



## FATIMA COLLEGE (Autonomous)

Re-Accredited with 'A++' by NAAC (Cycle- IV)  
Mary Land, Madurai - 625018.

### Virtual International Conference on GLOBAL BUSINESS TRANSFORMATION IN DIGITAL ERA



*Jointly organised by*  
**Departments of Commerce (Aided and SF),  
Commerce (CA) and Business Administration**

**14th December, 2022**

Registration Link: <https://forms.gle/eZEmTBiZM9YufTNJ6>

Dear Sir/Madam,  
Greetings,

We are extremely happy to invite you to make your impressive virtual presence and ensure effective participation in the virtual international conference on **Global Business Transformation in Digital Era Organised** by Fatima College Madurai Tamil Nadu, India scheduled to be held on **14th December 2022**.

With warm regards,  
Convenors

#### About the college



Fatima College (Autonomous), Mary Land, Madurai, is a Post Graduate and Research Institution for Women affiliated to Madurai Kamaraj University. It is a Catholic Minority institution established and run by St. Joseph's Society of Madurai (of the Congregation of the sisters of St. Joseph of Lyon, France). This institution came into existence through the tireless efforts of the missionary sisters of St. Joseph of Lyon and the zeal and heroic sacrifice of Rev. Sr. Rose Benedicta, the Foundress of the College.

The College was started in St. Joseph's Campus Madurai as a Second Grade College with 63 students in 1953. It was upgraded into a Post Graduate College in 1964; Autonomous in 1990 and a Research Institute in 2004. The College now offers 21 Undergraduate Programmes, 14 Postgraduate Programmes, 2 Professional Programmes and 6 Departments have become Research Centres. It has strength of 4062 Students, 199 Teaching Staff and 89 Non-Teaching Staff.

The College is administered and oriented by St. Joseph's Society presided by the Provincial.

#### About the PG and Research Department of Commerce

The Department of Commerce had its inception with B. Com programme in 1975. The Department offers M. Com Programme since 1980 and M.Phil. Programme since 2006. The department was upgraded as a Research Centre in 2011. The department has adequate well qualified, competent faculty who are dedicated to the academic and overall development of the student community and has 275 students. Our aim is to form young Women of Competence, Commitment, Conscience and Compassion. Today, education is to empower the students with knowledge and skills and this is disseminated through curriculum and soft skills and value added crash course on Digital Marketing & Web Designing.

#### About the Department of Commerce with Computer Applications (SF)

The Department of Commerce with Computer Application was instituted in the year 2000 with enormous vision to flourish knowledge in the field of Commerce with Computer Applications. The Department of Commerce with Computer Application is offering M. Com CA Programme since 2012. The teaching highlights of the faculty of the department are Learner- centric, ICT enabled, Project based, continuous assessment and comprehensive & realistic evaluation. The department has 185 students. The department has been updating the syllabi at regular intervals relevant to the current scenario and has been offering Certificate course in SPSS since 2018. The department provides well equipped computer lab to the students.

#### About the Department of Business Administration (SF)

The Department of Business Administration was established in 1995. The department, which has an annual intake of 65 students, is dedicated to the promotion of high-quality teaching and learning in business administration at the Undergraduate level. Further the department serves as a foundation for undergraduate students who want to pursue careers in Banking, Finance and other fields. Since 2015, the department has been offering an Event Management course in an online mode while also providing a crash course in MSME (Micro, Small and Medium Enterprises) from 2020. We instil in students an unwavering commitment to enhancing their life quality at both the organisational and societal levels, in addition to a passionate pursuit of academic and intellectual excellence.

#### About the Department of Commerce (SF)

The Department of Commerce (SF) was established in the year 2019. The Department has a total of 190 students. The Department provides placement facilities and trains the students for their excellent future career and motivates them to become professionals like Cost Accountants, Chartered Accountants, Company Secretaries and Business Executives. The students are moulded into multi-faceted personalities by arranging seminars, career-oriented programmes, add-on courses, soft skill training and communicative English.

#### About the Conference

Technology has driven every aspect of business entity that all businesses run into competitive advantage within and across nations.

This pace has brought in transformation into the very fabric of businesses. As the world spins in digitalization into its web, the conference aims at reflecting and arriving at meaningful insights into the transition and keep informed the young minds its impact and tries to set its gaze into the futuristic business world as Gen Z and the Alpha takes over.

#### The conference

- Throws light on the concept of global business transformation in digital era.
- Enhances digital literacy and Technology concerned with businesses.
- Aims at Understanding the Opportunities and challenges faced in Digital Era.
- Brings out the discussions and deliberations for combined effects of several digital innovations in business.

#### Call for papers:

Topics of interest for submission include various subthemes of the conference, providing an opportunity for exchange of ideas and dissemination of knowledge among scholars for sustainable development. Contributors are invited from prospective authors from related areas. All the contribution should be of high quality, original and not published elsewhere or submitted for publication. During the review period, papers will be reviewed by eminent scholars in the respective areas.

We are looking for the research articles in the following areas:

#### Sub Themes

♦ Business Analytics	♦ Learning organisation
♦ HR Analytics	♦ Digital Marketing
♦ Marketing Analytics	♦ Technology Driven
♦ Financial Analytics	♦ Entrepreneurship
♦ Fin Tech	♦ Radical Business
♦ Artificial Intelligence	♦ Risk Management
♦ Social Media in Business	♦ Social Entrepreneurship
♦ Knowledge Management	♦ Change Management

#### GUIDELINES FOR SUBMISSION OF PAPERS

- Original and unpublished Research Papers are invited on the theme and sub-themes of the Conference from Students (UG/PG), Research Scholars, Academicians, Professionals/Industrialists and Overseas Participants.
- Abstract should be limited to 250- 300 words with four to five keywords.
- Author's affiliation, contact address, Designation, Mobile Number and Email ID should be in the first page.
- Full paper should not exceed 3500 words with 12 Font Size, Single Column, 1.5 Line Spacing with Times New Roman Font and a Margin of 1 inch on all sides
- Research Articles will be accepted only if the level of plagiarism is less than 10%.
- Selected papers will be published in an ISSN peer reviewed Journal. E Copy, DOI number, Hard copy and certificates will be provided to the authors. Decision of the editorial board is final.
- Publication fee ₹ 1,000 INR for Indian Participants. An additional amount of ₹ 50 for Courier charges is to be paid by outstation Indian participants along with the publication fee.
- Publication fee US \$ 15 for Overseas Participants. (E-Copy alone will be provided)
- Authors and Co-Authors are expected to pay the publication fee separately.
- Papers selected by double-blind peer review will be published in a UGC- Care listed Journal. The journal details and fees will be intimated later.
- The research article must be mailed to : **comintcon2022@gmail.com**

#### IMPORTANT DATES

Last Date for Abstract Submission	20.11.2022
Last date for full paper	26.11.2022
Date of Intimation of acceptance	02.12.2022
Last Date for Registration	10.12.2022

#### Registration Details

Participants should send the duly filled in registration form, along with the registration fee in favour of "Principal, Fatima College" payable at Madurai or credit through online transfer. Registration fees for co-authored papers should be paid separately. Separate registration fee should be paid for each of the papers by an author.

Account Name	<b>Principal Fatima College</b>
Account No	<b>489163402</b>
IFSC Code	<b>IDIB000K150</b>
Name of the Bank	<b>Indian Bank, Koodal Nagar, Madurai 625 018</b>

#### Registration Fee:

Category(Per Individual)	Indian Participants	Overseas Participants
Students (UG/PG)	INR 50	US \$ 2
Research Scholars	INR 200	US \$ 4
Academicians	INR 300	US \$ 6
Professionals/Industrialists	INR 500	US \$ 10

**Paper presentation- online mode only**

#### Patrons

**Dr. Sr.M.Francisca Flora**  
Secretary  
**Dr.Sr.G.Celine Sahaya Mary**  
Principal

#### Convenors

**Dr.A.I.Auxilia Felicitas**,  
Head & Associate Professor  
PG & Research Department of Commerce  
**Dr.M.Meenachi**  
Head of the Department ( i/c)  
Department of Business Administration  
**Dr.M.Arasammal**  
Head of the Department  
Department of Commerce with  
Computer Applications

#### Organising Committee

**Dr.T.Jeyanthi Vijayarani**  
**Dr.S.Fatima Rosaline Mary**  
Associate Professors  
PG & Research Department of Commerce  
**Mrs. A.Rosary Infanta**  
Assistant Professor  
Department of Business Administration  
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Assistant Professor  
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