

SEETHALAKSHMI RAMASWAMI COLLEGE



(AUTONOMOUS)

Affiliated to Bharathidasan University
Tiruchirappalli, Tamilnadu, India
Accredited with A+ by NAAC (4th Cycle)



One day International Webinar on “Digital Innovations in Business and Economy” (DIBE)



Date : 15.02.2024

Day : Thursday

Time : 10.00 a.m. - 4.00p.m.

Organized by

PG AND RESEARCH DEPARTMENT OF COMMERCE
SEETHALAKSHMI RAMASWAMI COLLEGE (Autonomous)
Tiruchirappalli - 620 002
Tamil Nadu, India

ABOUT THE COLLEGE

Seethalakshmi Ramaswami College is a premier and renowned women's educational institution in India affiliated to Bharathidasan University. It was founded by Padmabhushan Sri. N. Ramaswami Ayyar in 1951 and attained autonomous status in 1987. The founder's dream of women's empowerment came true by producing prominent alumni, spread all over the country. It is one of the first seven colleges accredited by National Assessment and Accreditation Council. The College has been accredited with A+ grade by NAAC (4th Cycle) in 2019. The college has been funded with research grants from UGC, DBT Star College Scheme, DST-FIST, ICSSR and TANSICHE. Three granted patents, seven published patents and one filed patent demonstrate the active involvement of the faculty members in research. The holistic education imparted to the young women in higher education by the institution makes them transformative leaders fostering global competence.

ABOUT THE DEPARTMENT

The Department of Commerce was established in the year 1976. The M.Com. Programme was introduced in the year 1986. The department was elevated to research status with the introduction of M.Phil. Commerce in 2000 and Ph.D. Commerce in 2012. The Department offered the UGC sponsored innovative interdisciplinary programme – M.Com. Event Management during 2005-2010. The Department also conducted Career Oriented Programme on Industrial Relations during 2011-2016 for B.A., B.Sc., and B.Com. students. PG Curriculum is designed with In- Plant training during summer vacation in the II Semester. Extensive research work has been undertaken by the faculty in the areas of Human Resource Management, Banking, Insurance, Marketing and Women Empowerment to acquire knowledge in the current scenario and to disseminate the same to the benefit of the student community and the society at large.

ABOUT THE WEBINAR

Since the beginning of the present millennium the world has been brought under one roof with no geographical boundaries. This has been made possible with the adoption of technology in almost all the spheres of the economy. Technology has completely changed the way of dealings between Countries, Persons and Institutions. The economy has been digitalized with the economic activities viz., production, distribution and trade being transformed by the Internet, worldwide web and Block Chain Technologies. The digital economy's contribution to India's GDP has increased from 4 - 4.5% of GDP in 2014 to 11% and is expected to cross 20% by 2026. Because of the Digital economy, businesses are digitalized, which has produced new job opportunities. The new businesses and startups have created new job roles like digital marketing, data mining, big data analysis, data science etc.,

Digital transformation must be supplemented by digital innovation as it helps in business sustenance and making business highly competitive. Digital innovation enhances the customer experiences and widens the business coverage. Digital innovation initiatives optimize processes, improve customer experiences and deliver new business models. Wearable devices, Chat bots IOT, Artificial Intelligence (AI) are examples of Digital innovations. These innovations can help to streamline processes, increase efficiency, improve productivity and save money. On the other hand challenges are high operating costs, technological limitations and security issues. In recent years there has been an increase in cyber security issues including customer concern about data privacy, security and cyber attack.

To probe into the latest digital technologies, their pros and cons, their impact on business and economy and to trace the place of our Indian Economy in the race of digital innovation, One day International Webinar has been organized on "Digital innovation in Business and Economy". This webinar solicits participation from Academicians, Research Scholars, Industrial Experts, Entrepreneurs, Investors, PG students in Commerce and Management and Technology Experts, to provide a platform for exchange of their views.

THRUST AREAS/ SUBTHEMES

- Digital Innovations in Business and Economy
- Role of digital technology in Business
- Digital Marketing
- Digital Banking
- Trends in digital transformation in India
- Challenges of Digital India
- India's Digital Future
- Any other related topics

GUIDELINES FOR SUBMISSION OF PAPERS

- Papers relating to the above thrust areas and also relating to the theme are invited for presentation.
- The papers should be based on original research work which have not been published anywhere earlier.
- The abstract not to exceed 250 words (MS word Times New Roman – font size 12) is to be sent to srccomintlwebinar2024@gmail.com
- Maximum length of full paper : 2000 words (excluding Title/ Cover page & references)
- Margins : 2.5cm/1 inch
- Font Size : Times New Roman 12 pts
- Title Page : Title, author(s), affiliation, contact details, Mobile & email are to be given.
- Key words : Maximum Five

PUBLICATION GUIDELINES

The papers accepted will be double-blind peer-reviewed and evaluated based on originality and relevance to the webinar. The selected papers which are presented during the international webinar will be published in Google books with additional publication charges. Publication fees will be intimated after the selection process is over.

IMPORTANT DATES

Submission of Abstract	On or before 24.01.2024
Intimation of Acceptance	30.01.2024
Submission of Full paper	05.02.2024
Intimation of Acceptance (Full Paper)	09.02.2024
Last date for Participation only (e-certificate will be provided)	14.02.2024

REGISTRATION FEE

Students	Rs. 100*
Research Scholars	Rs. 200*
Academics and Industry Delegates	Rs. 300*

*per author (not more than three authors per paper)

ONLINE PAYMENT ACCOUNT DETAILS

Account Number : 110112327605
Name of the Account : Seethalakshmi Ramaswami College
IFSC Code : CNRB0016365
MICR Code : 620015053
Bank Name : Canara Bank
Branch : SR College Branch, Tiruchirappalli

*You should mention as DIBE and your name during payment and share the screenshot of your payment in the whatsapp group

REGISTRATION DETAILS

Registration QR Code:



Link: <https://forms.gle/hNHYvmiJEZDLVLaCA>

Registration deadline: 14.02.2024

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All are cordially invited