

ORGANIZING COMMITTEE

CHIEF PATRONS

Rev.Dr.V.John Bosco, Founder & Managing Trustee

Rev.Fr.A.Albin Roby, Founder & Trustee

PATRONS

Rev.Fr.Sam F Mathew, Secretary

Dr.M. Edwin Ganandhas, Principal

Dr. R. Jeba Malar, Vice Principal

Rev.Fr.B.Nixson, Bursar

Rev.Fr.S.Britto, Chaplin

Rev.Fr.H.Glacin, Transport Manager

Dr. Subathra Chelladurai, Founder, President,
Cape Forum - You Trust, India

CONVENOR

Dr.F.Eframe Sophia Selvam, Head, Department of Commerce

CO-CONVENOR

Dr.R.Rathiha, Research Co-ordinator

ORGANIZING SECRETARY

Dr.S.David, Assistant Professor, Department of Commerce

ORGANISING COMMITTEE MEMBERS

Mrs. G.Parvathi -Assistant Professor

Rev.Fr.P.Arul Seelan - Assistant Professor

Dr.S.Sony - Assistant Professor

Mr. W.Vibin Hershon - Assistant Professor

Mr. M.Durai Singh - Assistant Professor

Mrs.S.Ramalekshmi - Assistant Professor

Students Co-ordinators

Mr.X.Melvin - II M.Com , Miss.D.Esther - III B.Com

PROGRAMME SCHEDULE

9.00 AM - 10.00 AM	: Registration
10.00 AM - 10.30 AM	: Inaugural Function
10.30 AM - 10.45 AM	: Tea Break
10.45 AM - 11.30 AM	: Technical Session 1
11.30 AM - 12.00 PM	: Technical Session 2
12.00 PM - 12.30 PM	: Technical Session 3
12.30 PM - 1.30 PM	: Lunch Break
1.30 PM - 3.00 PM	: Paper Presentation

Certificate Distribution

PG and Research Department of Commerce St. John's College of Arts & Science

Ammandivilai.

International Conference on Digital Transformation in Commerce and Management

On 29th April 2022

Venue : Fr. Jan Vriend Auditorium

REGISTRATION FORM

Name (BLOCK LETTERS) :

Designation :

Institution/Organisation :

Address for Communication :

Phone :

E.mail:

Participant Category : Paper presenter / In Absentia
/ Participant

Title of the Paper/ Case Study:

Details of Payment : NEFT / Cash

Signature of
Guide/HOD/Principal

Signature of
Participant

Note: If participants need additional copies of Registration
form they can take Photocopy

International Conference on Digital Transformation in Commerce and Management

On 29th April 2022

Venue : Fr. Jan Vriend Auditorium



Organised by

**Post Graduate and Research
Department of Commerce**

**ST. JOHN'S COLLEGE OF
ARTS & SCIENCE**

(An ISO 9001 : 2008 Certified Institution)

Ammandivilai, Kanniyakumari District - 629 204

Affiliated to Manonmaniam Sundaranar University, Tirunelveli

In Association with

CAPE FORUM - YOU TRUST

Reg.Under Indian Trust Act 1882, Trust Reg.No.198 / B4 - 2017

Kanniyakumari District, Tamilnadu, INDIA

E-mail : capeforumyoutrust@gmail.com website : www.capeforumyoutrust.org

**UNIVERSITAS MUHAMMADIYAH
SIDENRENG RAPPANG**
Indonesia

**GLOBAL ACADEMY OF HOLISTIC
LEADERSHIP AND COACHING INC.,**
Canada

Dear Sir/Madam,
Greetings

We express immense pleasure to inform you that the Research Department of Commerce, St.John's College of Arts & Science, Ammandivilai, is organizing one day International conference on DIGITAL TRANSFORMATION IN COMMERCE & MANAGEMENT on 29th April 2022. The conference aims at updating the academic community with recent changes in digital transformation. We expect the valuable involvement of faculty, students and research scholars of your institution.

About the Institution

St.John's College of Arts & Science was started in 2009 at Ammandivilai as a christian minority educational institution. The college is affiliated to Manonmaniam Sundaranar University. The college has 7 UG departments, 4 PG departments with 2 M.Phil courses. In 2016-2017, the institution reached a higher level when it was permitted to start M.Phil programme in English and Mathematics. The college that has grown tremendously in the past one decade aspires to reach higher levels of excellence in education without deviating from the Christian values, on which its foundation has been laid.

About the Department

The Department of Commerce St.John's College of Arts & Science started its journey from the academic year 2009-2010. In the academic year 2012-2013 as a glorious mark of the development of the department, the college was given permission to begin Post Graduation. The department has been producing university rank holders both UG and PG level. Once again the department has achieved a remarkable mile stone in its path by the establishment of Research Centre in December 2019. The main aim of the department is to offer superior quality affordable and professional education in view of shaping graduates, post graduates, and research scholars with high ethical, moral and leadership qualities.

About Cape Forum - You Trust

CAPE FORUM - YOU TRUST - is a CONSORTIUM OF SCHOOL AND COLLEGE TEACHING FRATERNITY IN INDIA, It consists of eminent Professionals and Academicians from various streams. The forum is organized to provide Non-Profitable service to the Academicians and Researchers, and to assist, Co-organize Seminars, Conferences, Workshops, Educational Training, Guide for Research Activities and Assist Publications. The main aim of the forum is to upgrade the quality in Education and research work among the Students, Research Scholars & faculty fraternity involved in Research from Arts and Social Science viz., Humanities, Commerce, Management, Education and the allied fields. The objective is to disseminate, strengthen and enhance knowledge in research. The desirous of Establishment of a Trust is for Research and Development, Skill Development & Training, Female health & Awareness, Education & Child Development and Women Empowerment. CAPE FORUM Conducts various programs for Academicians, Research scholars, Students and Community to fulfill

the objectives of OF BY AND FOR YOU TRUST.

About the Conference

The industrial world is evolving into a digital one. Digital transformation is the cultural, organizational and operational change of an organization, industry or ecosystem through a smart integration of digital technologies, processes and competencies across all levels and functions in a staged and strategic way. Digital technologies and the ways we use them in our personal lives, work and society have changed the face of business and will continue to do so. This has always been so but the pace at which it is happening is accelerating faster than the pace of transformation in organizations. Digital transformation covers a huge number of processes, interactions, transactions, technological evolutions, changes, internal and external factors, industries, stakeholders and so forth.

Objectives of the Conference

- To provide a professional forum to discuss and apply the most recent knowledge.
- To create a platform for meeting new prominent people and experts for getting new ideas.
- To enhance knowledge and thinking ability better than your competitors and play a key role in your future work.

Sub topics / Theme for paper presenters

- ✓ Innovative practice in Commerce
- ✓ Innovative practice in Business
- ✓ Innovative practice in Marketing
- ✓ Innovative practice in Banking
- ✓ Innovative practice in Insurance
- ✓ Innovative practice in Entrepreneurship
- ✓ Innovative practice in Tax system
- ✓ Innovative practice in Indian Economy

It may be noted that the above mentioned tracks are indicative in nature and papers may be submitted in any other relevant sub tracks and other emerging areas of digital transformation.

Guidelines for Abstract and Full Paper Submission

The paper should be an original contribution, including on-going / completed / unpublished research work, highlighting the mentioned thrust areas. On the title page of the abstract the following should be mentioned.

1. The name(s) of the author(s)
2. A concise and informative title
3. The affiliation(s) and address(es) of the author(s) with email address, mobile number.

Abstract (250 words) and full paper (2500 words) must be limited to 6-7 pages, A4 size paper, excluding the tables and

references. Format conditions: APA citation / reference style, Times New Roman font, font size 12 for text, 13 for sub heading and 14 for main heading, line spacing 1.5. The author (s) should submit their soft Copy of the paper with abstract in English, mailed in word file only to stjcomresearch@gmail.com, on or before 19th April 2022. Selected papers will be published in a book with ISBN No. After double-blind peer review, suggested articles will be published in UGC care list Journals. The authors need to pay additional publication charges apart from conference registration fees. Those opting for this may contact +91 9445710964 or through the given email ID.

Last Date : : 19th April 2022
(Abstract with Full Paper)
stjcomresearch@gmail.com

REGISTRATION FEES

S.No.	Category	Amount
1.	Participants	Rs. 200
2.	Paper Presenters	Rs. 500
3.	In absentia	Rs. 800

Fee may be paid at the registration desk on the date of seminar

Registration is compulsory for participants.

Co-author(s) must register separately.

Registration fee includes seminar kit /Lunch/Tea/Snacks

The fee amount may be paid through online or DD drawn in favour of "St.John's College of Arts & Science, Ammandivilai". Registration form and paper along with registration fees should reach us through the following e-mail: stjcomresearch@gmail.com

Bank Details

A/c Name. : St. Johns College of Arts and Science
A/c No. : 065001000015001
Bank : Indian Overseas Bank
Branch : Friday Market
IFSC Code : IOBA0000650

COMMUNICATION

CONVENOR
Dr.F.Eframe Sophia Selvam
Ph: 8489590510

ORGANIZING SECRETARY
Dr. S. David
Ph.: 9445710964