Important Dates to remeber

Last date of Abstract submission :08.02.2025

Full Paper Submisiion : 15.02.2025

Publication details

1. Selected papers will be published in a International Journal of Business and Economics Research (IJBER). e-ISSN 2455-3921, Dr. BGR Publications.

2. IJBER is a peer reviewed International e-journal. It is quarterly edition of a periodical. IJBER follows Open Access (OA) system. Indexed by various international and national databases. (Publication Fee Rs. 750 - Per Paper) - Maximum two authors only

3. All rights of publication of papers presented in the conference shall rest with the conference organizers.

Registration Fee details

Research Scholars / Students Rs. 350/-

Academicians / Faculty Members Rs. 500/-

Corporate Delegates / Practitioners Rs. 700/-

Only Participants Rs. 150/-

• Separate registrations are mandatory for both the author and co-author(s)

• Participants/ Delegates will not receive T.A / D.A.

• The registration fee includes the conference kit, lunch, and refreshment.

For queries or Information

Contact (Convenors)

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Convenor

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• Ms. Nithya Devi , Assistant Professor of Commerce CA

Registration link :

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International Conference
On

IMPACT OF ARTIFICIAL INTELLIGENCE ON BUSINESS STRATEGY

(Hybrid Mode)

Date : 27th, February, 2025

Venue : College Auditorium

Organized by

DEPARTMENT OF COMMERCE

COMPUTER APPLICATION

MORNING STAR

ARTS AND SCIENCE COLLEGE FOR WOMEN

PASUMPON, KAMUTHI-,RAMNAD-DIST 623604

ABOUT THE COLLEGE

Morning Star Arts and Science College for Women is an affiliated to Alagappa University, Karaikudi.

It was established in 2018 by the Sisters of the Immaculate Conception(CIC Sivagangai-Province. The college is located in Pasumpon, situated at 4km from Abiramam. The motto of our college is to empower the women in meaningful living, excellent achievement, positive thinking and purposeful opportunity. Providing value based quality education at the tertiary level for the young women of the backward environs of Kamuthi and others, in order to empower them and to make them committed for social transformation. To transform the girls, especially from rural area to be physically, intellectually, emotionally, socially and morally healthy and to empower them to meet the challenges of the modern world, in future. Besides academic the college aims at the integral development of the students especially in spiritual, psychological, social and civic values.

ABOUT THE DEPARTMENT

The undergraduate programme in Commerce Computer Application (B.Com(CA) was started in the Year 2018.In the year 2023,the Postgraduate Programme in Commerce Computer Application (M.Com CA) was introduced. The department provides teaching in the area of Commerce, Accounting and Computer Application. It includes various specialization courses in Commerce and Computer Application. It highlights the concepts and skills for Accounting, Commerce & Computer Application.

The Curriculum represents the course response to evolving Commerce and Computer technologies. The enthusiastic professors of this department prepare students to pursue their higher studies and get employed. It imparts value addition courses to all students. It conducts seminars and takes students on industrial visits. The curriculum is updated according to the changing environment in industry and Commerce through board of studies with eminent members.

SUBMISSION GUIDELINES

We welcome submission of research papers that align with the conference themes. Please adhere to the following guidelines:

- Papers should be submitted in Microsoft Word
- Use standard font(e.g.Times New Roman,12pt) and 1.5 line spacing.
- The papers should contain the following section in the given order:

  1) Introduction 2) Literature Review 3) Methodology 4) Analysis/Discussion 5) Conclusion 6) References

- Research papers should be between 2500 and 3000 words, including references.
- APA citation should be followed for referencing.

GUIDE LINES FOR POWER POINT PRESENTATION

1. Number of slides should be between 8 to 10 only.
2. The slides must over introduction, review of literature, methodology, data analysis, findings, recommendation and suggestion, limitation, scope for further Research and conclusions.

3. The presentation will be done virtually or physically, based on participants choice4. PPTs must reach us as per the specified date.

5. Maximum time allocates for the presentation will be 10 minutes including question and answer.

WHO CAN ATTEND ?

The one- day International Conference would be of immense interest to:

- Academicians
- Alumni / Alumnae
- Industrialists

SUB THEMES

We invite contribution in the form of research papers in the following key ideas

1. AI and Business Sustainability
2. Future Trends: AI's Role in Shaping the Next-Generation Business Strategy
3. Artificial Intelligence in Supply Chain and Operations Management
4. AI and Innovation in Product and Service Development
5. AI and the Human-Machine Collaboration in Cyber security
6. AI-Enhanced Fraud Detection in Financial Services
7. AI and Innovation in Product and Service Development
8. Examine the Future of AI in Business Strategy
9. AI in Strategic Decision-Making
10. Industry-Specific AI Applications and Impact