

Programme Schedule
Day I - 24.07.2024

Inaugural Session 09.30 AM – 10.30 AM
Technical Session I 10.30 AM – 11.15 AM

Dr.Jeyaraj Sonai Singaram,
Faculty of Accounting & Finance,
Guangxi Minzu University,
Guangxi, Nanning, P.R China

Topic: Industry 4.0 Challenges and Opportunities

Technical Session II 11.30 AM – 12.30 PM

Dr.D.Kumaresan

Professor and Director, School of Commerce, KSR College of
Arts and Science for Women, Tiruchengode
Topic: Global Implications of the G20 Economic Corridor

Paper Presentation 01.30 PM – 02.45 PM
Technical Session III 02.45 PM – 03.30 PM

Dr.D.Kumaresan

Professor and Director, School of Commerce, KSR College of
Arts and Science for Women, Tiruchengode
Topic: A Roadmap for AI Governance

Day II - 25.07.2024

Technical Session IV 10.00 AM – 11.00 AM

Dr.S.Muthulakshmi

Associate Professor of Commerce
VHNSN College (Autonomous)
Virudhunagar

Topic: Retail 4.0- Current and Emerging Technologies

Technical Session V 11.15 AM – 12.30 PM

Dr. Ajitharani Unnikrishnan

Assistant Professor & Research Guide,
PG and Research Department of Commerce and Management
Studies, Sri C. Achutha Menon Government College, Thrissur,
Kerala

Topic: Industry 4.0: New Challenges for the Digital
Transformation

Paper Presentation 01.30 PM – 02.30 PM
Valedictory 02.45 PM – 03.30 PM

Payment Details:

Account Name: TREASURER, VHNSN COLLEGE
PARIPALANA SABAI, VIRUDHUNAGAR
Bank Account Number: 004100050150154
Bank Name: Tamilnad Mercantile Bank Ltd.,
Branch: Virudhunagar
IFSC Code: TMBL0000004
*Please Convey your consent for participation on or before:
22.07.2024.

Accommodation will be provided for the participants on request
and arranged in college hostel with a fee of Rs. 150/- per day.

VHNSN College Managing Board

President : Thiru V.Palanichamy
Vice-President: Thiru V.P.P.K.V.N. Rajamohan
Vice-President: Tmt. G.Ramya
Secretary & Correspondent : Thiru M.D.Sarpparajan
Treasurer : Thiru S.S.S.A.S.Sakthi Babu
Chairman : Dr.A.Sarathi, Principal
Co-Chairman : Dr. A.Kalidass, Co-ordinator,
Self-Finance Programmes

**Mangayarkarasi College of Arts and Science for
Women, Madurai**

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Trustee : Dr.A.Saravana Pradeep Kumar
Principal : Dr. Uma Baskar
Academic Dean : Smt. K. Chendur Priyadharsini

Conveners

Dr.S.Selvanathan **Mrs.R.C.Shantha Kumari**
Head & Assistant Professor Head & Assistant Professor of
of Commerce (SF), Business Administration,
VHNSN College (Autonomous) Mangayarkarasi College of Arts
Virudhunagar and Science for Women,
Madurai

Co-ordinators

Mr.R.Balaji **Dr.A.Anitha**
Assistant Professor of Assistant Professor of
Commerce (SF), Business Administration,
VHNSN College Mangayarkarasi College of Arts and
(Autonomous) Science for Women, Madurai

Organising Committee Members
VHNSN College (Autonomous)

Dr.J.Kalaisigamani, Assistant Professor of Economics
Ms.A.Ummul Barhana, Assistant Professor of Commerce (SF)
Dr. M. Muthuvel, Assistant Professor of English (SF)
Mr.S.Muthukumar, Assistant Professor of Mathematics (SF)

**Mangayarkarasi College of Arts and Science for Women,
Madurai**

Mrs.P.Jegadeeshwari
Dr.S.Aruna Priyadarshini
Mrs.R.Priya
Assistant Professors of Business Administration

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Dr.A.Anitha
Ph.No. 7010644949



VIRUDHUNAGAR HINDU NADARS'

SENTHIKUMARA NADAR COLLEGE

(Affiliated to Madurai Kamaraj University)

76th Rank in College Category by NIRF 2023

VIRUDHUNAGAR

★ Low Cost Access to High Quality Education ★

Department of Commerce (SF)

in association with

Department of Business Administration

Mangayarkarasi College of Arts and

Science for Women, Madurai

Organise

Two Day International Conference

“Global Contemporary Issues

and Unlocking Innovation

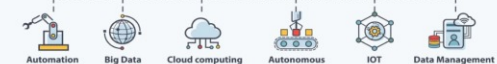
in Business Industry 4.0”

(Hybrid Mode)

24.07.2024 & 25.07.2024



INDUSTRY 4.0



Venue: COE Hall

Virudhunagar Hindu Nadars' Senthikumara

Nadar College (Autonomous),

Virudhunagar, Tamil Nadu

About the College

Virudhunagar Hindu Nadars' Senthikumara Nadar College, the sanctum of knowledge was founded in 1947. Ever since, the awe-inspiring institution with its celestial vision has been shaping every generation to reach skylights in their lives. The Institution has attained an eminent status with 26 UG, 14 PG and 11 Ph.D Programmes. The UGC granted Autonomous status to the institution in 2012. The College is accredited with 'A' Grade by NAAC in its fourth cycle of accreditation. The institution has secured 76th rank in NIRF Ranking 2023 in College category by the Ministry of Human Resource Development, New Delhi. To add few more feathers to its cap, the College has been recognised as a DST - FIST sponsored College and DBT STAR College. Today, after 76 years of its inception, VHNSN College has grown from strength to strength, scaling new heights and crossing many milestones on the academic road. Even a casual glance at the campus of this college will speak volumes for its multidimensional development. The sprawling campus dotted with lush green trees, the imposing and massive buildings, the sophisticated infrastructure with the state of art and technology, the computerized laboratory, well-stocked and equipped library, the committed and competent team of staff and the enlightened management has collectively transformed this great institution into a towering colossus, standing astride and the pinnacle of academic excellence. The College of 150 acre campus comprises of sufficient infrastructure, to satisfy the need of curricular and extra-curricular activities.

About the Department

The Department of Commerce (SF) was established in the year 2018 with 6 qualified and experienced faculty members dedicated in maintaining academic excellence and equipping students with various skills to face the challenges of today's business scenario. The Department frequently organizes various FDP Programmes, Health Awareness Programmes, Guest Lectures, GST Workshops, Enhancement of Communication Skills, Entrepreneurial Skill Development Programme and Research Development Programmes to develop the skills that are needed to evaluate potential career paths. The department has also conducted various National Level Seminars for the benefit of students and faculties.

About the Programme

Industry 4.0 allows for smart manufacturing and the creation of intelligent factories. It aims to enhance productivity, efficiency, and flexibility while enabling more intelligent decision-making and customization in manufacturing and supply chain operations. These systems - and new ways of working - present both potential opportunities and complexities for businesses. Business benefits of Industry 4.0 include productivity improvements, cheaper and faster customization of products or services, better maintenance, and savings across labour or manufacturing costs. Common challenges, on the other hand, stem from legacy systems and operations, lack of knowledge or specialised talent. This International Conference focuses on understanding what is Industry 4.0. It explains the key drivers of digital transformation and describes some of the fundamental Industry 4.0 technologies.

Therefore, to address the various aspects and emerging issues related to Industry 4.0, **The Department of Commerce (SF) of Virudhunagar Hindu Nadars' Senthikumara Nadar College, (Autonomous), Virudhunagar and Department of Business Administration, Mangayarkarasi College of Arts and Science for Women, Madurai** are organizing a Two Day International Conference on “**Global Contemporary Issues and Unlocking Innovation in Business Industry 4.0**”.

Sub Themes

Finance

- Microfinance
- Banking & Insurance
- International Business Management
- Venture Capital and Private Equity Funding

Marketing

- Marketing Management, Brand Management
- Retailing & E-Commerce
- Digital/Social/Mobile/Internet Marketing

Human Resource Management

- Human Capital and Human Resource Management
- Tourism Management

Entrepreneurship and Digitalization

- Financial Management
- Digitalization of Business
- Internet of Things and Industry
- Corporate Governance and Corporate Social Responsibility
- Entrepreneurship and Start-Up
- Supply Chain Management & Logistics
- Industry Specific Business Practice

•*Any other topics related to conference title are accepted.*

Guidelines for Full Paper Submission

Spacing: 1.5, Font: Times New Roman, Font Size: 12 Points, Margin of one inch all around.

Title Page: The title page of manuscript must include the title of the theme, names of authors including the corresponding Author, Affiliations, Keywords, Contact Numbers & Email ID for Author and Co-author.

Paper must have not been published or accepted for publication. Only original and unpublished work should be submitted for consideration.

Selected papers will be published.

Full paper along with the abstract should be submitted through E-mail : commercesf@vhnsnc.edu.in on or before **20th July 2024**.

Registration Link:

<https://forms.gle/hcwsydryPGbGFNjN6>

Best Paper Award

The Best Paper award will be given to Research Scholars, Academic and Students on the basis of the quality of the paper and best presentation during the session

Participants: All UG/PG Students, Research Scholars and Faculties

General Instructions

Registration Fees include Lunch and Refreshment. No T.A/ D.A will be provided.

Registration Fees

Student Rs. 250/- (Including 18% GST)
Research Scholar and Faculty Rs. 350/-
(Including 18% GST)

Publication

ISBN Hard copy Rs. 500/- (Including GST 5%)
E-ISSN Rs. 650/- (Including GST 5%)

Selected papers will be published in ISBN Edited Book / International Journal of Business and Economics Research (IJBER) e-ISSN: 2455-3921 by Dr. BGR Publications