

## PROGRAMME

Registration : 9.00am- 9.45am  
Inaugural : 10.00am – 11.00am  
Tea Break : 11.00am – 11.15am

### Technical Session I – 11.15am –12.45pm

#### Resource Person:

Title : "Sustainable Business Development"



#### **Dr.S.JEYARAJ**

Lecturer in Accounting and Finance  
Sino-British College (Partnership  
Programme University of Staffordshire, UK)  
Guangxi Minzu University,  
Guangxi Province, P.R.China,

**Lunch – 12.45 pm – 1.45 pm**

### Technical Session II – 2.00 pm –3.30 pm

#### Resource Person:

Title : "Sustainable Business Development  
through technology"



#### **Dr.C.PARAMASIVAN**

Associate Professor and Research Advisor  
PG & Research Department of Commerce  
Thanthai Periyar Government Arts and  
Science College,  
Thiruchirappali - 620023

**Valedictory Function – 3.30 pm – 4.00 pm**

## Organizing Committee

### **CHIEF PATRON**

*Thiru.M.Suthagar B.A.,  
President, ANUT, Aruppukottai.*

### **PATRONS**

*Thiru.N.P.Mayilrajan,  
President, SBK College, Aruppukottai.  
Thiru.P.Sankarasekaran  
Secretary, SBK College, Aruppukottai.*

### **CHAIRMAN**

*Dr.K.Sellathai M.A., M.Phil., Ph.D.,  
Principal i/c, SBK College, Aruppukottai.*

### **VICE – CHAIRMAN**

*Dr.C.Senthilkumar M.Com., M.Phil.,  
Ph.D., P.G.D.C.A.,  
Head & Associate Professor,*

### **CONVENER**

*Dr.S.Packiaraji - Assistant Professor,  
9791421865*

### **ORGANIZING SECRETARY**

*Dr.M.Suresh - Assistant Professor,  
9944037047*

### **ORGANIZING COMMITTEE MEMBERS**

*Dr.R.Muthukrishnaveni-Associate Professor  
Dr.R.Renganayaki - Assistant Professor  
Dr.K.Sathiya - Assistant Professor  
Tmt.M.Anitha - Assistant Professor  
Tmt.I.Sathya - Assistant Professor  
Ms.B.Vishvapriya - Assistant Professor*

### **STUDENT CO-ORDINATORS**

*N.Karthikeyan – II M.Com  
S.Prabhakara Abisheak – II M.Com  
R.Naveen – I M.Com  
S.Sakthivel – II B.Com  
M.Praveen – III B.Com*



**SAIVA BHANU KSHATRIYA COLLEGE**

(Aruppukottai Nadargal Uravinmurai Pothu Abiviruthi Trustukku  
Pathiapattathu)

Re-accredited with B+ Grade (3rd Cycle) by NAAC  
ARUPPUKOTTAI-626 101



## **INTERNATIONAL CONFERENCE ON SUSTAINABLE BUSINESS DEVELOPMENT THROUGH TECHNOLOGY AND INNOVATION (ICSBDTI-2025)**

*In Association with  
INDIAN ACADEMIC RESEARCHERS ASSOCIATION  
ON  
29<sup>th</sup> January, 2025*



Organized by  
PG & Research Department of Commerce  
SAIVA BHANU KSHATRIYA COLLEGE  
Aruppukottai – 626 101

## About the College

Saiva Bhanu Kshatriya College, Aruppukottai, Tamilnadu, was established by Aruppukottai Nadars' Uravinmurai Pothu Abiviruthi Trust in 1970. The college is an aided co-educational institution affiliated to Madurai Kamaraj University, Madurai. The college offers UG and PG Courses in various disciplines. Two departments are upgraded as Research Centre. The vision of the college is to impart quality higher education to the socio-economically weaker student community. The aim of the college is "Aim High" reflecting the pursuit of excellence. The college also provides value-based education and train the students to become worthy citizens.

## About the Department

The Department of Commerce has grown remarkably both qualitatively and quantitatively, right from its inception in 1970. Currently the department offers Under-Graduate and Post-Graduate Courses in Commerce. The department is recognized as the research centre to offer Ph.D., in Commerce (Full- Time and Part-Time) during the academic year 2013-2014. It offers UGC sponsored Certificate Courses in 'Export Management' and 'Insurance Management' to improve the employability of students. The department conducts various Certificate Courses for non-commerce students. The department has the impressive record of students securing University Ranks.

## About the Conference

Innovation has emerged as a critical driver of sustainable development with the United Nations SDGs providing a comprehensive framework to address the various dimensions (People, Planet, Prosperity, Partnership and Peace) of global challenges. As we are already at the mid-point of the agenda of 2030 programme, with global community striving to accelerate progress towards achieving the SDGs, understanding the role of innovation has gained paramount importance. Considering the universal and interconnected nature of the SDBIT, any innovations directed towards their attainment must meet multiple requirements. Digital Technology has become a fundamental force for change in this century. It is reshaping economics, government and the very fabric of our communities touching nearly every facet of our lives. And since 2015, countries harness digital technology to accelerate progress towards achieving SDG by 2030. This conference will explore the latest trends, technologies and best practices in technology innovation and sustainability providing a platform for digitalization and collaboration.

## UPLIFT AREAS

The conference invites papers that cover the following uplift areas:

- The role of Sustainable Business Development
- Innovations for Sustainable Business Success
- Sustainable Economy
- Digital Marketing
- Embracing Technology and Innovation for Sustainable Business
- Sustainable Business Development-Strategy, Innovation and Leadership
- Impact of Digital Technology in Sustainable Business Development
- AI in Business Technology
- Block chain Technology
- The Challenges and Opportunities of Sustainable Business

Any other related topics ...

## CALL FOR PAPERS

Research papers are invited from faculty members, researchers, students to participate in the conference to have the benefits of the special homily given by the experts in various fields.

## PAPER PUBLICATION

Accepted paper will be published in the Journal of Research Explorer 2025 with ISSN number.

## GUIDELINES FOR SUBMISSION OF THE PAPER

Authors are requested to submit their papers in A4 format MS-Word (2007-2010) in Times New Roman, font 12 with 1.5 spacing, through E-Mail before 25.01.2025

## REGISTRATION LINK:-

<https://forms.gle/HX7hgnXHQTzG7KHH9>

## REGISTRATION FEE DETAILS

CATEGORY	PARTICIPANT & PRESENTATION	PRESENTATION & PUBLICATION (SOFT COPY)
Student/ Research Scholar	200	500
Academicians	300	600
In absentia (Online Presentation)	400	800

\*Rs. 600 per paper (publication with ISSN No) for hard copy

\*Spot registration is available

## PAYMENT DETAILS

The registration fee is to be paid

**Account Name:** M.SURESH  
**Bank Account Number:** 004100050323925  
**Bank Name:** Tamilnadu Mercantile Bank  
**Branch:** Aruppukottai  
**IFSC Code:** TMBL0000038

## ANOTHER PAYMENT METHOD:



## TIMELINE TO REMEMBER

**Full paper submission:** 25.01.2025

**Conference day:** 29.01.2025

Those who wish to attend the conference are requested to send the duly filled Registration form to the Organizing secretary through

**E-mail:** [intconsbkc2025@gmail.com](mailto:intconsbkc2025@gmail.com)

**ContactNo:** 9487681875, 9791421865 & 9944037047.