



ABOUT THE CONFERENCE



This conference aims to explore the dynamic landscape of Indian commerce in the context of globalization. As India emerges as a key player in the global economy, the event will delve into critical challenges such as digital transformation, regulatory reforms, international trade relations, and sustainability. It will also highlight new opportunities driven by innovation, entrepreneurship, and policy initiatives like 'Atmanirbhar Bharat'. Academicians, industry leaders, policymakers, and students will come together to exchange their ideas and strategies for redefining commerce in a rapidly evolving world. The conference aspires to shape a future-ready commercial ecosystem for India.



Registration Link

<https://forms.gle/UvNP6NYdAKuGsYGt7>



Link For Abstract and Full Paper submission

<https://forms.gle/BtBhbNSEnTAQyC5o8>



For Any Correspondence

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ABOUT THE COLLEGE

The benevolent members of the management have extended their exemplary services in the field of education with an exuberant spirit of facilitating and providing wider opportunities to the youth from different backgrounds. The motto of the institution "Knowledge is Power" is pre-eminently enshrined to ignite and enlighten the minds of the youngsters through education by dispelling the darkness of ignorance.

The primary vision of the college is to disseminate knowledge and foster in our students positive and critical thinking besides intellectual skills to become empowered beings. Thiruthangal Nadar College has been steadily forging ahead since its inception, adapting to the changes in the world around it but invariably retaining its core values of service, integration, discipline and decency. The mission is to provide quality and need-based education to students with facilities of Higher education and EDUCATION FOR ALL AND EMPLOYMENT FOR ALL

ABOUT THE DEPARTMENT

The scholarly faculty team guides students at every step, motivating them to become worthy managers and administrators. The Department branches into PG and Research Department and seven Under Graduation Courses. B.Com (General), B.Com (CS), B.Com (AF) B.Com (CA), B.Com (BM)) B.Com(ISM) & BBA. By creating an environment of academic freedom, where brilliant minds meet, explore and learn through various business events. The department organizes conference every year by identifying specific current issues and challenges with the aim of bringing together researchers, industry experts, entrepreneurs and academicians to exchange ideas, theories, and concepts related to all sectors. The Department always encourages innovativeness among the students and lays the foundation for them to acquire learning ability and adaptability by organizing guest lectures and workshops for specific subjects. Students are familiarized to the workplace through periodic industrial visits to get practical experience.



Thiruthangal Nadar College

Knowledge is Power

THIRUTHANGAL NADAR COLLEGE

(Belongs to the Chennaivazh Thiruthangal Hindu Nadar Uravinmurai Dharma Fund)

Affiliated to the University of Madras | 2(f) status under UGC Act

Re-Accredited at 'B++' Grade by NAAC | An ISO 9001:2015 Certified Institution

Selavayal, Chennai-600051.

Phone no.: 044-25941717 , 25942525

THIRUTHANGAL NADAR COLLEGE
3rd NATIONAL CONFERENCE
ON

REDEFINING INDIAN COMMERCE: CHALLENGES
AND OPPORTUNITIES IN A GLOBALIZED WORLD

(TNC-RICCAOGW)

[HYBRID MODE]

Organized

By

THE PG AND RESEARCH DEPARTMENT OF
COMMERCE AND BUSINESS ADMINISTRATION

DATE: 6th February 2026

ORGANIZING COMMITTEE

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BANK ACCOUNT DETAILS

Account Name: Research Fund,
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A/C No. : 008150310875350
IFSC Code : TMBL0000008
Bank : Tamilnad Mercantile Bank Ltd.
Branch : Old Washermanpet,
Chennai - 21.

PAPER SUBMISSION DETAILS

The abstract and full length paper should be sent to
Mail ID: research@thiruthangalnadarcollege.edu.in
with the payment proof on or before the prescribed
dates. Each author is considered as an individual
participant for the purpose of the conference.

DATES TO REMEMBER

12/12/2025 : Abstract Submission
18/12/2025 : Full Paper
06/02/2026 : Conference Date

REGISTRATION FEE

Rs. 1000/- : Industrialist
Rs. 750/- : Research Scholar & Academicians
Rs. 500/- : Students
Rs. 250/- : Participants

(Includes Conference kit, Refreshment, Lunch & Certificate)



Conference Mail ID

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CALL FOR PAPERS

The research paper should be based on original
research work and not yet published. Papers can
be conceptual and empirical but would be tested
on relevance to the main theme and sub-themes
and must contribute to theory building.

CONFERENCE TRACK

Finance & HRM:

- Financial inclusion and digital transformation.
- Sustainable finance and ESG investing.
- Employee job satisfaction in digital workplace.
- AI driven strategies for workforce planning.

Marketing & Entrepreneurship:

- Digital consumer behaviour in emerging markets.
- Applied digital marketing & Transformation ethics.
- Responsible frameworks for start-ups.
- Social and sustainable entrepreneurship.

Digital Commerce & Future Trends:

- Digitalization and the future of Indian Commerce.
- Changing consumer dynamics in digital era.
- AI & Commerce.
- Other topics related to the conference theme.

MANUSCRIPTS GUIDELINES

An abstract should not exceed 250 words with title
of the Article, Author's and Co-author's Name,
Designation & Institution Affiliations. Abstract
must include Research purpose, Methodology,
Significant results, Implications and Keywords.
Text must be in 12-size font, Times New Roman,
1.5 line spacing with Justify alignment, only in
MS-WORD version and APA format for
references. 5 - 8 is page limit.

Publication details

Selected and extended papers will be published in
a UGC-CARE listed journal. All the abstract will
be published in the conference proceedings with
ISBN number.