

## ST. ANNE'S ARTS AND SCIENCE COLLEGE

G.N.T Road, Ponniammanmedu, Madavaram, Chennai - 600 110



### NATIONAL CONFERENCE ON 'REIMAGINING COMMERCE AND MANAGEMENT IN THE AGE OF DIGITALIZATION' 'RCMAD' - 2025

September 30<sup>th</sup>, 2025



**ORGANIZED BY**  
**DEPARTMENTS OF COMMERCE, CORPORATE**  
**SECRETARYSHIP, ACCOUNTING & FINANCE AND**  
**BUSINESS ADMINISTRATION**

#### About the College

The Society of Sisters of St. Anne has been an institution that has focused on achievements in the field of higher education for young women. The future belongs to those who believe in the beauty of their dreams. Our foundress Thatipathri Gnanamma is our role model, whose vision and dreams have served as an inspiration for hard work and determination. Our journey of

stepping into higher education started with courage and will power.

Rev Mother Dr. Leema Rosario's path to success towards higher education was through determined action. She strived to achieve academic excellence, by providing quality education through excellent teaching and learning activities and research pursuits and through a continuous assessment of academic activities, so as to empower young women to evolve as self-reliant citizens of the global village who would cater to human welfare and sustainability.

**VISION:** To provide humanizing and liberalizing education so as to form responsible citizens who in solidarity with others will create a just Society.

#### OBJECTIVE OF THE CONFERENCE:

- To promote research among all of the conference's active participants and to offer a strong forum for the expression of interest and critical ideas.
- To provide a chance to improve the knowledge and abilities needed to address business issues and the difficulties of making decisions in a dynamic corporate environment.
- To converse about the difficulties with business and economic reforms.
- To offer participants the chance to improve their understanding of international business.

#### CALL FOR PAPERS:

Original research papers are invited in the following themes:

#### Conference Sub- Themes

An indicative list of sub-themes but are not

limited to:

#### Marketing

- **Evolving Consumer Behavior in the Digital Era:** (Covers Millennials & Gen Z in commerce, social media influence, rise of social commerce, instant gratification trends, and rural digital markets.)
- **Strategic Marketing in a Digital Landscape:** (Covers balancing short-term campaigns with long-term brand building, new pathways for engagement, and lessons from cross-industry digital practices.)
- **AI, Technology, and Ethical Dimensions in Commerce** (Covers AI-powered enterprises, cognitive transformation, ethics in digitalization, and responsible AI adoption.)

#### Human Resource Management

- **Digital Transformation and Technology-Driven HRM** (Covers HR analytics, technology innovations, AI in HR, and policies for navigating digital disruptions).
- **Human Capital, Employee Experience, and Workplace Dynamics** (Covers employee engagement, virtual teams, boundary less organizations, and change management in the digital workplace).
- **Leadership, Ethics, and Strategic HR in the Digital Era** (Covers adaptive and inclusive leadership, ethics, values, trust, and reimagining human capital strategies).



## Finance & Economics

- **Digital Transformation of the Financial System and Markets** (Covers Indian financial system, financial markets, banking, fintech, mutual funds, insurance, and financial inclusion.)
- **Emerging Technologies and Innovations in Finance** (Covers digital innovations, cryptocurrency, block chain, and the future of digital transactions.)
- **Sustainability, Literacy, and Entrepreneurship in the Digital Economy** (Covers sustainable finance, financial literacy & behavioural finance, entrepreneurship, and family business in the digital era.)  
(The contributors to the paper may also submit the paper in any other related area, which is not covered in the list.)

## GUIDELINES FOR PAPER SUBMISSION

The Paper must contain the full title of the article, name of the author and co-author if any. The papers must be in MS-Word with Times New Roman font. The font size must be 12, with 1.5-line spacing. Abstract must contain a maximum of 250 words and full paper shall not exceed 8 pages.

## PUBLICATIONS:

Conference proceedings will be published with ISSN number. Peer reviewed papers will be published online in [www.ijcrar.com](http://www.ijcrar.com) with ISSN.

## IMPORTANT DATES

Submission of Abstract: 10.09.2025

Intimation of acceptance: 12.09.2025

Submission of full paper: 18.09.2025

## REGISTRATION FEE & DETAILS

- PG Students : Rs. 300/-
- Research Scholars : Rs. 500/-
- Academicians : Rs. 600/-
- Industrialists: : Rs. 1000/-

Registration is compulsory for the participants.

Co-Author(s) must register separately.

The fee amount may be paid through online or DD drawn in favor of ST. ANNE'S ARTS AND SCIENCE COLLEGE

Registration form and paper should reach us through the following e-mail:

[annesconfcom@gmail.com](mailto:annesconfcom@gmail.com)

## Bank Details

A/C No:3269606311

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## CONTACT DETAILS:

DR. A. SELVA MARY- 9003134127

DR. NAVANEETHAM - 8919040200

DR. NITHYA PRIYA - 9600196020

## Online Registration Link:

<https://forms.gle/bsMZXTep3pz1Ff9Z6>



## ADVISORY COMMITTEE:

1. Dr. S. Murugesan  
Former Syndicate Member - (University of Madras) & Former Principal, Thiruthangal Nadar College, Chennai.

2. Dr. S. Ramanathan  
Former Syndicate Member (University of Madras) Former Principal, ASAN Memorial College, Chennai.

3. Dr. N. L. Amudhayee  
Principal, Thirumurugan College of Arts and Science, Thiruvallur

4. Dr. Arockiamary Geetha Rufus  
Principal and Associate Professor  
Patrician College of Arts and Science College, Chennai

## ORGANIZING COMMITTEE CHIEF PATRON

Rev. Mother. Dr. Leema Rosario  
Chairperson

## CONVENOR

Dr. I. Annammal Arputhamary  
Principal

## CONFERENCE ORGANIZING SECRETARY

Smt. M. R. Benedict Kumari  
Dean of College Development