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INTERNATIONAL CONFERENCE
on
NAVIGATING THE DIGITAL REVOLUTION: EMBRACING TECHNOLOGY FOR BUSINESS GROWTH IN GLOBAL PERSPECTIVES

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5th March 2025

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SCHOOL OF COMMERCE
Department of M.Com (International Business) & M.Com
SREE SARASWATHI THYAGARAJA COLLEGE
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Venue:
Dr. M. Settu Hall & A.P.J Seminar Hall
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About the College

Sree Saraswathi Thyagaraja College, founded by V.S.V. Vidyaa Mandir Trust on 22nd Oct 1997 with an objective to meet the higher educational needs of the surging youth of our country. The trust was formed by the three great visionaries of the three philanthropic families – Thiru. P. M. Thyagarajan (late), and Smt. T. Saraswathi (late), Thiru. M. K. Arumugam (late) and Smt. A. Mahalakshmi (late) and Thiru. D. Sivaraman (late) and Smt. Vasantha Sivam (late). Now the institution is ably run and professionally managed by the highly enterprising and service minded business titans and their legal heirs, Ln. T. Sethupati as Chairman, Thiru. S. Venkkatesh as Vice Chairman and Ln. M. A. Vijayamoghan as Secretary.

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The Department of Commerce established in the year 1997 has highly qualified, dedicated and experienced faculty who are not only good in teaching but also actively participating in research activities and publication of research article. The department envisages life time value for education, entrepreneurial skills, business traits, leadership skills and ethics among students. The department offers B.Com, B.Com (CA), B.Com (PA), B.Com (IT), B.Com (BA), M.Com., M.Com (IB)., M.Phil., and Ph.D programs.

About the Seminar

"Navigating The Digital Revolution: Embracing Technology for Business Growth in Global Perspectives" is an action for businesses to adapt to the rapid and transformative changes brought about by digital technologies. As industries across the globe evolve, embracing innovations such as artificial intelligence, automation, data analytics, and cloud computing are no longer optional but essential for survival and growth. In this digital era, companies must learn to navigate the complexities of integrating these technologies in their operations, improving efficiency, and driving innovation. Technological adoption may varies by region, influenced by cultural, economic, and regulatory factors, making it important to understand local nuances while thinking globally. By strategically embracing digital tools and adopting a forward-thinking mindset, businesses not only enhance their competitiveness in their local markets but also unlock new opportunities in the global arena, positioning themselves for sustainable growth and success in an increasingly interconnected world.

Objectives

➢ Equip businesses with the knowledge and strategies to leverage emerging technologies to drive growth, enhance operational efficiency, and foster innovation in a rapidly evolving digital landscape.

➢ Provide insights into global trends and regional differences in digital adoption, helping businesses to understand how to navigate cultural, regulatory, and market variations to expand and compete successfully in diverse international markets.

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A Academicians, practitioners, research scholars and students are invited to send in their abstracts of not more than 200 words or full paper of not more than 3000 words on the themes, sub-themes or any topic related to the conference. The paper contributors are requested to send full papers in A4 format font size 12 (Times New Roman) and line spacing 1.5 in MS word, on or before 20th feb 2025. The original article has not been published elsewhere. Authors are required to submit their full papers not exceeding six pages. Manuscripts must be typed in double column IEEE format. Title page of paper should contain the author's name(s), designations, institutions, e-mail id, mobile number along with paper. Separate registration is required for each author.

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