



SOUNDARYA
INSTITUTE OF
MANAGEMENT AND
SCIENCE

In association with
Primax Foundation




ICTACADEMY®
Knowledge Sharing Partner

NATIONAL CONFERENCE ON

**“THE FUTURE OF COMMERCE:
UNLOCKING GROWTH AND SUSTAINABILITY”**

ORGANISED BY
DEPARTMENT OF COMMERCE

Venue: SIMS Campus Date: 05th October 2024 Time: 10am



ABOUT SIMS



30 YEAR OF
EDUCATIONAL
EXCELLENCE

Soundarya Institute of Management and Science (SIMS) is celebrated for its exceptional academic programs and innovative research. Known for its commitment to scholarly excellence, SIMS offers a vibrant campus life with diverse extracurricular activities, research symposiums, and field trips. At SIMS, excellence is a tradition, blending rigorous academics with practical experiences like industrial visits, internships and community outreach. With strong industry ties and robust infrastructure, SIMS ensures students are well-prepared for the competitive professional world, constantly exploring new horizons in education.



Department of Commerce

The Department of Commerce was established in 2007, blending the expertise of experienced faculty with innovative teaching methods. The department has been tirelessly working to empower students through collaborative learning and strong industry connections. It takes great pride in having produced numerous rank holders in Bangalore University.

In addition to its core curriculum, the department offers a wide range of industry-oriented certification courses such as Tally, GST, Advanced Excel, Business Analytics, and a Diploma in Banking and Finance, among others. These programs are designed to equip students with the practical skills needed to excel in the business world.

The Commerce Department at Soundarya Institute provides a distinctive combination of quality education and hands-on experience, making it a top choice for students aiming to build successful careers in commerce.

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. 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, empowering students, research scholars, and faculty members with the knowledge and skills needed for academic and professional success.

About Conference:

The National Conference on "The Future of Commerce: Unlocking Growth and Sustainability" is set to be an inspiring and transformative event. This conference will bring together industry leaders, innovators, and scholars to explore groundbreaking strategies for fostering growth and sustainability in the evolving world of commerce.

Participants will engage in dynamic discussions on the latest trends and technologies shaping the future of commerce, including digital transformation, AI, automation, and sustainable business practices. Keynote speakers will provide visionary insights, while interactives and plenary sessions will provide practical knowledge and innovative solutions.

This conference offers a unique platform for networking, collaboration, and the exchange of ideas, aiming to redefine the future of commerce. Join us to be part of a pioneering effort to unlock new growth opportunities and build a sustainable future for businesses and communities worldwide.



Conference Sub Themes

HUMAN RESOURCE

- Talent Acquisition, Green HR and Retention
- Remote Work and Employee Productivity
- Diversity, Equity, and Inclusion (DEI)
- Technology and HR Innovation
- Ethical consideration in HR Practices

FINANCE AND BANKING

- Fintech innovations
- Behavioral Finance
- Environmental Social and Governance (ESG) integration in investment strategies
- Financial inclusion and Access
- Digital Transformation

ACCOUNTING AND TAXATION

- Forensic Accounting and Fraud Detection
- Cloud-Based Accounting Systems
- Sustainability Reporting
- GST and Sustainable Development Goals
- BEPS- Global Tax Reforms

MARKETING

- Augmented Reality (AR) and Virtual Reality (VR)
- Influencer and Affiliate Marketing
- Sustainability in Marketing practices
- Social media and digital marketing
- Innovative e-commerce strategies

ENTREPRENEURSHIP

- Funding and Investment
- Entrepreneurship Digital Era
- Sustainable Entrepreneurship
- Global Entrepreneurship and Salaried entrepreneurs
- Legal and Regulatory Issues

Note: Authors have the flexibility to choose any topic related to the main theme.

Guidelines for Authors:

Abstract :

- Length: 300-350 words.
- Format: Submit only in PDF format.
- Submission: Email your abstract to bcom.conference@soundaryainstitutions.in
- Content: The abstract should include the author's name(s), affiliation(s), complete postal address, email ID (indicating the corresponding author), contact number, and the title of the paper, all presented on the cover page.

Notification and Full Paper Submission:

- Author must submit their full-length research paper to the specified email id bcom.conference@soundaryainstitutions.in
- Full Paper Guidelines: Paper must be formatted in PDF, using Times New Roman font, size 12, on A4-sized paper with 1.5-line spacing. The word count should range between 2000 and 2500 words. The paper should adhere to the APA 7th edition style.

Plagiarism Policy:

Submission must have less than 10% plagiarism to be considered for conference presentation and potential publication.

Review and Publication Opportunities:

- Paper will undergo blind review by review committee. Selected papers will adhere double blind review process.
- Selected papers will be published in UGC care listed journal and Scopus. Publication charges should be borne by the author. Papers accepted for publication in UGC Care listed journals and scopus will be based on scrutiny of the publishers which is subjected to additional fees.

Registration Link

<https://forms.gle/WUmHJrhc2Qc7xi8Q7>

Registration Details:

Participant	Fee
Academicians	Rs.800
Corporates/ Entrepreneurs	Rs.1000
Research Scholar	Rs.600
Students	Rs.500
Participation	Rs.500

Important Date:

Last Date for abstract Submission	16 th September 2024
Intimation of acceptance of abstract	18 th September 2024
Last date for Full paper Submission	30 th September 2024
Last date for registration for the conference and payment of fee	03 rd October 2024

Registration Process:

- The participants will have to register individually by filling online google form and attach the screenshot of the payment receipt in the space provided.
- In case of more than one author registration fees may be paid by each author and will have to submit google form.
- E- Certificate will be given to all presenters and participants.
- A Certificate of Participation and OOD will be provided to all the participants
- All accepted papers will be published in the conference proceedings, and a soft copy will be shared with all the registered authors.

GPAY/PHONEPE



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Dr. Vasu B A, Principal & Director, SIMS

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The registration fee can be paid either Bank Transfer or through Gpay/Phonepay. The details are given below.

Account details

Name: Soundarya Institute of Mgt and Science
Account No: 89410200000839
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Best Paper Award

1st Prize Rs.5000/-
2nd Prize Rs.3000/-
3rd Prize Rs.2000/-