

**REPORT ON**  
**6th INTERNATIONAL CONFERENCE**  
**ON MANAGEMENT, ACCOUNTING, BANKING, ECONOMICS AND BUSINESS**  
**RESEARCH FOR SUSTAINABLE DEVELOPMENT**  
 1<sup>st</sup> and 2<sup>nd</sup> March, 2023

Organised by

**DEPARTMENT OF COMMERCE**  
**School of Social Sciences and Humanities**  
**B.S. Abdur Rahman Crescent Institute of Science and Technology**  
 GST Road, Vandalur, Chennai-600048, Tamil Nadu, India

In Association with

ISDC, Miles Education and NSE Academy.



## The Inception

The Department of Commerce commenced in the year 2017, till now we have successfully conducted five conferences, namely: i) Eclectic HR Confab in 2019,(ii) International Conference on Research Outlook, Innovations and Research Trends in 2020( iii) “Nurturing and Transforming Economic and Business Practices with Innovation in Global Market in 2021(iv)ACOMC – Education and Business Strategic Empowerment as a Key Factor in Revitalizing National Economy 2021 (v)International Conference on Research Outlook, Innovations and Research Trends in 2022.

This is the 6th International Conference for the department, this conference is aimed to bring people from academic, research & student community together from all over the world to share and exchange knowledge. The objective of the conference is to provide opportunity for academicians, professionals, industry experts, research scholars and scientists working in R&D organization to engage in discussion on issues related to commerce and management. It will also provide a platform to get acquainted with latest developments and trends in the commerce and business environment coupled with their implications for the organization. The forum will facilitate interaction among members inside and outside their own respective disciplines to enjoy the fellowship of other professionals and scholars in the field. The conference will be held in regular interval to make it an ideal platform for people to share views and experiences in Management, Accounting, Banking, Economics and Business Research and related areas.

The conference committees were formed in the month of December end 2022 and finalized the theme with date for the conference. The committee finalized the themes namely Accounts & Finance, Banking & Insurance, Marketing Management, Operations management and Information Technology, Human Resources Management, Economics, Business, Business Analytics, International Trade and Sustainable development .The conference was initiated with conference chair Dr.Ayub Khan Dawood, Professor and Dean School of Social Sciences and Humanities, conference convener Dr.K.Soundarapandiyan, Associate Professor and Head Department of Commerce, conference co-ordinators Dr.N.Indumathi and Dr Krupa B Nair, Assistant Professor Department of Commerce and organizing committee members Dr.R.Prakash,Dr.Perumalraja.R,Mr.Rahul.P,Mr.R.Sebastin,Assistant Professor Department of Commerce.

The conference Brochure was circulated widely from the month of January 2023. We received a massive response from different states of India and abroad in a short time. We received 226 papers ,out of this, 153 papers were selected, among these 12 papers are from abroad, in which 3 papers from the University of technology and applied sciences, Oman, 6 papers from South Eastern University, Sri Lanka, 3 papers from Jaffna University, Sri Lanka.

Among the 153 papers, 47 papers were received from faculties, 61 papers were received from research scholars, and 45 papers were received from students. Once the final paper with the abstract is available, the Book of Abstracts was designed and later got the ISBN.

**Venue:**

Auditorium (Inauguration), Seminar Hall I (Track and Valedictory) and Seminar Hall III (track) Convention Centre

**The Conference Format**

**Day One: 1<sup>st</sup> March 2023**

The first day of the conference commenced with the reception team welcoming the guests and the registrations going on with the full swing at the registration desk followed by Tilawat-eQuran(Quari) and TamilThaiVazthu.

The welcome address was conveyed by Dr Ayub Khan Dawood, Dean, School of Social Sciences and Humanities. The audience was then enlightened by the conference theme delivered by Dr.K.Soundarapandiyan, Associate Professor & Head, Department of Commerce, BSACIST,Chennai, followed by Presidential Address from Prof.Dr.T.Murugesan, Pro Vice-Chancellor, BSACIST,Chennai,sir spoke about the sustainable development goals , their practices provide an outline for restoring the health of the environment so that future generations may prosper.

The proceeding of the conference in the electronic form was released by Dr MBM.Ismail, Department of Marketing Management, South Eastern University of SriLanka. Later the sponsors of the event Miles education and ISDC delegates were felicitated by Dr.N.Raja Hussain, Registrar and Pro Vice-Chancellor Dr.T.Murugesan.

Prof. Dr.MBM.Ismail, Department of Marketing Management, South Eastern University of SriLanka was the Chief Guest for the International Conference, Sir addressed the delegates with his wise words and thoughts on the Sustainable Development Goals and ideology that influences the transformation of business processes in the companies where professional accountants are important part of this transformation.

Finally Vote of Thanks was given by Dr Krupa B Nair, the inaugural function was attended by the Directors, Deans, HoD's of our institute and students from Department of Commerce other college participants ,Research Scholars and faculty members.

The two-day conference comprised of 3 plenary sessions, with 3 international speakers per session. Each speaker was given 15 minutes to present, followed by 5-10 minutes for questions.

The first plenary session was conducted in seminar hall I, where Prof. Dr.MBM.Ismail, Department of Marketing Management, South Eastern University of Sri Lanka, address the delegates about the role of entrepreneurship in sustainable development. Sir mentioned that sustainable development is all the resources used at the present time can still are used by future generations and the concept of sustainable development oriented to economic, social and environmental aspects. When the three aspects are interchangeably harmony, the development will proceed in a sustainable period. Sir mentioned that the modern concept of entrepreneurship is all about exercising creativity in business activities, product development, process development, problem solutions, and change management at large and social sustainability is one aspect of sustainability or sustainable development. Social sustainability is concerned with human rights, labour rights, and corporate governance Sir spoke about technopreneurs where technological enhancement in business, health, education, and the environment provide new occasions for societies. More information products are available and some may have environmental implications.

The two day conference comprised of total 10 tracks where the four were offline and 6 were in online mode.

On the day 1 there were 2 tracks conducted parallel which was chaired by **Dr. R. Rajesh Ramkumar**, Assistant Professor, Department of Business Administration (R) Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi and **Dr. Manoselvi** Associate Professor, Department of Commerce St. Peter's Institute of Higher Education and Research & **Dr.K.P.Savitha** Assistant professor, Department of Commerce J.B.A.S College for Women's, Chennai in seminar hall I and III simultaneously. And 3 tracks in online mode were chaired by **Dr.K.A. Kunjithapatham** Associate Professor, PG and research department of commerce, Sri Sankara Arts and Science College, **Dr. D. Murugesan** Associate Professor, Department of Commerce, Vels Institute of Science, Technology and Advanced Studies, Chennai – 11, and **Dr.C.Vethirajan** Professor & Head Department of Corporate Secretaryship, School of Management Alagappa University, Karaikudi 630003, Tamil Nadu.

There were 26 participants presented in the offline mode and 47 participants presented in the online mode.

A networking high tea (at 11.am and evening 3.30pm) and lunch(12.30pm to 2pm ) was organized for the participants and members of the conference , where they shared their experience while networking and connecting with each other.

The day closed with the energetic cultural programme by the students of crescent in the auditorium which included the bharathanatyam, hip-hop, silambham, mime, songs, and instruments started from 4pm and got over by 6pm.it was witnessed the participants and foreign delegates, where each and everyone enjoyed thoroughly.

## Day Two: 3<sup>rd</sup> March 2023

The second day started with the plenary session by **Dr. Nasar** Faculty Department of Commerce, South Eastern University of Sri Lanka and **Dr.Haleem** Faculty Dept. of Commerce South Eastern University of Sri Lanka, where the welcome address was given by Dr. Perumal Raj sir and Mr. Rahul sir and vote of thanks by Mr. Sebastin sir.

**Dr. Nasar** sir addressed the delegates on the role of accounting in sustainable development; sir informed that accounting through all its various transformations serves as a train that moves sustainable development. These transformations at all stages are to make it conform to the current trends in global businesses which are geared towards sustainable development. Sir also addressed that accounting played roles in sustainable development by contributing to the improved capital market, sustainable business, and better management of public funds. Through quality education and the rich, competitive, and contemporary training accountants undergo, they are kept abreast of current economic and related issues, become competent, and are constantly more valuable in meeting business needs that emerge. Accountants in their decision-making functions played active roles in influencing the sustainability strategies of their companies. The session was fruitful and interactive.

**Dr.Haleem** sir addressed the delegates on the emerging trends in baking industry in APAC, sir informed that Baking enzymes market is expected to gain market growth in the forecast period of 2020 to 2027. Rising demand for baking goods in market has increased the demand of enzymes in the market. Different enzymes are being used in the bakery goods such as proteases which plays a vital role in enhancing the elasticity; Due to better properties, the demand for baking enzymes are high in bakery sector, hence it is demanding product in market. In Asia, as the consumption of baking goods in demanding phase, the market for baking enzyme in upcoming year will increase in this region. Both the plenary sessions were useful to the audience and had a good interaction from the students.

Later two offline track were conducted parallel in Semianr Hall 1 and 3 which was chaired by **Dr.Hemanth Kumar** Professor, School of Commerce and Management, Presidency University, Bangalore and **Dr. Moon Moon Hussain** Assistant Professor, Department of Economics BSACIST and 3 tracks in online mode chaired by **Dr.B.Devamaindhan** Professor, Department of Management Studies-IDE, University of Madras, **Dr.T. Praveen Kumar** Assistant Professor School Of Business And Management Christ University, Bangalore and **Dr.Manivannan Babu** Associate Professor, Bharathidasan School of Management, Bharathidasan University, Tiruchirappally. There were 24 participants presented in the offline mode and 41 participants presented in the online mode.

A networking high tea (at 11.45am and evening 3.30pm) and lunch (1pm to 2pm ) was organized for the participants and members of the conference , where they shared their experience while networking and connecting with each other.

The successful completion of the paper presentation marked the beginning of the valedictory ceremony which began with the welcome address by Dr Kogila N, Assistant Professor, Department Of Commerce, the special address (online mode) was given by **Dr.Chandramohan** Prof & Dean, School of Commerce and Business Management, Central University of Tamilnadu, Thiruvavur, on the role of financial inclusion in achieving sustainable development goals, sir informed that step towards broader financial inclusion is to have access to a transaction account allowing people to exchange and save money and Financial inclusion offers wide range of benefits such as Improving earning potential, enhanced women empowerment by encouraging women entrepreneurs, reduction in the costs of transactions, easy accumulation of funds, increased use of digital platforms etc.

**Dr.Razana Juhaida Johari**, Department of Professional Accounting Studies Universiti Teknologi MARA Shah Alam, Malaysia given special address (online mode) on women and Sustainable Development, mam informed that women experience everyday life differently than men. Traditional gender roles corner women into juggling multiple responsibilities in the home, at the workplace and in the community. As a result women have a unique knowledge of the environment and the importance of sustainability. But the demands on women also leave them with less time than men for political involvement, and without a voice in the decision-making processes that impact their lives and their environment. Women are often poorly served as citizens in their communities.

Finally valedictory address was given by Dr.K.R.Sowmiya, Professor, Business and Economics, Kabridahar University, Kabridahar, Ethiopia, mam addressed on the literacy and Sustainable Development, mam informed that "Sustainability Literacy" is the knowledge, skills and mindsets that allow individuals to become deeply committed to building a sustainable future and assisting in making informed and effective decisions to this end and the literacy rate of a country affects its economic development greatly. The more literate citizens a country has, the greater is its economic development. People who are literate can more easily develop skills that will help them in the workplace and will help them find and keep jobs, so they can spend money.

Later feedback was given by the participants, where they appreciated the conference and overall arrangements done for the conference. Dr.Indumathi.N, Assistant Professor, Department of Commerce given the Coordinator report, where she given brief detailed report on the inception, counts of the paper received and other related inputs form the conference.

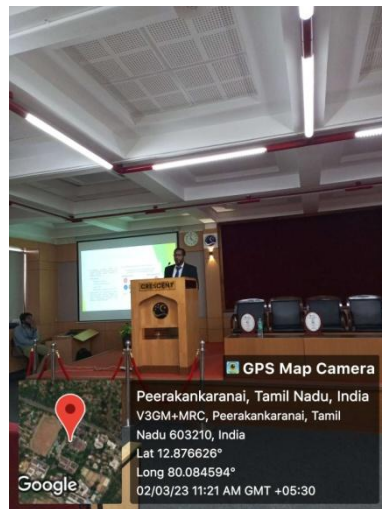
Certificate for the best research paper award for the four presenters were distributed by Dr.V.Murugesan, Advisor, BSACIST, Chennai. Finally vote of thanks was given by Dr R Prakash to appreciate the efforts put the Management, Dean,SSSH, Department Head, Coordinators and committee members, delegates, faculty members, non-teaching staff, students volunteers, editorial board and all others who involved directly and indirectly in the conference, to make it a successful one.

**Photos of the conference**

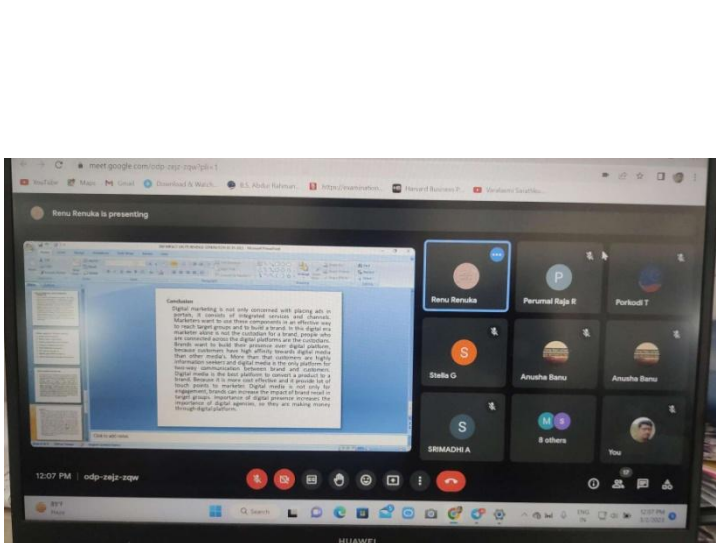
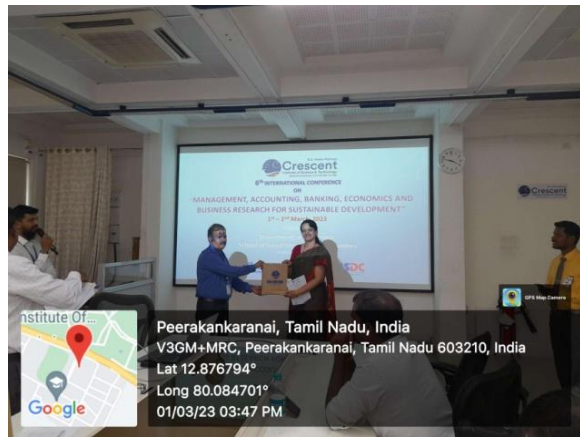
**Image 1: Inauguration of the conference**



**Image 2: Plenary sessions**



**Image 3: Track presentation and certificate distribution:**





# Brochure of the conference



**6th INTERNATIONAL CONFERENCE ON MANAGEMENT, ACCOUNTING, BANKING, ECONOMICS AND BUSINESS RESEARCH FOR SUSTAINABLE DEVELOPMENT**  
 On March 1<sup>st</sup> and 2<sup>nd</sup>, 2023

Organized by  
**Department of Commerce**  
**School of Social Sciences and Humanities**

In Association with  


B.S. Abdur Rahman Crescent Institute of Science & Technology,  
 Seethakathi Estate, GST Road, Vandalur, Chennai-48  
[www.crescent.education](http://www.crescent.education)

**About B.S. Abdur Rahman Crescent Institute of Science and Technology**

B.S. Abdur Rahman Crescent Institute of Science and Technology is a renowned Quality Leadership Institution located at the greenest spot of Chennai near Tambaram. Through our long history of 38 years of excellence, the Institution has offered access to a wide range of academic opportunities. With 54 programmes, grouped under 12 different schools, 31 Undergraduate programmes, 25 Post graduate programmes, and Ph.D. (in all the departments), this institution is a rising star in higher education with promising Quality, Security and Placement.

This institution is an intellectual destination that challenges conventional thinking and stimulates passion to redefine learning. The distinctive teaching at this institution makes the students and scholars to compete with themselves and each other. Apart from providing top-notch education, our green campus and well-planned student life are solely dedicated to making students utilize the ambience to the fullest. Through our wide array of educational programmes and unique clubs to foster student development activities, we provide opportunities and experiences that build community, help you grow personally and professionally, and create a place that you can call home now and throughout your life.

The highlights of the institution are that, it was rated with prestigious Accredited with 'A+' Grade by NAAC. The distinctive teaching at this institution makes the students and scholars to compete with themselves and each other. Apart from providing top-notch education, our green campus and well-planned student life are solely dedicated to making students utilize the ambience to the fullest. Through our wide array of educational programmes and unique clubs to foster student development activities, we provide opportunities and experiences that build community, help you grow personally and professionally.

**About the Department of Commerce**

The Department of Commerce is established under the School of Social Sciences and Humanities with a vision of providing excellence in the field of Commerce by imparting value-based education, training and research. Since its inception in 2017, the primary aim of the department has been to make the commerce students respond to changing social realities through the development and application of knowledge. Today, the college offers various courses like B.Com General, B.Com Accounts and Finance, B.Com Hons, B.Com Professional Accounting, BBA General, BBA Financial Services and M.Com, with over 1300 students studying. The department attracts most talented young students every year, because of the reputation for its excellent academic performance and infrastructure, as well as its importantly more dedicated faculty members.

**About the Conference**

The objective of the conference is to provide opportunity for academicians, professionals, industry experts, research scholars and scientists working in R&D organization to engage in discussion on issues related to commerce and management. It will also provide a platform to get acquainted with latest developments and trends in the commerce and business environment coupled with their implications for the organization. The forum will facilitate interaction among members inside and outside their own respective disciplines to enjoy the fellowship of other professionals and scholars in the field. The conference will be held in regular interval to make it an ideal platform for people to share views and experiences in Management, Accounting, Banking, Economics and Business Research and related areas.

**Conference Theme**

In the present scenario the world faces a dynamic change that leads to high volatility in the Global markets. The entire business organization changes the strategy to survive in the Global crisis. It is very important for the business to grab the opportunities and all the other possibilities according to the current scenario. Economics around the world are steadily growing & recovering from the crisis. This conference brings together innovative academics and industrial experts in the field of Management, Accounting, Banking, Economics and Business Research to a common forum. It also creates a platform to share ideas to combat the recent challenges in business and grabs the opportunities for the new emerging market. Another goal of the conference is to promote scientific information interchange between researchers, developers, engineers, students and practitioners working in the country and abroad.

**Call for Papers**

Authors are invited to submit the paper on the following subthemes or its related topics:

<b>Accounts &amp; Finance</b> <ul style="list-style-type: none"> <li>Accounting Challenges</li> <li>Strategic Accounting</li> <li>Corporate Finance</li> <li>Innovations in Finance</li> <li>Digital currency</li> <li>Indicators in Direct &amp; Indirect taxation</li> <li>Credit risk modeling and management</li> <li>Cloud solution to Banks</li> <li>Analytics in Banking &amp; Finance</li> <li>Foreign exchange Markets</li> <li>Mergers and acquisitions</li> <li>Portfolio management</li> </ul>	<b>Banking &amp; Insurance</b> <ul style="list-style-type: none"> <li>Core banking and future trends</li> <li>Technological Advancement in Banking</li> <li>Green Banking</li> <li>Blockchain, Microfinance Institutions</li> <li>Sustainability Issues in Banking</li> <li>Banking for Environmental Development</li> <li>Investment Banking</li> <li>Insurance Economics</li> <li>Insurance Economics</li> <li>Property and Liability Insurance</li> <li>Life and Non-Life Insurance</li> <li>Islamic Banking</li> </ul>
<b>Marketing Management</b> <ul style="list-style-type: none"> <li>Consumer Behaviour</li> <li>Product and Brand Management</li> <li>Marketing Channels</li> <li>Retailing Issues</li> <li>Business Communications and Advertising</li> <li>Customer Relationship Management</li> <li>Marketing Strategy for Services</li> <li>International Marketing</li> <li>Direct Marketing</li> <li>Tools and Applications in Mobile Marketing</li> <li>Digital marketing</li> </ul>	<b>Operations Management and Information Technology</b> <ul style="list-style-type: none"> <li>International Operations Management</li> <li>Supply Chain Logistics</li> <li>Operational Excellence</li> <li>Inventory Management</li> <li>Lean and Six Sigma</li> <li>Internet of Things &amp; Industry 4.0</li> <li>Scheduling and Logistics</li> <li>Applying new ICT tools for business</li> <li>Cloud computing</li> <li>Digitalization in Business</li> </ul>
<b>Human Resources Management</b> <ul style="list-style-type: none"> <li>Strategic HRM</li> <li>Recruitment and Selection</li> <li>Global HRM</li> <li>Recent Trends in retaining people in HR</li> <li>HR Analytics and technology in HR</li> <li>Employee engagement strategies</li> <li>Emotional Intelligence</li> <li>Women and leadership</li> <li>Sustainable leadership</li> <li>Learning organizations</li> <li>Positive organizational psychology</li> <li>Organizational culture and climate</li> <li>Managing Talent</li> <li>Creating Human Capital</li> </ul>	<b>Economics</b> <ul style="list-style-type: none"> <li>Applied Economics</li> <li>Comparative Economics</li> <li>Consumer Behavior</li> <li>Consumer Credit</li> <li>Economic Democracy</li> <li>Economic Depressions</li> <li>Economic Growth &amp; Sustainability</li> <li>Economic Modelling and Simulation</li> <li>Microeconomic Aggregates</li> <li>National &amp; Regional Economics</li> <li>Person Funds</li> <li>Political Economy</li> <li>Energy Economics</li> </ul>
<b>Business</b> <ul style="list-style-type: none"> <li>Information Systems &amp; Business</li> <li>Business Intelligence &amp; Financial Intelligence</li> <li>Business Interviewing</li> <li>Law &amp; Regulations in Business</li> <li>Business Leadership</li> <li>Business Models &amp; Innovations</li> <li>Monocultures &amp; Business</li> <li>Emerging Markets &amp; Sustainability</li> <li>Artificial Intelligence</li> </ul>	<b>Business Analytics</b> <ul style="list-style-type: none"> <li>Data-driven Analytics and Business Management</li> <li>Big Data Applications, Challenges and Opportunities</li> <li>Business Intelligence</li> <li>Business Analytics</li> <li>Complexity and Algorithms</li> <li>Data Engineering and Architecture</li> <li>Data Mining Applications in Science, Engineering, Healthcare and Medicine</li> <li>Artificial Intelligence</li> </ul>
<b>International Trade</b> <ul style="list-style-type: none"> <li>Agricultural Trade</li> <li>Anti-dumping Laws</li> <li>Business Intelligence &amp; Financial Intelligence</li> <li>Free Trade</li> <li>Law &amp; Regulations in Business</li> <li>Protectionism</li> <li>Trade of GATT &amp; WTO</li> <li>Trade Pacific Partnership</li> <li>World Trade History</li> <li>Foreign Direct Investment</li> <li>Foreign Exchange</li> </ul>	<b>Sustainable Development</b> <ul style="list-style-type: none"> <li>Customer Experience, Employee &amp; Relationship Management</li> <li>Sustainable HRM practices</li> <li>Sustainable Talent management and acquisition</li> <li>Sustainable SCM solutions in Retail Industry</li> <li>Sustainable Financial Performance &amp; Accounting Practices</li> <li>Management ethics in 2025</li> <li>Sustainable Agriculture and Food Security</li> <li>Industrialization vs. Environment</li> <li>Sustainable Business</li> <li>Renewable Energy for Sustainability</li> </ul>

**Paper submission guidelines procedure:**

- Abstract should be submitted in MS Word format not exceeding 500 words.
- Papers should be submitted in MS Word format and should not exceed to 2500 words
- Text should be typed in Times New Roman, font size 12 and all text should be one and half line spaced and fully justified.
- Heading should be bold faced in font size 14, sub heading bold faced and in font size 12.
- Each page should be numbered at the bottom on the right side.
- Reference should be in the APA format.
- Verifiable sources for the secondary information are to be given.
- Cover page should contain the title of the paper, author's name, affiliation and contact details including mobile number and email address.
- If the paper is co-authored by more than one, all the authors need to be registered individually.
- Papers should be submitted with 10% Originality.
- Abstract & Paper should be mailed to [commerce.conf@rescent.education](mailto:commerce.conf@rescent.education)

**Conference Take away**

- Opportunity to network with enlightened minds in the area of Commerce and Management.
- Enhance visibility through various publicity and promotional materials.
- Conference kit, Certificate.
- Best Research Paper Award in each track

**Conference Publication**

All selected research papers will be published in conference proceeding bearing with ISBN in digital form and then reviewed journals.

- ABDC, Scopus Indexed journal, Web of Science and UGC CARE journal Publication opportunities.

Those who are interested to publish their research work in ABDC, Scopus indexed journals web of science, UGC care journals have to pay the additional charges apart from conference registration fee and have to inform well in advance while submitting the conference paper. (The additional charges shall be notified upon selection of the paper). Name of the journal will be intimated later based on the acceptance suitability.

Registration Fee per Author	
Students / Research Scholar	₹ 500
Faculty	₹ 1200
Industry / Corporate	₹ 1500
Foreign Delegates	USD 50

**Department of Commerce**

Indian Overseas Bank, Vandalur, Chennai, 600048

Ac.No: 16570100025927

IFSC Code: IOBA0001657

**Note:**  
 After successful payment, kindly mail the reference/transaction number and Screenshot.

**Important Dates**

Last date for submission of Abstract	10 <sup>th</sup> Feb 2023
Date for intimation of Acceptance	12 <sup>th</sup> Feb 2023
Last date for submission of full paper	20 <sup>th</sup> Feb 2023
Last date for payment of Registration fees	20 <sup>th</sup> Feb 2023
Conference Date	1 <sup>st</sup> & 2 <sup>nd</sup> March 2023

**Conference Committee**

<b>CHIEF PATRON</b> Prof. Dr. T. Murugesan Pro Vice Chancellor BSACISST Chennai.	<b>PATRON</b> Dr. N.Raja Hussain Registrar BSACISST Chennai.
<b>CONFERENCE CHAIR</b> Dr. Ayub Khan Dawood Professor and Dean School of Social Sciences and Humanities	<b>CONFERENCE CONVENER</b> Dr. K.Soundarapandiyam Associate Professor and Head Department of Commerce

**CONFERENCE COORDINATORS**

Dr. N. Indumathi Assistant Professor Department of Commerce	Dr. Krupa. B. Nair Assistant Professor Department of Commerce
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**ORGANIZING COMMITTEE MEMBERS**

Dr. R. Prakash Assistant Professor Department of Commerce	Dr. Perumalraja .R Assistant Professor Department of Commerce
Mr. Rahul .P Assistant Professor Department of Commerce	Mr. R. Sebastin Assistant Professor Department of Commerce

**Advisory Board Members**

1. Prof. MBM Ismail, Faculty of Commerce and Management, South Eastern University, Sri Lanka.
2. Prof. T. Velumamy, Senior Professor of Accounting, Department of Accounting, Faculty of Management Studies and Commerce University of Jaffna, Sri Lanka.
3. Dr. Subrahmanian Muthuraman, Assistant Professor, Faculty of Business Studies, Arab Open University, Muscat, Sultanate of Oman.
4. Prof. B. Nimalathasan, Professor in Accounting, Department of Accounting, University of Jaffna, Sri Lanka.
5. Dr. Razana Juhaidda Johari, Department of Professional Accounting Studies, Universiti Teknologi MARA, Malaysia.
6. Dr. Anthony J Lolas, Faculty in Doctoral Programmes, Walden University, College of Management and Technology, Cater Hill Drive, Columbia USA.
7. Dr. KR. Sowmya, Professor-Business and Economics, Kabridahar University, Kabridahar, Ethiopia.
8. Prof. (Dr.) Siveesan Sivanandamorthy, Professor in Marketing, Department of Marketing, University of Jaffna, Sri Lanka.
9. Dr. C. Vethirajan, Professor & Head, Department of Corporate Secretaryship, Alagappa University, Karaikal.
10. Dr. N. Panchan, Professor and Head, Department of Commerce University of Madras, IDE, Chennai.
11. Dr. M. Selvam, Professor and Head, Department of Commerce and Financial Studies, Bharathidasan University, Trichy, Tamil Nadu.
12. Prof. H.P. Mathur, Dean, Faculty of Management Studies, Chairman, International Centre, Banaras Hindu University.
13. Dr. Mohan Shaikh, Professor in Management, MIT World Peace University, Pune.
14. Dr. Syed Ahanuruddin, Professor, Department of Commerce Dr. Babasaheb Ambedkar Marathwada University, Aurangabad(MS) India.
15. Prof. Badiuddin Ahmed, Dean, School of Commerce and Business Management, Maulana Azad National Urdu University Gachibowli, Hyderabad.

**Address for Communication**

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Dr. Krupa. B. Nair  
 Assistant Professor  
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[commerce.conf@rescent.education](mailto:commerce.conf@rescent.education)



## Invitation for the inaugural and valedictory function:

  
 B.S. Abdur Rahman  
 Institute of Science & Technology  
Deemed to be University u/s 3 of the UGC Act, 1956  
 In Association with  




The Management, Staff and the Students of  
**Department of Commerce**  
 School of Social Sciences and Humanities  
**B.S. Abdur Rahman Crescent Institute of Science & Technology**  
 GST Road, Vandalur, Chennai-600048, Tamil Nadu, India

*Cordially invite you to grace the inaugural function of*

### 6<sup>th</sup> INTERNATIONAL CONFERENCE

on  
 "MANAGEMENT, ACCOUNTING, BANKING, ECONOMICS  
 AND BUSINESS RESEARCH FOR SUSTAINABLE DEVELOPMENT"

**Inaugural Function**

**Date: 1<sup>st</sup> March 2023 @ 10.00 AM**  
**Venue: Convention centre**

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**Prof. Dr. T. Murugesan**  
 Pro Vice-Chancellor  
 BSACIST  
 has kindly consented to deliver the presidential address

**Dr. N. Raja Hussain**  
 Registrar  
 BSACIST  
 has kindly consented to deliver the special address

**Prof. MBM. Ismail**  
 Professor, Faculty of Commerce and Management,  
 South Eastern University of Sri Lanka  
 has kindly consented to deliver the inaugural address

**Dr. K. Soundarapandian**  
Associate Professor & Head  
Department of Commerce
**Dr. D. Ayub Khan Dawood**  
Professor and Dean  
School of Social Sciences and Humanities

  
 B.S. Abdur Rahman  
 Institute of Science & Technology  
Deemed to be University u/s 3 of the UGC Act, 1956  
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 GST Road, Vandalur, Chennai-600048, Tamil Nadu, India

*Cordially invite you to grace the valedictory function of*

### 6<sup>th</sup> INTERNATIONAL CONFERENCE

on  
 "MANAGEMENT, ACCOUNTING, BANKING, ECONOMICS  
 AND BUSINESS RESEARCH FOR SUSTAINABLE DEVELOPMENT"

**Valedictory Function**

**Date: 2<sup>nd</sup> March 2023 @ 02.30 PM**  
**Venue: Seminar Hall-1, Second floor, Convention centre**

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**Prof. A. Chandra Mohan**  
 Dean, School of Commerce and Business Management  
 Central University of Tamil Nadu  
 has kindly consented to deliver the special address

**Dr. Razana Juhaida Johari**  
 Associate Professor in Professional Accounting Studies  
 Universiti Teknologi MARA Shah alam, Malaysia  
 has kindly consented to deliver the special address

**Dr. K.R. Sowmiya**  
 Professor in Business and Economics,  
 Kabridahar University, Ethiopia  
 has kindly consented to deliver the valedictory address

**Dr. K. Soundarapandian**  
Associate Professor & Head  
Department of Commerce
**Dr. D. Ayub Khan Dawood**  
Professor and Dean  
School of Social Sciences and Humanities

## Certificate of the Conference

  
 B.S. Abdur Rahman™  
 Institute of Science & Technology  
Deemed to be University u/s 3 of the UGC Act, 1956









**B.S. Abdur Rahman Crescent Institute of Science & Technology**  
**Department of Commerce**  
 School of Social Sciences and Humanities  
 GST Road, Vandalur, Chennai-600048, Tamil Nadu, India  
 In Association with  




### CERTIFICATE OF APPRECIATION

This is to certify that

**Dr. C. Vethirajan**  
 Professor & Head, Department of Corporate Secretaryship,  
 School of Management of Alagappa University, Karaikudi 630003  
 Tamil nadu.  
 has acted as a Panel Member / Chairperson

@

**6<sup>th</sup> INTERNATIONAL CONFERENCE**  
 on  
 "MANAGEMENT, ACCOUNTING, BANKING, ECONOMICS AND BUSINESS  
 RESEARCH FOR SUSTAINABLE DEVELOPMENT"  
 held on  
**1<sup>st</sup> and 2<sup>nd</sup> March 2023**

  
Dr. K. SOUNDARAPANDIAN  
HOD  
Department of Commerce
  
Dr. AYUB KHAN DAWOOD  
Dean  
School of Social Sciences and Humanities
  
Dr. N. RAJA HUSSAIN  
Registrar



### Feedback analysis

#### Relevance of the Theme & Topic of the Conference

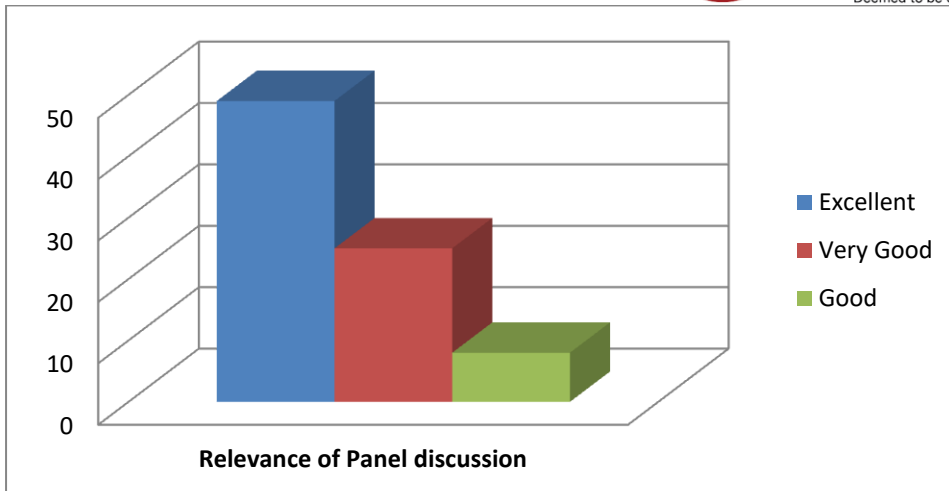


Inference: The objective of the conference was fulfilled as 68% of the participants felt it was excellent.

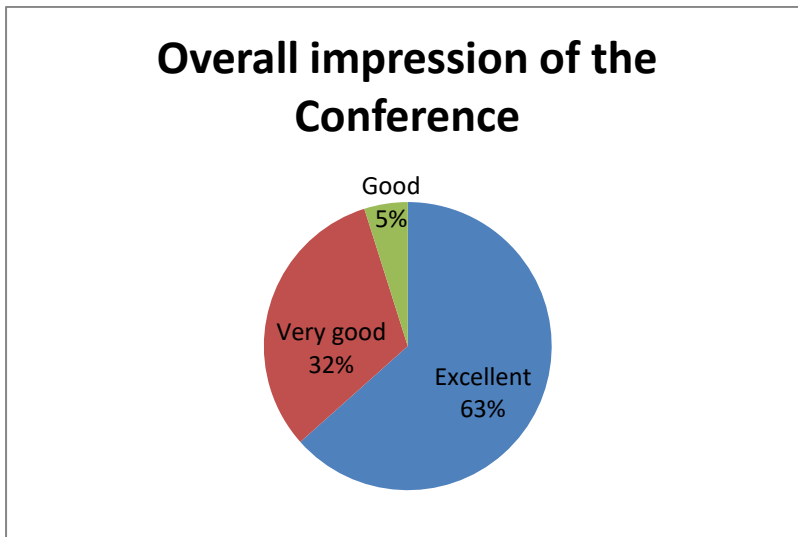
#### Relevance of Plenary address by Prof.Dr.MBM.Ismail



Inference: The content addressed in the plenary session was appreciated as 62% of the participants felt excellent.



Inference: The relevance of the plenary session was deliberated and appreciated by 50% of the participants.



Inference: Overall the organization was well appreciated by 63% of the participants.

Dr Ayub Khan Dawood  
 Professor and Dean  
 Conference Chair  
 School of Social Sciences and Humanities

Dr.K.Soundarapandiyan  
 Associate Professor  
 Conference Convener  
 Head Department of Commerce