

8th INTERNATIONAL CONFERENCE

ON

**COMMERCE, MANAGEMENT, AND ECONOMICS IN THE DIGITAL ERA:
NAVIGATING EMERGING TRENDS, CHALLENGES, AND INNOVATIONS**

(HYBRID MODE)

BALI, INDONESIA



Organized by :



PRIMAX FOUNDATION

(Registered Under Karnataka Societies Registration Act -1960)
Bengaluru, Karnataka, India

In Association with



**Bali
Business
School**
International

BALI BUSINESS SCHOOL

(Depasar Selatan, Denpasar, Bali, Indonesia)



Co- Association with



SOUNDARYA INSTITUTE OF MANAGEMENT & SCIENCE

(Affiliated to Bangalore University, Recognized by Govt. of Karnataka)
Soundaryanagar, Sidedahalli, Bengaluru, Karnataka, India

Industry Partner



ACE International Pte Ltd, Singapore



ASC DEGREE COLLEGE

(Affiliated to Bangalore University and approved by AICTE)
Rajajinagar, Bengaluru, Karnataka, India

For Registration

CLICK ME

20th Feb | 2025

Venue: Jatayu Conference Hall
Rama Villas, Bali, Indonesia

About Primax Foundation, Bengaluru

Primax Foundation (Reg. No JNR-211-2015-16), Established in 2015 is a registered non-profit organization located in Bengaluru, Karnataka, India. Being committed to social development, it offers high-quality educational and professional development opportunities through workshops, conferences, seminars, and training programs. These programs encompass journal publications, faculty development, management development, educational and skill development initiatives, and research activities. As an emerging training and development center, Primax Foundation provides both on campus and off-campus programs to empowering students, research scholars, and faculty members with the knowledge and skills needed for academic and professional success.

Bali Business School, Bali, Indonesia

Empowering Minds, Enriching Futures: We train and educate people who make a significant difference in the world. As a professional center of education and consultation located within the vibrant and globally connected state of Bali, Bali Business School (BBS) is committed to providing its participants with a world-class education. Our aim is to empower individuals to excel in innovative and dynamic business environments and to effectively tackle the multifaceted challenges of the 21st Century.

About Soundarya Institute of Management & Science, Bengaluru

Soundarya Institute of Management and Science (SIMS) is a trusted name in the education ecosystem in commerce, management, science, computer science and journalism education. Blissfully located at the edge of Bengaluru city, the institution shines among its counterparts situated around with educational and professional fruition of its candidates. The unique, multicultural learning environment at Soundarya Institute of Management and Science is available to both students and professors. It was founded in the year 2007 with 92 students and has expanded from a small community to a significant scale that is educating and empowering over 1500 students on campus in less than two decades. The system utilizes a cutting-edge methodology and works to meet the standards of contemporary education

About ASC Degree College, Bengaluru

ASC Degree College was founded in the year 2009 by a team of visionary academicians. The institution, which had a modest beginning with just 50 students, now houses 1000 students. ASC Degree College is affiliated to Bangalore University and approved by AICTE, offering undergraduate programs in Commerce, Management and Computer Applications. The college is backed by a team of highly dedicated and qualified teachers who constantly strive to shape the students into responsible, self-aware and confident individuals. At ASC Degree College, we are not just imparting education; we are cultivating the leaders of tomorrow.

About the Conference

Companies are adopting a data-driven approach in order to discover new markets, enhance customer satisfaction, improve revenue, and streamline operations. Furthermore, in a world where technology is driving business and management practices, this conference offers a forum to examine cutting-edge ideas, address the difficulties brought on by the digital revolution, and investigate creative ways to promote progressive methods. Topics covered in this conference encompass a broad spectrum of digital domains, including e-commerce, digital marketing, supply chain management, data analytics, and the utilisation of cutting-edge technologies such as Artificial Intelligence, Blockchain, and the Internet of Things. It is a unique opportunity for scholars, industry experts, and thought leaders from around the world to gain and share insights into how these advancements are transforming the business world and to engage in fruitful discussions on strategies, best practices, and emerging research.



Conference Highlights

- Best three Presenters Award (Shield + Certificate)
- The senior panel of session chairs will judge the award
- The conference will be held in **Hybrid Mode**
- To disseminate the information of Industry and Academia Visionaries
- To provide a platform for young leaders, entrepreneurs and innovators to share ideas and insights
- Networking opportunity with Delegates across the Globe

Who Should Attend?

- Academicians (Faculty/ Consultants) • Senior Managers / Practitioners
- Research Scholars, Foreign Delegates and PG Students

Call for Papers

Authors are invited to submit papers on the following sub themes but are not strictly limited to the given topics:

Finance & Banking

- Block chain and Crypto currency
- Fintech & Behavioral Finance
- Financial Risk Management
- Microfinance & International Finance
- Optimization Methods in Finance
- Earnings and Stock returns
- Portfolio Management
- Financial Inclusion

Marketing & Social Media

- Green and Sustainable Marketing
- Brand Management & Brand Equity
- Advertising, Sales Promotion and
- Public Relations
- Digital Marketing & Analytics
- Customer Relationship Management
- Market Structure and Pricing
- Marketing during Crisis

Human Resource Management

- Organizational Change and Development
- Future of Work
- Emotional Intelligence
- Employee Engagement
- Employee Turnover & Attrition
- Performance Management
- Training & Development
- Quality of Work Life

Economics

- Macroeconomics
- International economics
- Labour economics
- Economic policies
- Business and international business
- Marketing and international marketing
- Economic education
- Environmental economics

Operations Management

- Operations Risk Management and Resilience
- Logistics and Supply Chain Management
- Operations Research & Project Management
- Business Process Analysis
- Green Supply Chain
- Lean and Agile Operations
- Quality Management
- Next Generation Operations

Information Technology & Digital Transformation

- Data-Driven Approach and Future Technologies
- Applications of Business Intelligence and Analytics
- AI, Machine Learning and Emerging Technologies and Applications
- Drivers of Digital Transformation
- Security and Privacy Issues
- Information Technology Management
- Big Data Analytics
- Industry 4.0

Guidelines for full Paper Submission

- The research paper must be in English
- **Formats:** The Paper should include the title, author's name, institution address, mobile number, and e- mail address.
- APA format should be followed for citing sources and stylistics
- **Papers should be between 4500 to 5000 words including an abstract of 300 to 350 words.**
- **Font Style:** Times New Roman font with a heading in font size 14, and text in font size 12
- The paper should be original and unpublished
- **Plagiarism: Not more than 10%**
- The author is solely responsible for plagiarism and copyright infringement if detected.
- Acceptance or rejection is the sole prerogative of editor(s) who may also make suitable modifications to your paper or may ask you for the same if necessary.
- A maximum of **three authors** are allowed for a paper

Article Submission

Abstract and full paper should be mailed to the conference **email id: primaxfoundation2015@gmail.com** before the mentioned deadline

IMPORTANT DATES TO REMEMBER

20th January 2025

25th January 2025

03rd February 2025

Deadline for full Paper
Submission with Abstract

Intimation of Acceptance

Last Date for Registration

Publication Opportunities

- All the abstracts will be published in conference proceedings **with ISBN Number**
- Reviewers Recommended and Quality papers will be published in UGC care listed Journal, **NO ARTICLE PROCESSING / PUBLICATION CHARGES - waiting Period 6 Months to 8 Months**
- Selected papers will be published in the **Primax International Journal of Commerce and Management Research** Print ISSN: 2321-3604 Online ISSN: 2321-3612 (A Peer-reviewed journal with a high impact factor of SJIF 7.81 with DOI Number and indexed in Proquest at Google scholar) **at FREE OF COST** (Hard copy of book, online publication and Publication Certificate will be provided) **waiting Period 2 Months to 3 Months and Subject to Quality.**
- All worldwide Good Quality Articles will be published in **SCOPUS /ABDC Indexed Journals** as per the requirement of the Publishers, with an **ADDITIONAL PROCESSING CHARGES – Waiting Period 8 Months to 10 Months**

REGISTRATION FEE

Participants Type	Registration Fee
Presenter (OFFLINE)	60 Dollars
Presenter (ONLINE)	50 Dollars
Listener (OFFLINE)	40 Dollars

Note :

1. Presenter (OFFLINE) - Each Co-Author has to pay the additional fee of 30 Dollars
2. Presenter (ONLINE) - Each Co-Author has to pay the additional fee of 25 Dollars
3. The Registration fee includes Conference kit, Presentation Certificate, ISBN Book Proceedings, Refreshment & Lunch
4. No Refund policy for the conference registration fee

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Happiness comes from giving happiness...