CALL FOR PAPERS

INTERNATIONAL CONFERENCE ON

LEVERAGING AI AND DIGITAL STRATEGIES FOR INNOVATION AND SUSTAINABLE BUSINESS GROWTH

14th FEBRUARY 2025

VIRTUAL MODE

Leveraging AI and Digital Strategies for Innovation and Sustainable Business Growth

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About Host Institution

Marian College Kuttikkanam Autonomous was founded in 1995 and is affiliated to Mahatma Gandhi University, Kottayam, Kerala. It is owned and managed by the Catholic Diocese of Kanjirapally through the Peermade Development Society. Marian at present offers 13 programmes, including doctoral programmes with a total student strength of about 2498. Marian holds the envious distinction of being the youngest accredited college in India in 2003 and currently holds a re-accreditation with a CGPA of 3.71/4 by the National Assessment and Accreditation Council (NAAC). The College also won the prestigious status of the College with Potential for Excellence (CPE) from the University Grants Commission (UGC) twice. It was conferred autonomous status in May 2016. The College has academic tie-ups with several renowned International Universities like Hong Kong Baptist University, Chinese University of Hong Kong, Lincoln University College Malaysia etc. Marian imparts information with the intention of the right character formation of the students, eventually achieving their holistic transformation. Marian is a happening campus creating transformative opportunities for students to develop artistic and literary talents, life skills, personal health and well-being, thus ensuring a collaborative environment open to free exchange of ideas. The College is located 3500 feet above sea level, in a misty location. Nature exquisitely complements the institutional climate of Marian.

About School of Commerce and Professional Studies (SCAPS)

The School of Commerce and Professional Studies (formerly known as Research and PG Department of Commerce) started her voyage on 11 August 1995. At present the department offers BCom, MCom and PhD and has about 650 students. The curriculum of B Com an M Com are heavily aligned with the curriculum of professional accounting qualification such as [CA, ACCA (UK), CIMA (UK), CMA (US), CPA (US)] helping students to simultaneously pursue their professional qualification along with M Com and B Com. Flexibility, abundance of choices to grow according to one's own interest, enriched up to date curriculum, greater opportunities for extracurricular activities, tie-ups and collaboration with professional bodies and industries are some of the highlights that attracts students to Marian from all over the country and abroad.

Important Dates

Abstract Submission	November 30, 2024
Full Paper Submission	December 30, 2024
Paper Confirmation	January 08, 2025
Registration Deadline	January 30, 2025
Conference Date	February 14, 2025

About the Conference

As the world of business transforms through technological advancements, companies and professionals must adapt to leverage AI and digital strategies for success. This conference aims to bridge the gap between traditional commerce practices and cutting-edge digital solutions, focusing on how businesses can innovate for a sustainable future.

This conference will provide valuable insights for business professionals, educators, and students looking to stay ahead in the evolving world of commerce and professional studies.

Join the industry leaders, academics, and professionals in discussions on reshaping the business landscape through AI-driven solutions, ethical digital practices, and innovative strategies that drive growth while maintaining a focus on sustainability and social impact.

Sub Themes

- AI in Commerce and Management
- The Future of Business Strategy
- Sustainable Business Practices in the Digital Age
- Digital Transformation in Business Operations
- E-Commerce and Consumer Behavior
- Professional Skills in the AI Era
- Innovating Business with AI
- AI for a Greener Future
- Staying ahead with Digital Tools
- Personalizing Customer Experiences with AI
- Responsible AI
- AI in Finance: Predicting the Future
- Growing with Cloud and AI
- Smarter Supply Chain with AI
- AI and Cybersecurity
- AI-Driven Marketing
- AI for Everyone
- AI in the Workplace
- Customer Relationship Management
- Supply Chain Management

BEST PAPER AWARD

₹ 5000

REGISTRATION FEES

STUDENTS & RESEARCH SCHOLARS	FACULTY	INDUSTRY EXECUTIVES
₹ 590 *(Inclusive of GST)*	**₹ 885** *(Inclusive of GST)*	**₹ 1180** *(Inclusive of GST)*

SUBMIT YOUR ENTRIES TO
conferencescaps@mariancollege.org

SCAN TO REGISTER

LINK FOR REGISTRATION

https://e.mariancollege.org/events/f3lsmv

scaps School of Commerce and Professional Studies

GUIDELINES FOR AUTHORS

- The conference is open to Academicians, Research Scholars, Industry Executives, and Students engaged in the field of Commerce and Management, Social Sciences and other contemporary issue related to the main theme of the conference.
- The participants must submit the abstract of the paper not exceeding the limit of 200 words, which will be scrutinized and finalized by the organising committee.
- The abstract must include the author's name (s), (Number of author's is limited to two), affiliation (s), full postal address, email ID, and telephones number along with the title of the paper on the front page.
- Full text of the paper is to be submitted (typed in MS Word using Time New Roman, font size, 12 on A-4 size paper in 1.5 spacing not more than 25 pages soft copy).
- Abstract and full text of the paper is to be emailed to conferencescaps@mariancollege.org.

Certificate of Participation and Presentation

- The paper presenters will receive a certificate of participation. The best paper will be awarded a certificate of merit.
- All accepted papers abstract will be published in the conference proceeding with e-ISBN.

IMPORTANT INFORMATION FOR THE CO-AUTHOR (MAXIMUM TWO AUTHORS FOR EACH PAPER)
- A single registration permits only one person to attend the conference. Co-authors who wish to attend must register and pay independently.
- Certificates will be issued to co-authors only after their independent registration and payment for the conference.

CONFERENCE COMMITTEE

PATRONS

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Patron & Chairman on BoM

V Rev Fr Boby Alex Mannamplackal
Manager & Chairman of GB

Rev Fr Joseph Ponganthanam
Administrator

Rev Fr Ajo Pezhumkattil
Deputy Administrator

Prof. Dr Ajimon George
Principal

ORGANISING COMMITTEE

Prof. Dr. Thomas K V
Head of the Department, SCAPS

Dr. Rupa R
Head, BCom Programme, SCAPS

Dr. Emilda K Joseph
Assistant Professor, SCAPS

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