

REPORT ON
INTERNATIONAL CONFERENCE on
Economic Growth & Sustainable Development

21st December 2023

Organised by
Shri Shankarlal Sundarbai Shasun Jain College for Women Internal Quality Assurance Cell
(IQAC) School of Commerce (Shift I & II)

In Collaboration with

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



The Inception

The Department of Commerce commenced in the year 2017, till now we have successfully conducted six 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 (vi) International conference on management, accounting, banking, economics and business research for sustainable development.

This is the 7th International Conference for the department, where we have collaborated with Shri Shankarlal Sundarbai Shasun Jain College for Women, Internal Quality Assurance Cell (IQAC) School of Commerce (Shift I & II). The conference aims to provide an open forum for the exchange of innovative scientific information between researchers, developers, educators, and students and also to promote the transformation of fundamental research into institutional and industrialized research. It will also provide a platform to get acquainted with the latest developments and trends in the commerce and business environment coupled with their implications for the organization’s sustainability and development. 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. This conference seeks to deliberate on emerging ideas for people to share views and experiences in Management, Commerce, Taxation, Accounting, Banking, Economics, Banking and Business-related areas for economic development and sustainable development.

The conference committees were formed in the month of October 2023 and finalized the theme with date for the conference. The committee finalized the themes namely Banking, Finance and insurance, Economics, Human resource Management, Marketing, Corporate Governance, Technology and knowledge transformation, Taxation and Others. The conference was initiated with convener Dr.Ayub Khan Dawood, Professor and Dean School of Social Sciences and Humanities, Dr.K.Soundarapandiyam, Associate Professor and Head Department of Commerce, Dr. B. Anuradha, Associate Professor & HOD, Department of Commerce Shift I, SSS Jain College for Women Ms. S. Selvi Assistant Professor & HOD, Department of Commerce Shift II, SSS Jain College for Women, conference co-ordinators Dr.T SelvaKumar and Dr Krupa B Nair, Assistant Professor Department of Commerce from our university and other dignitaries and members from Shri Shankarlal Sundarbai Shasun Jain College for Women Internal Quality Assurance Cell (IQAC) School of Commerce (Shift I & II)

The conference Brochure was circulated widely from the month of November 2023. We received a massive response from different states of India and abroad in a short time. We received 73 papers, out of this, 62 papers were selected.

Among the 62 papers, 42 papers were received from faculties, 17 papers were received from research scholars, and 3 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:

Seminar Hall I (Inauguration and Valedictory) and Seminar Hall II (track) Shri Shankarlal Sundarbai Shasun Jain College for Women, School of Commerce (Shift I & II).

The Conference Format

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 lighting the lamp and prayer.

The welcome address was conveyed by Dr. S. Padmavathi Principal, SSS Jain College for Women, The audience was then enlightened by the conference theme delivered by Dr.K.Soundarapandiyam, Associate Professor & Head, Department of Commerce, BSACIST, Chennai, followed by Presidential Address from Dr.N.Raja Hussain Registrar, BSACIST, Chennai, sir spoke about the sustainable development goals, actions offer a blueprint for improving environmental conditions in order to support the well-being of future generations

Finally vote of thanks for the inaugural session was given by Ms. S. Selvi Assistant Professor & HOD, Department of Commerce Shift II, the inaugural function was attended by the Directors, HoD's of the institute and students, research scholars and faculty members.

The first plenary session was conducted in seminar hall I, where Prof. Dr.V.Hemanth Kumar Professor & Head – Academics, School of Commerce & Management, Presidency University, Bangalore, address the delegates about economic growth and sustainable development. Sir mentioned that innovation is an essential driver of economic progress that benefits consumers, businesses and the economy as a whole. Sir, had given many classic examples of innovation and inventions, explained how it contributed to economic growth. Finally sir mentioned that in order to foster innovation, more money should be spent on research and development (R&D) and education. Additionally, easier business startup and quicker exit from the market are also important strategies. Companies can also foster innovation by funding employee training and internal research and development.

The conference comprised of total 3tracks where the 2 were offline and 1 was in 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.

Noon, the presentation track, which was chaired by **Dr. R. Rajesh Ramkumar**, Assistant Professor, Department of Business Administration (R) Ayya Nadar Janaki Ammal College (Autonomous), Sivakasi was conducted in the seminar hall 1.

Later the resource person Dr. Razana Juhaida Johari, Department of Professional Accounting Studies Universiti Teknologi MARA Shah Alam, Malaysia given special address (online mode) on Sustainable Development, mam informed that women have distinct perspectives on daily life than do males. Women are forced by traditional gender norms to balance a variety of duties at home, at work, and in the community. Women therefore possess a distinct understanding of the environment and the significance of sustainability. However, because of the obligations placed on them, women have less time than men to engage in politics and are excluded from decision-making processes that affect their surroundings and way of life. Women are frequently underrepresented in their communities as citizens.

Finally the guest of honour Dr. K. R. Sowmiya, Professor, Business and Economics, Kabridahar University, Kabridahar, Ethiopia, mam addressed on the Sustainable Development, mam informed that Sustainable economic growth is growth that continues without causing new issues or challenges. It's the process of fostering sustained economic expansion without depleting available resources. Gaining knowledge about the definition and significance of sustainable development and economic growth components could be beneficial if you're interested in learning more about them. Mam also given an example from Ethiopia, which made the audience have a clear knowledge about the development which is happening over here and other countries.

Later feedback was given by the participants, where they appreciated the conference and overall arrangements done for the conference. Dr. B. Anuradha, Associate Professor & HOD, Department of Commerce Shift I, SSS Jain College for Women, 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 two presenters were distributed by Dr. K. Soundarapandiyam sir. Finally vote of thanks was given by Dr. T. Selvakumar, Assistant Professor, Department of Commerce, B.S. Abdur Rahman Crescent Institute of Science and Technology to appreciate the efforts put the Shri Shankarlal Sundarbai Shasun Jain College for Women, Internal Quality Assurance Cell (IQAC) School of Commerce (Shift I & II) and B.S. Abdur Rahman Crescent Institute of Science and Technology, 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

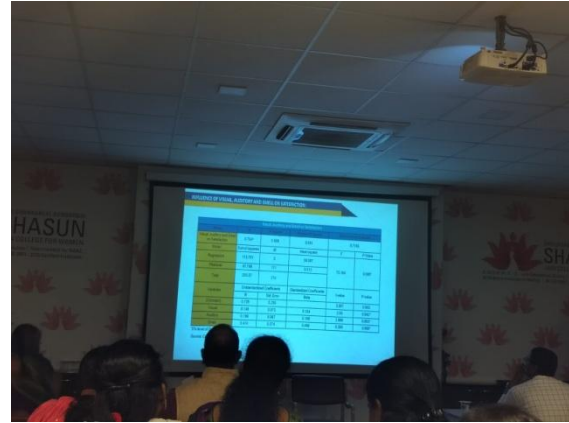
Image 1: Inauguration of the conference



Image 2: Plenary sessions



Image 3: Track presentation and certificate distribution:





Invitation for the inaugural and valedictory function



Internal Quality Assurance Cell (IQAC)



&
 School of Commerce (Shift I & Shift II),
 Shri Shankarlal Sundarbai Shasun Jain College
 for Women, Chennai

In collaboration with the
 Department of Commerce,
 School of Social Science & Humanities,
 B.S. Abdur Rahman Crescent Institute of Science &

Technology, Chennai

Cordially invite you for an

**International Conference on
 "Economic Growth & Sustainable Development"**

Date: 21st December, 2023.

Time: 09.30 a.m.

Venue: Seminar Hall, Building II.

Smt. Usha Abhaya Srisimal
 Secretary

Dr. Harish L Metha
 Associate Secretary

Dr. S. Padmavathi
 Principal

Resource People

Presidential Address



Dr. N. Raja Hussain
 Registrar, BSACIST.

Inaugural Guest



Dr. V. Hemanth Kumar
 Professor & Head - Academics
 School of Commerce & Management,
 Presidency University, Bangalore.

Guest of Honour



Dr. K. R. Sowmiya
 Professor in Business and Economics,
 Kabridahar University, Ethiopia.

Plenary Speaker



Dr. Razana Juhaida Johari
 Associate Professor in Professional
 Accounting Studies, Universiti
 Teknologi MARA Shah alam, Malaysia.

Agenda

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|-------------------------|---|--------------------------------------|
| 09.30 a.m. – 09.35 a.m. | - | Lighting the Lamp |
| 09.35 a.m. – 09.40 a.m. | - | Prayer |
| 09.40 a.m. – 09.50 a.m. | - | Welcome Address |
| 09.50 a.m. – 10.00 a.m. | - | Presidential Address |
| 10.00 a.m. – 10.10 a.m. | - | Inaugural Address |
| 10.10 a.m. – 10.25 a.m. | - | Special Address |
| 10.25 a.m. – 10.30 a.m. | - | Release of Conference
Proceedings |
| 10.30 a.m. – 10.35 a.m. | - | Note of Thanks |
| 10.35 a.m. – 11.00 a.m. | - | Tea Break |
| 11.00 a.m. – 11.20 a.m. | - | Plenary Address |
| 11.20 a.m. – 02.00 p.m. | - | Technical Session |
| 02.00 p.m. – 03.00 p.m. | - | Lunch |
| 03.00 p.m. – 04.30 p.m. | - | Valedictory |

Press clipping of the Conference



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