

Twenty Second Annual International Seminar (Hybrid Mode)

on

DYNAMICS OF EMERGING BUSINESS INNOVATIONS AND TRENDS – ACADEMIA INDUSTRY ROLE (DEBIT AIR – 2027)



Important Dates



January 1, 2027	Submission of Abstract and Full Paper, Registration Deadline
January 07 –08, 2027	Dates of the Seminar (Hybrid Mode)

CENTRE FOR DISTANCE AND ONLINE EDUCATION

BHARATHIDASAN UNIVERSITY,

Trichy

www.bdu.ac.in

and

SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES

(A Professional, Refereed, International and Indexed Journal)

www.smartjournalbms.org

BHARATHIDASAN UNIVERSITY

Bharathidasan University, established in February 1982, was named after the great revolutionary Tamil Poet, Bharathidasan (1891-1964). The motto of the University "**We will create a brave new world**", was formulated on the basis of Bharathidasan's poetic words "வீரனா புது உலகம் உருவாக்க" (BRAVE NEW WORLD). Hence, the University endeavours to be true to such a vision, by creating an enabling a brave new world for academic innovation and social change.

The University has 4 Faculties, 16 Schools, 39 Departments and 29 Specialized Research Centres. There are 263 faculty members, catering to 2564 students and scholars in the University. The University Departments/Schools are offering 151 programmes, including 40 PG programmes in M.A., M.Sc., M.Tech and MBA. The above PG programmes are conducted under the Choice Based Credit System (CBCS), spread over Semesters. Besides, the University offers include 31 M.Phil., 33 Ph.D., 19 P.G. Diploma, 11 Diploma and 10 Certificate programmes.

CENTRE FOR DISTANCE AND ONLINE EDUCATION (CDOE)

CDOE of Bharathidasan University (BDU) was established in the year 1992, to serve the students who could not enter the regular colleges for higher education. As the educational programmes offered and the degrees awarded through distance mode are qualitatively on par with the regular mode, there is great demand for the programmes, offered by the CDOE of Bharathidasan University.

The CDOE offers 60 programmes, including 12 UG, 21 PG, 06 Diploma / Certificate Programmes and 7 Professional Programmes, in select disciplines like MCA and MBA programmes. Besides, it also offers programmes in Computer Science and Applications, Information Technology, E-Commerce, Bank Management, Financial Management, Library and Information Science, Animation etc., The laboratory-oriented programmes are meticulously planned and executed with the same vigor as regular programmes, without compromising the practical requirements. The CDOE conducts theory and practical classes on Saturdays and Sundays. The conduct of the programmes is strictly monitored by the staff of the Centre for Distance and Online Education and the Director through regular visits to the Personal Contact Programme (PCP) Centres.

SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES

SMART Journal of Business Management Studies is an International, Refereed Journal, published bi- annually by Scientific Management and Advanced Research Trust (SMART). The Journal is dedicated to the promotion and development of research in general and to the field of business management in particular. The SMART also wants to conduct seminars and workshops to discuss various research papers in detail. In line with the above objectives, it is decided to organize the 22nd Annual International Seminar (Hybrid Mode) at Bharathidasan University campus along with 18th SMART Journal Annual Awards.

Seminar Theme

Innovation plays a vital role in development because innovation involves continuous improvement of any process. Successful business innovations place companies in a better competitive position. Collaborations between universities and industry pave the way for successful innovations. Academia – Industry Interface would promote interactive and collaborative arrangement between them, for achieving mutually beneficial goals and objectives. The creative idea, generated by academic world, need to be commercialized with the help of industry. An effective collaboration between academics and companies is essential for enriching management science in general and enabling all functional areas of management in particular. The main objective of the seminar (Hybrid Mode) is to discover future directions for promoting innovation through such collaboration. This seminar (Hybrid Mode) aims to bring together leading industrialists, academicians, researchers and students, to exchange and share their experiences on all aspects of business innovation. The annual webinar on **Dynamics of Emerging Business Innovation and Trends – Academia Industry Role (DEBIT-AIR)** invites RESEARCH PAPERS, in the following seminar

Track – 1: Business

(Hybrid Mode) tracks:

- **Business Law**
- **Business Ethics**
- **Entrepreneurship**
- **International Business**

- **Industry 5.0**
- **Creativity in Business Process**
- **Case-Study**
- **Others**

Track - 2: Marketing

- **B2B Marketing**
- **Consumer Behaviour**
- **Online/Internet Marketing**
- **Social Media Marketing**
- **Services Marketing**
- **Green Marketing**
- **Brand Management**
- **Retail Management**
- **Distribution Channels**
- **Customer Relationship Management**
- **Ethical Issues in Marketing**
- **Advertising & Communication**
- **Content Marketing**
- **Case-Study**
- **Others**

Track – 3: Human Resource

- **Recruitment and Selection**
- **Training and Development**
- **Performance Management**
- **Industrial Relations**
- **HR Analytics**
- **Organisational Culture**
- **Organisational Communication**
- **Emotional Intelligence**
- **Employee Engagement**
- **Leadership and Management**
- **Conflict Management & Negotiations**
- **Team Building & Leadership**
- **Case-Study**
- **Others**

Track – 4: Business Data

- **Analytics**
- **Data Mining**
- **Big Data Analysis**
- **Modelling**
- **Case-Study**
- **Others**

Track – 5: Economics

- **Economic Development**
- **Economic Policy**
- **Economic Systems**
- **Finance & Investment**
- **Financial Economics**
- **Household Behaviour and Family Economics**
- **Labour Economics**
- **Labour Relations**
- **Law and Economics**
- **Agronomics**
- **Foreign Trade**
- **Case-Study**
- **Others**

Track – 6 : Corporate Social Responsibility

- Impact of CSR on Social Development
- Branding through CSR
- Implementation of CSR
- Case-Study
- Others

Track-7:Operations&SupplyChainManagement

- Operations
- Quality Control
- Six Sigma
- Supply Chain Management
- Humanitarian Logistics and Disaster Relief
- Inventory Management
- Scheduling and Logistics
- Retail Operations Management
- Case-Study
- Others

Track – 8: Environment

- Oil
- Natural Gas
- City Gas Distribution (CGD)
- Health and Safety Environment (HSE)
- Policy and Regulatory
- Investment & Trade
- LNG
- Refining
- Pipeline
- Case-Study
- Others

Track – 9: Accounting and Finance

- Financial Accounting
- Managerial Accounting
- Auditing, IFRS
- Corporate Finance
- Forensic Accounting and Fraud
- Financial & Commodity Derivatives
- Behavioural Finance
- Risk Management
- Project Financing
- Financial Engineering
- Corporate Governance
- Corporate Social Responsibility
- Environmental Accounting
- Digital Innovations in Finance
- Financial Inclusion
- Direct Taxation and GST
- Banking
- Case-Study
- Others

Track – 10: Digital Communication and Online Communities

- IT Etiquettes
- Web technologies
- Artificial Intelligence
- 5g Technology
- Cloud Computing
- Gamification in Business
- ICT Tools for Business
- Simulations
- Internet of Things & Industry 4.0
- Neural Network
- Cyber Crimes and Cyber Laws
- Case-Study
- Others

Track – 11: Entrepreneurship Development

- Corporate Entrepreneurship
- Entrepreneurial Marketing
- Entrepreneurship Education
- Entrepreneurship in the MSME Sector
- Entrepreneurship: Perspectives and Practices
- Family Enterprises
- Global Entrepreneurship
- Institution Building
- Intrapreneurship
- Non-Government Organizations
- Cooperative Entrepreneurship
- Psychology and Entrepreneurship
- Rural, Tribal and Grass roots Entrepreneurship
- Social Entrepreneurship
- Trans-generational Entrepreneurship
- Women Entrepreneurship
- Effects of Training on Innovation
- Innovation and Product Design
- Academic Entrepreneurship
- University – Enterprise Cooperation
- Start-up Management
- Others

Track – 12 Emerging Technologies in Business

- Digital Transformation in Business
- Artificial Intelligence and Machine Learning in Business
- Data Analytics and Business Intelligence
- Blockchain in Business
- Internet of Things (IoT) in Business
- Green Projects and Green Technology
- Applying New ICT Tools for Business
- Cybersecurity and Risk Management
- E-Business and Digital Commerce
- Automation and Robotics
- Technology in Human Resource Management
- Digital Marketing and Social Media Strategies
- Cloud Computing and Algorithm

Track – 13 Digital Finance

- Fintech Innovation
- Blockchain and Decentralized Finance (DeFi)
- AI, ML, and Big Data in Finance
- Financial Inclusion through FinTech
- Regulation and Policy in Digital Finance
- Digital Lending and Credit Platforms
- InsurTech and WealthTech
- Sustainable Digital Finance
- Consumer Behavior and Digital Finance

Important Guidelines for Seminar (Webinar)

- ❖ **Mode of seminar will be hybrid.**
- ❖ The delegates, who wish to attend the Seminar (Hybrid), without contributing a paper, can also attend. Such delegates who express the need for participation certificate, should pay the registration fee. The submission of feedback in the session, by each participant is also mandatory.
- ❖ The registration fee covers E-participation certificate and soft copy of seminar proceedings with abstracts.
- ❖ Only three authors are allowed per paper. The author and co-author should register separately, for each paper, if they want participation certificate.
- ❖ Addition / change in the author/co-author are not permitted, after a paper had been accepted.
- ❖ The details such as name of the author and co-author, official address, e-mail ID, mobile number, whatsapp number, title of the paper and screenshot of registration fee paid, should be sent to the mail id, smartjouralevent@gmail.com for registration.
- ❖ The participants must submit their full paper in MS-word format as an e-mail attachment to the mail id, smartjouralevent@gmail.com.
- ❖ The soft copy of the abstract, not exceeding 75 words and full paper not exceeding 10 pages, should reach us on or before the deadline. Authors must clearly indicate the broad area (Track) in which their papers could be considered for presentation.
- ❖ The length of the manuscript should not exceed 10 pages, inclusive of table, figures, illustrations and references.

- ❖ The manuscripts would be subjected to blind review process.
- ❖ The accepted papers for presentation, will be intimated through E-mail and complete details will be uploaded in University website: <https://www.bdu.ac.in/>, two days before the webinar.
- ❖ All further correspondence, including acceptance letter, invitation, etc., will be through E-mail.
- ❖ After paper submission, Paper ID will be issued to author by the organizers. The participant should mention their Paper ID in all future correspondence.
- ❖ The Seminar Link, for different technical sessions, will be shared through E-mail and will be uploaded in the University website: <https://www.bdu.ac.in/>. The paper presenters are expected to use the session link and go to the respective sessions, as they wish.
- ❖ According to the pre-informed schedule, the Seminar delegates / authors will be required to attend / present a paper live, through the screen share option, within the stipulated time.
- ❖ E-participation / paper presentation certificate will be issued after the seminar is over through e-mail, after confirming the receipt of registration fee and feedback. The feedback link will be posted in the respective plenary sessions of the seminar.
- ❖ Payment mode of registration fee will be informed to registered individual, on the intimation letter of the registration (Through E-Mail).

Registration Fee

Category	Indian Participants in Rs	Foreign Participants / NRIs in US Dollars*
UG / PG Students	350	50
Scholars doing M.Phil / PhD	400	50
Faculty Members /Faculties doing PhD	500	100
Corporate Representative	600	200

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Professor M. SELVAM

Seminar Director, DEBIT-AIR – 2027

Founder – Publisher & Chief Editor

SMART Journal of Business Management Studies

**Honorary Visiting Emeritus Professor, GRI
International Research Fellow**

SEGi University, Malaysia

&

Senior Professor and Head (Retd.)

Department of Commerce and Financial Studies

Bharathidasan University

Tiruchirappalli – 620024 , Tamil Nadu, India.

The Address for all Correspondence

Organising Secretary

Dr. M. Raja

Associate Professor of Commerce

Centre for Distance and Online Education

Bharathidasan University, Tiruchirappalli- 24

Mobile: 9994380339

E-mail: rajacommerce@gmail.com