



**The Tamil Nadu Dr. Ambedkar Law University**  
தமிழ்நாடு டாக்டர் அம்பேத்கர் சட்டப் பல்கலைக்கழகம்  
State University Established by Act No.43 of 1997  
NAAC Accredited



**Perungudi Campus, Chennai – 600113.**

**SCHOOL OF EXCELLENCE IN LAW**  
**DEPARTMENT OF COMMERCE**

*In association with*

**SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES**

(A Professional, Refereed, International and Indexed Journal)



**Organize**

**Second Annual International Conference**  
(Hybrid Mode)

**Fostering Innovations and Trends:**  
**Role of Academia and Industry (FIT-RAI-2025)**

Date: 3<sup>rd</sup> & 4<sup>th</sup> January 2025

**CHIEF PATRON**



**Col. Prof. (Dr) N.S. SANTHOSH KUMAR**  
Hon'ble Vice Chancellor, TNDALU



**Prof. (Dr.) GOWRI RAMESH**  
Registrar, TNDALU



**Prof. (Dr) V. BALAJI**  
Dean, TNDALU

## **ABOUT TNDALU**

Government of Tamil Nadu by an Act of State Legislature [ActNo.43of1997] established the Tamil Nadu Dr. Ambedkar Law University for the advancement and dissemination of knowledge in learning, teaching and research in the field of law. His Excellency Shri. K.R. Narayanan, former President of India inaugurated it on September 20, 1997, and the University started functioning from October 3, 1997 onwards. The University is recognized by the Bar Council of India (BCI) and University Grants Commission (UGC) (Sec. 2f and 12b of the UGC Act.). The University is also a member of the Association of Indian Universities (AIU), Association of Common Wealth Universities, U.K. and Indian Institute of Public Administration, New Delhi. This University is functioning as nodal agency to uplift the legal education in the State of Tamil Nadu. The University is the first full-fledged sui generis Law University in the country; it is unique among all the Law Universities in the Country. The University offers legal education at its campus as well as through twenty seven affiliated colleges in the state of Tamil Nadu.

The School of Excellence in Law established by the University at its campus since 2002 has been modeled on the lines of other National Law Schools in the country and offers three year as well as five year integrated undergraduate courses in Law. The University has a Postgraduate and Research Centre, which offers Master of Law Degree Courses in eleven different specializations, doctoral programme as well as organizing research in diverse areas of law.

## **DEPARTMENT OF COMMERCE**

The Department of Commerce is one of the pioneer departments in our university, catering to the academic needs of the students pursuing B.Com.,LL.B.,(Hons.) five-year integrated course. The Department has well qualified and dedicated faculty team with varied specializations to provide quality education. It has got MOUs with IIT Bombay, Spoken Tutorials and National Stock Exchange Academy thereby conducting various programmes to enhance the computer skill and knowledge about capital market among the students.

Department of Commerce also provides numerous opportunities for students to pursue systematic learning, skills to face business challenges, teamwork, digital efficiency and embrace moral values to become successful professionals, businessmen, entrepreneurs, managers, consultants etc. The department regularly organizes technical workshops, seminars, guest lectures and internship guidance in association with National Level leading institutions such as SEBI, NSE, BSE, AIMFA, etc.

## **SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES**

SMART Journal of Business Management Studies is an International, Refereed Journal, published bi-annually by Scientific Management and Advanced Research Trust (SMART). The Journal is dedicated to the promotion and development of research in general and to the field of business management in particular. The SMART also wants to conduct seminars and works hops to discuss various research papers in detail. In line with the above objectives, it is decided to organize the above International Conference (Hybrid Mode).

## THEME OF THE CONFERENCE

Innovation plays a vital role in business development. Successful business innovations place companies in a better competitive position. Collaborations between universities and industry pave way for the successful innovations. Academia–Industry Interface would promote interactive and collaborative arrangement between them for achieving mutually inclusive goals and objectives. The creative idea generated by Academic world need to be commercialized with the help of industry. An effective collaboration between academics and companies is essential for nexus in management science in general and in all functional areas of management in particular. The main objective of this conference (Hybrid Mode) is to discover future directions with innovation through such collaboration. This conference also (Hybrid Mode) aims to bring together leading industrialists, academicians, researchers, and students to exchange and share their experiences on all aspects of Business Innovation.

The conference seeks to invite RESEARCH PAPERS on the following sub themes.

<b>Accounting and Finance:</b>	<b>Marketing:</b>	<b>Economics:</b>
<ul style="list-style-type: none"> <li>❖ Financial Engineering</li> <li>❖ Environmental Accounting</li> <li>❖ Digital Innovations Finance</li> <li>❖ Financial Inclusion</li> <li>❖ Direct Taxation and GST</li> <li>❖ Banking</li> <li>❖ Forensic Accounting and Fraud</li> <li>❖ Financial Derivatives</li> <li>❖ Behavioral Finance</li> <li>❖ Risk Management</li> <li>❖ International Accounting Standards</li> <li>❖ Project Financing &amp; Others</li> <li>❖ Other Related topics</li> </ul>	<ul style="list-style-type: none"> <li>❖ B2B Marketing</li> <li>❖ Consumer Behavior</li> <li>❖ Online/Internet Marketing</li> <li>❖ Social Media Marketing</li> <li>❖ Services Marketing</li> <li>❖ Green Marketing</li> <li>❖ Brand Management</li> <li>❖ Retail Management</li> <li>❖ Customer Relationship Management</li> <li>❖ Ethical Issues in Marketing</li> <li>❖ Content Marketing</li> <li>❖ Case Study</li> <li>❖ Other related topics</li> </ul>	<ul style="list-style-type: none"> <li>❖ Economic Development</li> <li>❖ Economic Policy</li> <li>❖ Economic Systems</li> <li>❖ Finance &amp; Investment</li> <li>❖ Financial Economics</li> <li>❖ Law and Economics</li> <li>❖ Foreign Trade</li> <li>❖ Case-Study &amp; other related topics</li> </ul>
		<b>Business Law &amp; CSR:</b>
		<ul style="list-style-type: none"> <li>❖ Business Law</li> <li>❖ Business Ethics</li> <li>❖ Entrepreneurship</li> <li>❖ International Business</li> <li>❖ Branding through CSR</li> <li>❖ Impact of CSR on Social Development</li> <li>❖ Implementation of CSR</li> <li>❖ Six Sigma</li> <li>❖ Creativity in Business Process</li> <li>❖ Corporate Governance</li> <li>❖ Corporate Social Responsibility</li> <li>❖ Business Promotions</li> <li>❖ Case-Study</li> <li>❖ Other Related topics on business law &amp; CSR</li> </ul>
<b>Human Resource:</b>	<b>Digital Communication:</b>	
<ul style="list-style-type: none"> <li>❖ HR Analytics</li> <li>❖ Team Building &amp; Leadership</li> <li>❖ Emotional Intelligence</li> <li>❖ International HR practices</li> <li>❖ Performance Management</li> <li>❖ Training &amp; Development</li> <li>❖ Business Strategy</li> <li>❖ Case-Study</li> <li>❖ Others Related topics</li> </ul>	<ul style="list-style-type: none"> <li>❖ Role of AI Tools in Research</li> <li>❖ Cloud Computing</li> <li>❖ ICTT Tools for Business Simulations</li> <li>❖ Cyber Crimes &amp; Cyber Laws</li> <li>❖ Gamification in Business</li> <li>❖ Fintech- Technology</li> <li>❖ Other Related topics</li> </ul>	

## **GUIDELINES FOR PAPER SUBMISSION**

- ❖ The delegates who wish to attend the Conference (Hybrid) without contributing paper can also attend by paying the registration fee, which is mandatory.
- ❖ Addition/Change in the author/co-author is not permitted after the paper was accepted.
- ❖ Registration can be done using the Google form: <https://forms.gle/24kggBnQwcgTXSiEA>
- ❖ The participants must also submit their full paper in MS-word through conference Email Id. [tndaluintconaibit@gmail.com](mailto:tndaluintconaibit@gmail.com)
- ❖ The soft Copy of the Abstract, not exceeding 150 words and Full Paper not exceeding 10 pages should reach us on or before the deadline.
- ❖ Selected papers will be published in Peer Reviewed Journal.
- ❖ The conference papers will be chosen based on their value for publishing, and the authors will be notified of the publication fees at a later date.
- ❖ Participants are required to make their own arrangements for lodging; if needed.
- ❖ Last Date for submission of Full Paper and payment of Registration Fee is 20.12.2024.

### **Registration Fee:**

Category	Indian Participants In Rs.	Foreign Participants / NRI's In US Dollars
UG / PG Students	200	50
Research Scholars	250	50
Faculty Members	300	100
Corporate Representative	500	200

- **The registration fee covers Participation / Paper Presented Certificate, Kit and Lunch. Only three authors are allowed per paper. The author and co-authors should register separately for each paper.**
- **The registration fee should be paid to the Account through online fund transfer (Cheque /DD will not be accepted).**

**Name** : Director, School of Excellence in Law  
**Account No.** : 193601000009752  
**Account Type** : Savings Account  
**IFSC** : IOBA0001936  
**Bank Name & Branch** : Indian Overseas Bank, Perungudi Branch, Chennai.

### **Contact Details:**

**Dr. J.M. Velmurugan, Head of the Department - 9655118864**  
**Dr. P. MariSelvam, Assistant Professor - 9976037879**

## ORGANIZING COMMITTEE

### CHIEF PATRON

**Col. Prof. (Dr) N.S. SANTHOSH KUMAR**  
Hon'ble Vice Chancellor, TNDALU

### PATRONS

<b>Prof. (Dr.) GOWRI RAMESH</b> Registrar, TNDALU	<b>Prof. (Dr) V. BALAJI</b> Dean, TNDALU
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### CONFERENCE DIRECTORS

<b>Dr. J. M.VELMURUGAN</b> Assistant Professor (S.S.) & Head Department of Commerce TNDALU	<b>Prof. M. SELVAM</b> Founder-Publisher & Chief Editor SMART Journal of Business Management Studies
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### CONFERENCE CO-DIRECTORS

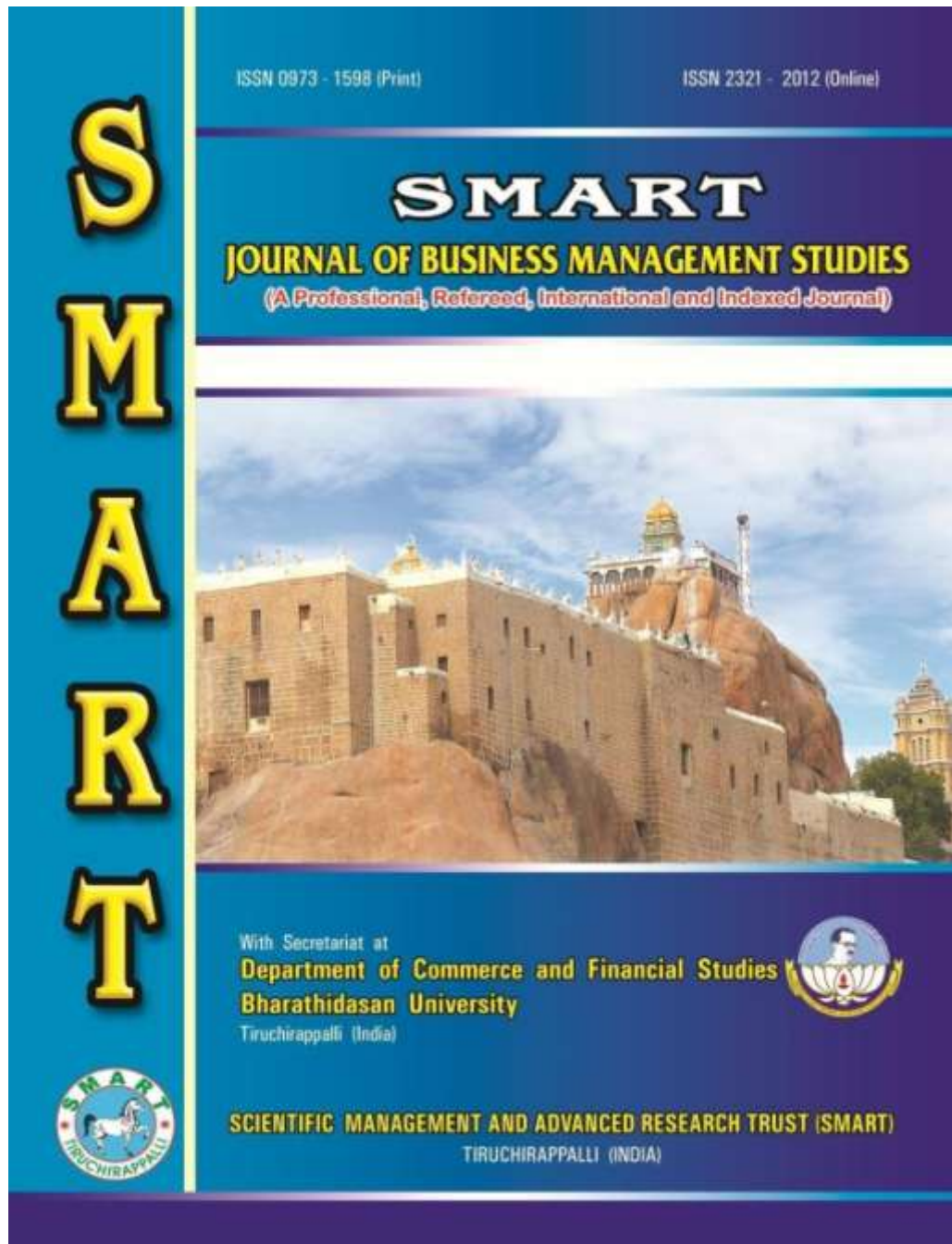
<b>Dr. P. MARI SELVAM</b> Assistant Professor Department of Commerce TNDALU	<b>Dr. MARIAPPAN RAJA</b> Associate Professor of Commerce Center for Distance and Online Education, Bharathidasan University, Trichy
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### FACULTY CO-ORDINATORS

<b>Dr. M.VIDHYA</b> Assistant Professor (SS) Department of Commerce TNDALU
<b>Dr. S. THIRUMAL</b> Assistant Professor Department of Commerce TNDALU
<b>Dr. P. MANIMOZHI</b> Assistant Professor Department of Commerce TNDALU



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SMART JOURNAL OF BUSINESS MANAGEMENT  
STUDIES**



*Two Day International Conference (Hybrid Mode)  
On*

**FOSTERING INNOVATIONS AND TRENDS: ROLE OF ACADEMIA  
AND INDUSTRY (FIT-RAI-2025)**

*Organized by*



**THE TAMIL NADU DR.AMBEDKAR  
LAW UNIVERSITY**



**DEPARTMENT OF COMMERCE  
School of Excellence in Law  
Perungudi, Chennai – 600 028**

*and*



**SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES**

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*All are cordially invited to the*  
**Two Day International Conference (Hybrid Mode)**

on

**FOSTERING INNOVATIONS AND TRENDS: ROLE OF  
ACADEMIA AND INDUSTRY (FIT-RAI-2025)**

**Venue** : **Auditorium, TNDALU**

**03.01.2025 - Friday**

**10.00 a.m to 11.30 a.m.** : **Inaugural Programme**

**Welcome Address** : **Dr. J.M. VELMURUGAN,**  
**Head of the Department**

**Inaugural Address** : **Col. Prof (Dr). N. S. SANTHOSH KUMAR**  
**Hon'ble Vice-Chancellor, TNDALU**

**Special Address** : **Dr. JEBAMALAI VINANCHIARACHI**  
Former Principal Adviser to the Director  
General of UNIDO, Vienna Principal Adviser,  
Knowledge Management Associates, Vienna,  
AUSTRIA

**Dr. SANKARAN VENKATESWAR**  
Professor, Saint Mary's College of California,  
USA

**Facilitation Address** : **Prof. Dr. GOWRI RAMESH**  
Registrar, TNDALU, Chennai

**Vote of Thanks** : **Dr. P. MARI SELVAM**



11.45 a.m. - 1.00 p.m

: **Plenary Session-I**  
Special Lecture on  
Legal norms governing national sectoral and  
incremental innovation systems: challenges  
posing academia and industry

**Dr. JEBAMALAI VINANCHIARACHI**  
Former Principal Adviser to the Director  
General of UNIDO, Vienna  
Principal Adviser, Knowledge Management  
Associates, Vienna, AUSTRIA

2.00 p.m. - 3.30 p.m.

: **Plenary Session-II**  
Special Lecture on

Independence of Judiciary in India  
**Dr. SANKARAN VENKATESWAR**  
Professor, Saint Mary's College of California,  
USA

3.45 p.m. - 5.00 p.m.

: **Paper Presentation - Parallel Sessions**  
(Link will be sent through e-mail)

5.00 p.m

: **Cultural Functions by Students**

**04.01.2025- Saturday**

10.00 a.m. - 10.45 p.m.

: **Plenary Session-III**  
Special Lecture on

The Power of Innovation: Transforming Ideas  
into Reality

**Dr. M. Selvam**  
Founder-Publisher and chief Editor  
SMART Journal of Business Management  
Studies

- 10.45 a.m. – 11.30 p.m.** : ***Plenary Session-IV***
- Special Lecture on
- Industry 5.0's application of artificial intelligence and its Affects MSMEs in the Technical Scenario
- Dr. TAMILARASAN**  
Professor of Commerce  
Gambella University, Ethiopia
- 11.45 a.m. – 1.00 p.m.** : Paper Presentation – Parallel Sessions  
(*Link will be sent through e-mail*)
- 2.30 p.m. – 4.30 p.m.** : **VALEDICTORY FUNCTION**
- Welcome Address** : **Dr. P. MARI SELVAM**
- Presidential Address** : **Dr. GOWRI RAMESH**  
Registrar, TNDALU
- Special Address** : **Dr. V. BALAJI**  
Dean, Academic Affairs and Research  
TNDALU
- Valedictory Address** : **Dr. L.J. CHAARLAS**  
Retired Professor and Head,  
Department of Commerce,  
Karunya University, Coimbatore
- Vote of Thanks** : **Dr. S. THIRUMAL**

## Conference Directors

**Dr. J.M. VELMURUGAN**  
**Head and Assistant Professor (S.S)**  
**Department of Commerce,**  
**TNDALU**

**Professor M. SELVAM**  
Retired Senior Professor and Head,  
Department of Commerce and Financial  
Studies  
Bharathidasan University  
&  
**Founder-Publisher and Chief Editor**  
**SMART Journal of Business**  
**Management Studies**

## Conference Co-directors

**Dr. P. MARI SELVAM**  
Assistant Professor  
Department of Commerce  
TNDALU

**Dr. MARIAPPAN RAJA**  
Associate Professor of Commerce  
Centre for Distance and Online  
Education,  
Bharathidasan University, Trichy

*Note: i. E-Certificate will be issued only to the Registered Participants.  
ii. For New Registration, visit and follow the instructions given in the Web link*

<https://forms.gle/24kkgBnQwcgTX8iEA>

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**Report on Two Day International Conference (Hybrid Mode) on  
FOSTERING INNOVATIONS AND TRENDS: ROLE OF ACADEMIA AND INDUSTRY  
(FIT-RAI-2025)**

Two Day International Conference (Hybrid Mode) on **Fostering Innovations and Trends: Role of Academia and Industry (FIT-RAI-2025)** has been organised by Department of Commerce, School of Excellence in Law, **The Tamil Nadu Dr.Ambedkar Law University (TNDALU), Chennai**, and SMART Journal of Business Management Studies during 3<sup>rd</sup> and 4<sup>th</sup> January 2025 with a view to create the platform to academicians and researchers for presenting their views and ideas regarding current business practices.

**First Day. 03.01.2025**

The inaugural function of the Conference was held on 3<sup>rd</sup> January 2025. **Dr. J.M. Velmurugan**, Assistant Professor (S.S), Department of Commerce, TNDALU welcomed the gathering.





**Dr. M. Selvam**, Seminar Director and Founder-Publisher and Chief-Editor, SMART Journal of Business Management Studies presented theme of the Seminar. He stated that this seminar would be an attempt to identify the possible solutions for challenges of academia and industry.



**Col. Prof (Dr). N. S. Santhosh Kumar**, Hon'ble Vice-Chancellor, The Tamil Nadu Dr.Ambedkar Law University inaugurated the seminar. He emphasized the importance of fostering strong collaborations between academia and industry to drive innovation and address the contemporary global challenges. He also highlighted the roles of academia in producing ground breaking research and nurturing future innovators, while also underscoring the industry's responsibility to transform theoretical ideas into practical applications that benefit society.



**Dr. Jebamalai Vinanchiarachi**, Former Principal Adviser to the Director General of UNIDO, Vienna, and Principal Adviser at Knowledge Management Associates, Vienna, Austria delivered a lecture on *Legal Norms Governing National Sectoral and Incremental Innovation Systems: Challenges Posing Academia and Industry*. He elaborated standards for compliance, in line with environmental laws and safety norms, and discussed legal disputes related to improvements in existing technologies.





**Dr. Sankaran Venkateswar** from Saint Mary's College of California, USA delivered a special lecture on the *Independence of the Judiciary in India*. He highlighted instances where the judiciary is perceived to have encroached upon the legislative or executive domains. Additionally, he discussed models used in countries like the USA, UK, and Canada, offering valuable insights into achieving a balance between the judiciary and other branches of government.



### **Second Day – 04/01/2021**

On the second day, January 4, 2021 (Saturday), **Dr. M. Selvam**, Founder-Publisher and Chief Editor of the SMART Journal of Business Management Studies delivered a lecture on *The Power of Innovation: Transforming Ideas into Reality*. He discussed ethical considerations in innovation and provided a detailed explanation of the innovation process.

*Industry 5.0's application of Artificial Intelligence and its effect on MSMEs* was delivered by **Dr. A. Tamilarasan**, Professor of Commerce, Gambella University, Ethiopia. He pointed out that AI supports decision-making, automation, and complex problem-solving while humans focus on creativity and judgment.

At the valedictory function, **Dr. V. Balaji** Dean, Academic Affairs and Research, TNDALU delivered Valedictory Address. **Dr. P. Mari Selvam** and **Dr. S. Thirumal**, Assistant Professor, The Tamil Nadu Dr.Ambedkar Law University and **Dr. Mariappan Raja**, Bharathidasan University offered felicitations. Around 180 research papers from different states and abroad were presented in the two days' deliberations.