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Note:

- ♦ Authors and Co-authors are instructed to register separately.
- ♦ Certificate will be given to all participants.
- ♦ No TA/DA will be offered.
- ♦ Any Major Stream Academicians, Scholars and Students can participate.
- ♦ Spot registration is also accepted.

REGISTRATION FEE

Students	Rs.200
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IMPORTANT DATES

- ♦ Abstract Submission : 10.09.2025
- ♦ Submission of full paper : 15.09.2025
- ♦ Date of Conference : 24.09.2025

RESOURCE PERSONS

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One Day International Conference on

“EMERGING TRENDS IN ARTIFICIAL INTELLIGENCE IN BUSINESS”

Date: 24-09-2025

Organized By

PG and Research Department of Commerce &
The Department of Business Administration

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ABOUT THE COLLEGE

DR.R.K.Shanmugam College of Arts & Science was established in 1997 by DR.R.K.Shanmugam Educational Trust, with the initiation of the great ideological and service minded Doctors, Engineers and Industrialists. Though, the vision of the trust is to give culture oriented higher education to the needy section of the Kalvarayan Hills, Our institution extends its services beyond it and even to abroad. Our crest is sacred combination of the Sun God, the ascending Garuda, the Book of Wisdom and Blossoming Lotus Flower. Our College was incepted with the combination of educating the rural and tribal based and economically backward who were only dreaming of higher education. The college offers 12 UG, 8 PG, and 1 Ph.D. programme.

The college is situated at Kallakurichi NH 79 (Salem-Chennai National Highway). The Distance of the college is 7 KM from Kallakurichi and 8 KM from Chinnasalem (Nearest Railway Station is Chinnasalem).

ABOUT THE DEPARTMENTS

The Department of Commerce offers research programme in Ph.D. along with UG & PG programmes since 1997 and the Department of Business Administration offers the UG Programme since 2007. The faculty members dedicatedly offer excellent service in academic and non-academic activities. We provide knowledge and practical based education to fulfill the present and future educational needs under the Tamil Nadu State Council for Higher Education (TANSCH). We follow tutorial system, through which our students are motivated and trained with personal care of the Tutors. Both Departments are extending the services to the neighboring society by Village Adoption under Unnat

Bharat Abiyan Scheme and Handfull Rice Scheme
Service to the Orphanage and Differently Challenged.

ABOUT THE CONFERENCE

Artificial Intelligence (AI) is rapidly reshaping the global business landscape, opening new possibilities for innovation, efficiency, and decision-making. This conference explores the latest trends in AI - from generative AI and intelligent automation to predictive analytics and AI-driven customer engagement. Designed for students, academicians, and industry professionals, the session will highlight how AI is transforming operations, creating new career opportunities, and driving strategic growth across sectors such as finance, healthcare, manufacturing, and retail, education, Agriculture, etc.

Key topics include real-world applications, the rise of explainable and ethical AI, integration with emerging technologies like IOT, and the future of human-AI collaboration in the workplace. Whether you're preparing for a future career, conducting research, or leading business transformation, this conference offers valuable insights into the evolving role of AI in today's business ecosystem.

Sub Themes

Application of AI in Industry
AI in Banking
AI in e-Insurance
AI in Marketing
AI in Business
AI in HRM
AI in Healthcare
AI in Agriculture sector
AI in Education
AI in Mathematical Science

AI in Mobile Commerce
Fin-tech in AI
AI in CRM and other related topics.

GUIDELINES FOR FULL PAPER SUBMISSION

- ✿ The paper should be original and unpublished
- ✿ The manuscript should be typed in MS word (Times New Roman, 12 font size, 1.5 line space,
- ✿ Maximum 10 pages including abstract
- ✿ Abstract should not exceed 200 words
- ✿ The title of the paper, name of the author and co- author (s), designation, institutions address, telephone number and email should be mentioned.
- ✿ A paper may have maximum 3 authors and each author must register and pay separately.
- ✿ Submit your abstract and full paper through Email: rkscommerce@gmail.com

PUBLICATION

- ♦ Selected papers will be published in ISBN Book on separate payment in addition to the registration fee.
- ♦ The cost of Publication is Rs. 1,000
- ♦ Pay additional cost Rs. 500 for Hard Copy.



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