational culture and climate
- Managing Talent
- Creating Human Capital

Economics

- Applied Economics
- Comparative Economics
- Consumer Behavior
- Consumer Credit
- Economic Democracy
- Economic Depressions
- Economic Growth & Sustainability
- Economic Modeling
- Microeconomic Aggregates
- National & Regional Economies
- Pension Funds
- Political Economy
- Energy Economics

Business

- Information Systems & Business
- Business Intelligence & Financial Intelligence
- Business Interviewing
- Law & Regulations in Business
- Business Leadership
- Business Models & Innovations
- Monopolies & Business
- Emerging Markets & Sustainability
- Privatization

Business Analytics

- Data-driven Analytics and Business Management
- Big Data Applications, Challenges and Opportunities
- Business Intelligence
- Cloud Computing
- Complexity and Algorithms
- Data Engineering and Architecture
- Data Mining Applications in Science, Engineering, Healthcare and Medicine
- Artificial Intelligence

International Trade

- Agricultural Trade
- Antidumping Laws
- Arms Trade
- Free Trade
- Tariffs and Trade
- Protectionism
- Role of GATT & WTO
- Trans-Pacific Partnership
- World Trade History
- Foreign Direct Investment
- Foreign Exchange

Sustainable Development

- Customer Experience, Engagement & Relationship Management
- Sustainable Green HRM practices
- Sustainable Talent management and acquisition
- Sustainable SCM solutions in Retail Industry
- Sustainable Financial Performance & Accounting Practices
- Management ethos in 2025
- Sustainable Agriculture and Food Security
- Industrialisation vs. Environment
- Sustainable Business
- Renewable Energy for Sustainability

Paper submission guidelines procedure:

- Abstract should be submitted in MS Word format not exceeding 500 words.
- Papers should be submitted in MS Word format and should not exceed to 2500 words
- Text should be typed in Times New Roman, font size 12 and all text should be one and half line spaced and fully justified.
- Heading should be bold faced in font size 14, sub heading bold faced and in font size 12.
- Each page should be numbered at the bottom on the right side.
- Reference should be in the APA format.
- Verifiable sources for the secondary information are to be given.
- Cover page should contain the title of the paper, author(s) name, affiliation and contact details including mobile number and email address.
- If the paper is co-authored by more than one, all the authors need to be registered individually.
- Papers should be submitted with 90% Originality.
- Abstract & Paper should be mailed to

commerce.conf@crescent.education

Conference Take away

- Opportunity to network with enlightened minds in the area of Commerce and Management.
- Enhance visibility through various publicity and promotional materials.
- Conference kit, Certificate.
- Best Research Paper Award in each track

Conference Publication

All selected research papers will be published in conference proceeding bearing with ISBN in digital form and Peer reviewed journals.

- ABDC, Scopus Indexed journal, Web of Science and UGC CARE journal Publication opportunities.

Those who are interested to publish their research work in ABDC, Scopus indexed journals web of science, UGC care journals have to pay the additional charges apart from conference registration fee and have to inform well in advance while submitting the conference paper. (The additional charges shall be notified upon selection of the paper). Name of the journal will be intimated later based on the acceptance suitability.

Registration Fee per Author

Students / Research Scholar	₹ 500
Faculty	₹ 1200
Industry / Corporate	₹ 1500
Foreign Delegates	USD 50



Note:

After successful payment, kindly mail the reference/transaction number and Screenshot.

Important Dates

Last date for submission of Abstract	10 th Feb 2023
Date for intimation of Acceptance	12 th Feb 2023
Last date for submission of full paper	20 th Feb 2023
Last date for payment of Registration fees	20 th Feb 2023
Conference Date	1 st & 2 nd March 2023

Conference Committee

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BSACIST Chennai.

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