

ADVISORY COMMITTEE

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(ASSISTANT PROFESSOR)
MS. S. VIDHYA
(ASSISTANT PROFESSOR)

ORGANISING COMMITTEE

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DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE
(AUTONOMOUS)

Reaccredited With A++ Grade by NAAC

College with Potential for Excellence, Linguistic Minority Institution,
Affiliated to University of Madras, Arumbakkam, Chennai - 600 106



DEPARTMENT OF B. COM (BANK MANAGEMENT)

PRESENTS

INTERNATIONAL CONFERENCE
ON

“AI REVOLUTION IN
BUSINESS AND COMMERCE”

19th & 20th FEBRUARY

at

Dwaraka Doss Goverdhan Doss Vaishnav College
(Krishna Block Seminar Hall First Floor)



PATRON
Capt. Dr. S. SANTHOSH BABOO
(PRINCIPAL)



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(HEAD i/c DEPARTMENT OF
BANK MANAGEMENT)

ABOUT THE COLLEGE

Dwaraka Doss Goverdhan Doss Vaishnav College a linguistic minority institution was established in the year 1964. The munificence of Late. Shri. Jumna Doss and Late. Shri. Amichand Doss in donating a vast extent of land led to the establishment of this college. They together with the kind-hearted and like-minded members of the Rajasthani and Gujarati communities in the city started the Vallabhacharya Vidhya Sabha in 1963 with the sole purpose of imparting value based quality education for all.

The college has been a haven for generations of enthusiastic learners for over five decades. It has seen a phenomenal growth in terms of infrastructure and state of the art equipment & technology. The curriculum is reviewed and redesigned periodically to cater to the specific needs of the student community in tune with the changing trends in diverse disciplines of arts, commerce, science, technology and management studies. A multi-disciplinary approach in designing the programmes has culminated in skill development and ensured industry-academia collaboration. The exemplary performance of the students in curricular and co-curricular and extension activities had made the institution stand as epitome of excellence in higher education.

ABOUT THE DEPARTMENT

The Department of B. Com (Bank Management) was established in June 1997. the Department of Bank Management offers a three-year bachelors' degree course in Bank Management. Subjects in the programme are consciously selected for the course so as to focus both on the theoretical and practical side of banking.

VISION

- To emerge as an eminent world class department in the area of banking and finance.

MISSION

- To serve the nation by empowering students with value based education.
- To provide holistic education with degree of skill, knowledge,
- To competence the ethics to students.
- To promote learning through practical hands-on experience

ABOUT THE CONFERENCE

The AI revolution is reshaping business and commerce by integrating intelligent technologies into every aspect of organizational operations. Artificial intelligence enhances efficiency through automation, improves decision making with advanced data analytics, and delivers personalized customer experiences at scale. From marketing and finance to supply chain management and customer service, AI driven solutions are redefining traditional business models. As industries rapidly adopt these technologies, understanding AI's role in commerce has become essential for future business leaders. This transformation is driving innovation, competitiveness, and sustainable growth in today's global digital economy.

Guest of Honour



Dr. T.K Avvai Kothai

Former Principal
Guru Nanak College
Chennai



Mr. Mohan Kumar

Central Council Member,
Former Chairman
Institute of Company Secretaries of India



Dr. Hamid Saremi

Professor in Financial Management Finance,
Former Vice-chancellor
Islamic Azad University of Iran-Quchan Branch,
Iran



Dr. Sharan Kumar Shetty

Professor, Management Coach &
Educational Consultant, Head of MBA
AJ Institute of Engineering & Technology



Justice A K A Rahmaan

Former Judge
Cuddalore District Court
Member of Bar Council Tamil Nadu

Honourable Adjudicators



Dr. Ritu Sapra

Professor Department of Commerce
Delhi School of Economics,
University of Delhi



Dr. L. Kanagalakshmi

Assistant professor,
Department of Management Studies,
University of Madras,
Chennai



Dr. T. Padmavathi

Assistant professor,
Department of Marketing Management &
Human Resource Management,
Anna University,
Chennai



Dr. Latha Lavanya

Associate Professor
B School
MEASI Institute Of Management

CALL FOR PAPERS CONFERENCE THEME

BANKING-Sub-Themes

- Urban and Rural Transformation through Banking
- Social Banking
- Corporate and Retail Banking
- Infrastructure and Project Finance
- Foreign Exchange Market in India
- Artificial Intelligence in Banking
- Virtual Currencies
- Risk Management in Banks
- Cyber Security and Banking Frauds
- Other emerging trends in Banking

FINANCE-Sub-Themes

- Financial Accounting and Disclosures
- Stock markets and Stock Indices
- Development of Financial Institutions and Market
- Capital Market Flow
- Foreign Direct Investment and Foreign Institutional Investment
- Derivative Market
- Disruptive Modeling in Finance
- Other emerging trends in Finance

MARKETING-Sub-Themes

- Building Customer Relationship
- Marketing Intelligence
- E-Commerce
- Dynamics of Consumer Behavior
- Digital Marketing Strategies
- New Age Marketing Communication tools
- Ethics in Marketing
- Innovations in Marketing
- Market Transformation and Strategies
- Contemporary issues in marketing

MANAGEMENT/HR-Sub-Themes

- Supply chain management
- Corporate culture
- CSRM Trends in recruitment
- AI & data science in HR
- Other emerging trends in HR

Note: Other Sub-themes are also accepted

GUIDELINES FOR PAPER SUBMISSION

Delegates who are willing to contribute papers can submit their papers on the above themes. Full manuscript in MS Word format not exceeding 10–15 pages (size: A4, line spacing: 1.5, font style: Times New Roman, font size: 12, and margin: 1 inch) and sent through email to intconference26.bbm@gmail.com . On or before the mentioned date.

- Figures, labels and charts etc., must be original one First page must contain the theme, title, abstract and name of the author(s), designation, official address and email id. Institution/university
- Place references and text citation as per APA style.
- The selected papers will be permitted for presentation in the conference.
- Papers with less than 20% plagiarism will be published in approved journal/scopus/ ABDC/ conference proceeding with ISBN edited volume book.

PUBLICATION OPPORTUNITIES

- A few Selected papers will be recommended for publication in Scopus Journal.
- A few Selected papers will be recommended for publication in ABDC
- Listed Journal.
- All papers Selected for presentation by registered authors will be published with ISBN.
- **The best paper will be recognized with an award.**

NOTE: PUBLICATION CHARGES WILL BE INTIMATED TO THE AUTHORS OF SELECTED PAPERS FOR PAYMENT (EACH AUTHOR SHOULD MAKE SEPARATE PAYMENT)

REGISTRATION LINK

<https://forms.gle/d7LbuaRcMrmW7uoD8>

REGISTRATION FEES

PG Students & Research Scholars - 500 INR

Faculty - 800 INR

Industrialist - 1000 INR

Foreign Delegate - 20 USD

**NOTE : ALL THE CO-AUTHORS OF THE PAPER NEED TO
PAY THE FEES SEPERATELY.**

REGISTRATION FEE INCLUDING LUNCH, KIT AND REFRESHMENT

BANK DETAIL

Name of the beneficiary : Dr. N. Thilagavathy

AccountNumber :110015827440

IFSC Code :CNRB0001040

MICR Code :600015056 :Canara Bank

Bank Name :Canara bank, No. 445,

Address DG Vaishnav Collage,
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G-PAY

+91 9345266109

IMPORTANT DATES

Last Date Of Abstract Submission:05/02/2026

Last Date Of Full Paper Submission: 10/02/2026

Last Date For Registration: 05/02/2026

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