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Co-Ordinators

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Ms. B. GOWRI, Assistant Professor

Ms. P. SARANYA, Assistant Professor

Dr. A. N. CHRISTY, Assistant Professor (SG)

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Mr. R. AMARNATH, Assistant Professor

Ms. K. MEHALA, Assistant Professor

Dr. K. SUMITHRA, Assistant Professor

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Ms. P. NIVETHA, Assistant Professor

Dr. J. ANJANAMEENA, Assistant Professor

Ms. S. KULANTHAITHERAUS, Assistant Professor

Dr. M. VASANTHAKUMAR, Assistant Professor

Dr. N. KANIMOZHI, Assistant Professor (SS)

Mr. M. AMAL INFANTO VENSLEY, Assistant Professor

TARGET AUDIENCE

Undergraduates, Postgraduates, Research Scholars, Faculty Members, Foreign Delegates and industrialists

KEYNOTE SPEAKERS



Mr. KAMAL CHHABRA

CEO and Lead Instructor, KCGlobEd, New Delhi

TOPIC : INAUGURAL ADDRESS & FINANCIAL TECHNOLOGY AND AI FOR FINANCIAL GROWTH



Dr. S. CHITRADEVI

Assistant Dean Global Institute of Business Studies, Bengaluru

TOPIC : INNOVATIVE MANAGERIAL PRACTICES IN AI-DRIVEN ECOSYSTEMS



Dr. NARENTEREN KALIAPPEN

Associate Professor of International Business (AACSB Accredited) School of International Studies, Universiti, Utara Malaysia (UUM)

TOPIC : AI-DRIVEN STRATEGIES FOR SUSTAINABLE BUSINESS MODELS



CA CHINNU PALANIVELU

Chairman, Singapore South Asia Chamber of Commerce and Industry & Stamford Assurance Public Accounting Corporation, Singapore

TOPIC : SUSTAINABILITY REPORTING ON INTERNATIONAL DEVELOPMENT



Dr. J. BLESSA RATNA BEL

Principal, St Anne's Degree College for Women, Malkajgiri, Secunderabad

TOPIC : AI FOR SOCIAL AND ENVIRONMENTAL IMPACT



Ms. SUMAIA MOHAMED

CMA, Accountant in Unique Calibration, Devine Industrial Services and Dazzle Industrial Services, Kingdom of Saudi Arabia

TOPIC : EMERGING AI TECHNOLOGIES AND SUSTAINABLE COMMERCE



Ms. MARINA JOSEKANJIKAL

Bombay Stock Exchange-Inter State Finance Limited, Mumbai

TOPIC : THE EVOLUTION OF SECURITY MARKETS : TRENDS, INNOVATIONS, AND OPPORTUNITIES IN A DIGITAL ERA



Dr. BALAKUMAR PITCHAI

Professor & Director, RT&P-The Office of Research & Development, Periyar Maniammai Institute of Science & Technology (Deemed to be University), Thanjavur, India

TOPIC : RESEARCH INNOVATIONS IN AI APPLICATIONS FOR BUSINESS



4th International Conference on "AI-DRIVEN INNOVATION IN SUSTAINABLE COMMERCE: REDEFINING BUSINESS DYNAMICS, MANAGERIAL PRACTICES AND FINANCIAL SYNERGIES"

04th - 05th April, 2025
Venue: Einstein Hall, PMIST

Organized By :

DEPARTMENT OF COMMERCE

PERIYAR MANIAMMAI INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University) Vallam – 613 403, Thanjavur Tamil Nadu, India

www.pmu.edu

ABOUT THE INSTITUTION

Periyar Maniammai Institute of Science & Technology (PMIST) is a distinguished institution committed to academic excellence and societal responsibility. Inspired by the vision of Thanthai Periyar and Annai Maniammai, PMIST nurtures students from diverse backgrounds, offering personalized attention and modern teaching methods to shape them into skilled professionals. Located in a rural area, the institute focuses on industry-relevant curricula and research-driven education. With a dedicated faculty, PMIST emphasizes outcome-based learning, fostering students' bright futures through innovative courses and hands-on learning experiences.

ABOUT THE DEPARTMENT

The Department of Commerce aspires all the students to succeed in the corporate world by offering them the best professional qualification. This degree develops students analytical, communication, problem-solving skills and provides a global perspective on business. The students are prepared to take up challenging and rewarding professional career and are given insight into leading industry practice. The department offers B.Com (General), B.Com (Corporate Secretaryship), B.Com (Computer Applications), B.Com (Professional Accounting), M.Com and Ph.D programme.

The department organizes Seminars, Workshops, Symposium, Conference and Guest lectures related to curriculum in order to enhance the skills and knowledge of the students.

ABOUT THE CONFERENCE

This conference seeks to explore the transformative potential of artificial intelligence (AI) and cutting-edge technologies in shaping sustainable commerce and redefining business practices. In an era marked by rapid digital evolution, industries are compelled to adapt to dynamic market landscapes while ensuring economic and environmental sustainability. The event will serve as a multidisciplinary platform for academics, practitioners, policymakers, and technology leaders to converge, sharing insights and strategies that harness AI to foster innovation in managerial practices, optimize financial synergies, and propel groundbreaking research initiatives. By addressing the challenges and opportunities presented by AI-driven transformations, the conference aims to uncover actionable pathways for achieving long-term growth and resilience across diverse sectors. With a strong emphasis on sustainable development, this conference will delve into how AI can bridge the gap between creativity and commerce, enabling businesses to thrive in a globalized, data-driven economy. Participants will examine emerging trends, innovative frameworks, and the ethical dimensions of integrating AI into business ecosystems. The event will provide a platform for collaborative discussions, promoting a shared vision for a future where technology, sustainability, and human ingenuity work in tandem to drive progress and innovation.

GUIDELINES FOR SUBMISSION OF ARTICLES

The article must cover theme and sub-theme.

The first page must cover title, name of the author(s) and designation, official address, contact number, e-mail id. Abstract (250-300 words) & keywords.

Full paper

Word Limit : 2500 to 4000 words Font: Times New Roman

Font Size : Heading 14 & Text 12 Margin: 1 inch

Line spacing : 1.5 inches Referencing: APA Style

E-mail id for submission : comconpmist@pmu.edu

All paper must be submitted in MS-Word only.

The selected papers will be published in UGC Care Group I / Scopus Indexed Journals .

The abstracts will be published as conference proceedings with e-ISBN & DOI, selected papers will be published in edited book with e-ISBN & DOI.

Important Dates:

Submission of Abstracts: 25.02.2025

Submission of full paper: 20.03.2025

Registration Link: <https://forms.gle/dvZV2pR7dYR91pcr8>

Spot registration also accepted

Registration fee details :

Students (UG & PG)

Participation - 250 INR

Presentation - 500 INR

Research Scholar & Faculty Members - 750 INR

Industrialists - 1000 INR

Foreign delegates - 50 USD

Presentation & Publication - 1500 INR

Account Details :

The registration fees to be paid in the following account.

Name of the A/C : Periyar Maniammai Institute of Science & Technology

Account number : 196101000000001

Bank and Branch : IOB, PMU, Pillayarpatti

IFSC Code : 10BA0001961

The proof of registration to be attached in registration link.

Note :

Authors of selected papers will be informed about the publication charges separately for payment. Each author must register and make payment individually.

SUB THEMES

- AI in Sustainable Business Models and Practices
- Innovations in Managerial Decision-Making through AI
- Financial Technology (FinTech) and AI for Financial Growth
- AI-Powered Supply Chain Optimization
- Ethical AI Implementation in Business Ecosystems
- Sustainable Development Goals (SDGs) and AI Integration
- The Role of AI in Driving Global Trade Growth
- Enhancing Creativity in Commerce through AI Technologies
- Challenges in AI Adoption: Security, Privacy, and Governance
- AI in Predictive Analytics and Market Trend Analysis
- AI-Driven Customer Relationship Management (CRM)
- Leveraging AI for Workforce Upskilling and Talent Management
- AI and Big Data in Business Intelligence
- Innovations in E-commerce through AI and Machine Learning
- The Future of AI in Small and Medium Enterprises (SMEs)
- AI in Financial Risk Management and Fraud Detection
- Research Innovations in AI Applications for Business
- Policy Frameworks for Sustainable AI Integration
- AI in Transforming Marketing Strategies and Consumer Engagement
- Collaborative AI Ecosystems: Industry and Academia Partnerships
- Enhancing Knowledge Management in Tourism and Hospitality with AI
- Transforming Database Management for Business Intelligence Using AI
- Artificial Intelligence and Machine Learning in Finance and Technology

