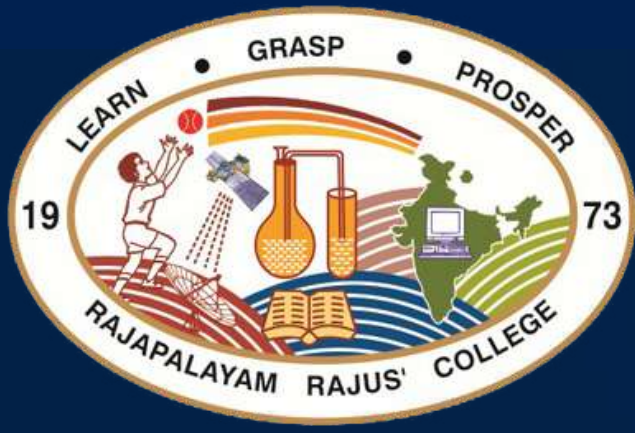




RAJAPALAYAM RAJUS' COLLEGE RAJAPALAYAM

*A Linguistic Minority Co-Educational Institution,
Affiliated to Madurai Kamaraj University
Reaccredited with B++ by NAAC (CGPA 2.93) in 3rd cycle*

PG DEPARTMENT & RESEARCH CENTRE
IN COMMERCE

NATIONAL CONFERENCE



COMMERCE 5.0 :
AI, SUSTAINABILITY
&
GLOBAL MARKET TRANSFORMATION

For Registration use QR Code



Date: 3rd March 2026

ABOUT THE COLLEGE

Rajapalayam Rajus' College was established in the year 1973 and has successfully completed 50 years of service in the field of Higher Education in this cotton based industrial town, Rajapalayam. It is the only Government-aided Co-educational college in a radius of 30 Kms, catering to the needs of under privileged rural youth, hailing from poor strata of society. By its social commitment the College has earned a good name and fame of its own. It is a 50 year old institution located in a sprawling campus of 52 acres of lush green land at the foot of the Western Ghats on the Mudangiar Road. The College is known for its academic excellence and it is affiliated to the Madurai Kamaraj University, Madurai. The UGC has recognized the College under section 2F & 12B.

ABOUT THE DEPARTMENT

B.Com Degree Course was started in the College in 1975. The College has entered into the Post Graduate phase of development with the introduction of M.Com in 1982, followed by M.Phil. The Department was recognised as a Research Centre with the introduction of the Doctoral Program in 2013. The motto of the PG Department & Research Centre in Commerce is to focus on equipping the students with adequate theoretical and practical knowledge in various facets of commerce.

ABOUT THE CONFERENCE

The National Conference on Commerce 5.0: AI, Sustainability and Global Market Transformation provides a global platform for academicians, researchers, industry experts and students to discuss emerging trends in shaping modern commerce. The Conference focuses on the integration of artificial intelligence, sustainable practices, and global market dynamics.

THEMES OF THE CONFERENCE

SUSTAINABLE ENTREPRENEURSHIP

- Incubators : Fuelling Startups
- Women Entrepreneurs : Breaking Barriers
- Tech for Sustainable Commerce

ARTIFICIAL INTELLIGENCE

- AI and Industry 5.0
- AI and Block Chain : Commerce Transparency
- AI and Big Data in financial decision making

MARKETING MANAGEMENT

- Digital Marketing for global outreach
- Innovative global marketing and technological focus
- Brand building
- Customer Relationship Management

ENTREPRENEURSHIP, INNOVATION AND START-UP ECOSYSTEMS

- *AI- enabled entrepreneurship*
- *Start-ups in sustainability and green technology*
- *MSMEs and digital transformation*
- *innovation Management and Venture Capital*
- *Global START-UP ECOSYSTEMS*

Call for papers

The conference invites participants to present their **original research papers, conceptual papers, case studies, and empirical studies** aligned with the conference themes and tracks.

RESOURCE PERSONS



**Dr.V.Ramanujam,
Associate Professor,
BSMED, Bharathiyar
University, Coimbatore (TN)**



**Dr.Jeet Singh,
Assistant Professor,
Department of Commerce,
Government Degree College,
Sambhal (UP)**

<u>Who Can Participate</u>	<u>Presentation</u>	<u>Participation only</u>
• <i>Faculty Members & Academicians</i>	• ₹300.00	• ₹250.00
• <i>Research Scholars & Students</i>	• ₹200.00	• ₹150.00
• <i>Industry Professionals</i>	• ₹500.00	• ₹450.00

Chief Patron

Mr.K.G.Prakash,
Secretary, College Governing Council.



Co-Patron

Dr.C.Ramakrishnan,
Principal



Convener

Dr.A.Surendran,
Associate Professor & Head i/c.



Organising Secretaries

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Dr.S.Manjula Gayathri, Assistant Professor

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Dr.R.Vinitha, Assistant Professor
Dr.R.Ramaraj, Assistant Professor
Dr.A.Bhuvaneshwari, Assistant Professor
Dr.R.Saranyadevi, Assistant Professor

Student Representatives

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Mrs. J.Jaya Bharathi-II M.Com-9655146939