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ACCREDITATIONS & RANKINGS



**PERIYAR
MANIAMMAI**
INSTITUTE OF SCIENCE & TECHNOLOGY

(Deemed to be University)
Established Under Sec. 3 of UGC Act, 1956 • NAAC Accredited

think • innovate • transform



Two Day International Conference on **RECENT TRENDS ON DIGITAL TRANSFORMATION IN COMMERCE**

18th & 19th March 2022

DEPARTMENT OF COMMERCE

Periyar Maniammai Institute of Science & Technology
(Deemed to be University)

Periyar Nagar, Vallam, Thanjavur 613 403.

Tamil Nadu, India.

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ABOUT PMIST

Periyar Maniammai Institute of Science & Technology is proud to be a unique institution of higher learning and academic excellence. In an endeavour to fulfil the dreams of our Mentor Thanthai Periyar and Annai Maniammayar, the Institution is dedicated to its societal responsibility for transforming students from different parts of India and abroad into stalwarts by igniting their hidden talents. As it is located in a rural area, the students are admitted from a wide range of calibre and by personal attention, and modern teaching methodology towards a Product / Process / Demo / Case Study teaching, they are shaped into career oriented professionals with bright future. The Institution is making efforts to create new horizons in the arena of higher education and research. Curriculum innovation is given priority by the Institution to make the courses industry and research oriented. The dedicated and qualified faculty members routinely preach and practice for outcome based learning which leads towards an excellent academic career for the betterment of the students.

ABOUT THE DEPARTMENT

Department of commerce is functioning from the year 2013.

Programs offered

- B.Com (Hons.)
- B.Com.
- B.Com. Corporate Secretaryship
- B.Com. Computer Applications
- M.Com.
- Ph.D.

The scholarly faculty team of the Department of Commerce guides students at every step, motivating them to pursue professional courses and prepare for the CPT exam during their study period to become worthy managers and administrators in many fields. They engage in various forums to constantly upgrade their own skills and to ensure the students are well prepared to succeed. We provide value added courses, Internship training to the students to enhance their skills during the academic period.

ABOUT THE CONFERENCE

Today's business has become digital worldwide. The Indian economy has a place of its own in the digital world. Every transaction of business is facilitated digitally. The digital economy has become a key feature of Indian telecommunications. The digital transformation of business involves not only the digital methods but also its evolution and reveals the vital impact of the business. So this conference will no doubt be a precursor to it and a great platform to share clear ideas about it.

SUB THEMES

- Digital transformation at global level.
- Digital transformation in Banking.
- Digital marketing.
- Entrepreneurship in the digital era.
- Empowering women in the digital age.
- Digital transformation sustainability.
- Digital infrastructure and related topics.

SUBMISSION PROCEDURE

- Paper should be an original contribution.
- Paper should contain abstract, keywords, introduction, objectives, methodology, major findings and implications.
- The reference should be followed APA manual.
- Maximum three authors are permitted in a paper.
- Full papers must be in Times New Roman font size – 12, 1.5 line spacing and not more than 2500 words.
- Individual registration for each author is mandatory.
- Full paper should be submitted along with plagiarism report. Permitted plagiarism is only 10%
- All papers would undergo a double blind review system and selected papers will be published in reputed journals.

IMPORTANT DATES TO REMEMBER

Submission of Abstract	04.03.2022
Last Date of Submission	06.03.2022
Full Paper Submission	10.03.2022
Date of the Conference	18.03.2022 & 19.03.2022

REGISTRATION FEE

- Participation Fee: Rs.200/- UG Students.
- Participation Fee: Rs.300/- PG Students/Research Scholars/Faculty Members.
- Registration Link: <https://forms.gle/N4H3TE5K1AZ7YgsX6>

PAYMENT DETAILS

Account Name	Periyar Maniammai Institute of Science & Technology
Account Number	196101000000001
Branch Name	Indian Overseas Bank, PMU, Pillaiyarpatti - 613403
IFSC Code	IOBA0001961

NOTE

- The registration fee includes conference kit, Refreshment and Lunch.
- No TA/ DA will be provided.
- Participants must bring their ID card.
- Selected papers will be published in UGC Care list journals.