

4. AI in Accounting
 - * Automating Accounting Processes with AI
 - * AI for Financial Reporting and Compliance
 - * Enhancing Audit and Assurance with AI Technologies
5. AI for Environment Preservation
 - * Leveraging AI for Environmental Monitoring and Conservation
 - * AI in Sustainable Resource Management
 - * AI-Driven Solutions for Climate Change Mitigation
6. AI in Socio-Economic Development
 - * AI for Inclusive Economic Growth
 - * Addressing Socio-Economic Disparities with AI
 - * AI in Public Policy and Governance
7. AI and Legal & Ethical Considerations
 - * Ethical AI: Balancing Innovation and Responsibility
 - * AI Governance and Regulatory Compliance
 - * Addressing Bias and Fairness in AI Systems
8. Any other topic relevant to the conference theme as proposed by the participant can be accepted

IMPORTANT DATES

- * Last date for Abstract: 20th July, 2025
- * Acceptance Notification: 25th July, 2025
- * Last date for payment of Registration Fee: 10th August, 2025
- * Last date for Full Paper Submission: 10th August, 2025
- * Intimation of papers selected for Presentation / Poster: 15th August, 2025

FEE DETAILS:

Academicians / Professionals / Industrialists / Research Scholars / PG Students can participate.

Accommodation inside the Lady Doak College campus is available on payment on shared basis. To secure accommodation send an email to the commerce department conference.

mail id: ldc.commerce.goldenjubilee@gmail.com

along with the payment copy image and completed registration form

Category	Mode	Early Bird (on or before June 30,2025)	Regular (Aug 10, 2025)
Category - I	Participation and Presentation of Paper / Poster	Rs. 2,000/-	Rs. 2,500/-
Category - II	Virtual Participation / Presentation of Paper / Poster	Rs. 1,200/-	Rs. 1,700/-
Category - III	In-absentia (per participant)	Rs. 500/-	Rs. 800/-
Category - IV	Only Participation (per participant)	Rs. 1,000/-	Rs. 1,000/-
Category - V	International Presenters	Rs. 5,000/-	Rs. 8,000/-

KIND ATTENTION: DETAILS OF PUBLICATION WILL BE INFORMED LATER.

ORGANIZING COMMITTEE

Patron:
Dr. Beulah Jeyashree R.,
Principal & Secretary,
Lady Doak College, Madurai

Chairperson:
Dr. Vanitha Malarvizhi P.
Associate Professor & Head
Department of Commerce
Bursar, Lady Doak College, Madurai.
&
Dr. Jeyakodeeswari R.
Associate Professor & Head
Department of Business Administration

CONFERENCE COORDINATORS:

Dr. Saral Rajamani C., Assistant Professor
Ms. Kajal J. Mehta, Associate Professor
Dr. Vijayalakshmi K., Associate Professor
Ms. Priyadharshni M., Associate Professor
Dr. Savithree P.L., Assistant Professor

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LOCAL VISIT ON PAYMENT:

Interested delegates can visit the important places in Madurai on the third day. A local transport facility can be arranged and the expenses have to be borne by the delegates themselves which is not included in the registration fee.

To Register use:



Link: ladydoakcollege.edu.in/Dept_COM_CON_Registration.php?page=j4S-3hj!h-,6



Lady Doak College,
Madurai 625002, Tamil Nadu, India
(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited with 'A+' Grade by NAAC (4th Cycle)

The Departments of Commerce & Business Administration
jointly organize
An International Conference on



**AI-driven Strategies for
Sustainable
Business Excellence**

August 21 & 22, 2025

**Venue :
Lady Doak College, Madurai**

International Conference on "AI driven Strategies for Sustainable Business Excellence"

ABOUT LADY DOAK COLLEGE, INDIA:

Established on July 14, 1948, Lady Doak College is the first women's college in Madurai, Tamil Nadu, and stands out as one of the leading autonomous colleges in the region. As an Ecumenical Christian College, its mission is to provide a liberal education to students of all creeds, fostering their intellectual growth, identifying and nurturing their talents, and training them to be responsible and useful citizens. Having completed 75 years of well nurtured academic journey, the college has a rich history of pioneering women's education in and around Madurai. With a challenging curriculum that blends academic programs, co-curricular activities, exposure programs, and a robust student support system, Lady Doak College is at the forefront of higher education. The college offers 24 undergraduate, 15 postgraduate, 3 PG Diploma, 5 offline and 1 Online diploma, 13 offline and 3 online certificate courses. The Madurai Kamaraj University has recognised the departments of Botany, Chemistry, Economics, English, History, Physics, Tamil and Zoology as research centres. The College has also initiated an international student Exchange programme for credit transfer.

ABOUT THE DEPARTMENTS:

The Department of Commerce at Lady Doak College has been a trailblazer in commerce education since 1976. With five decades of experience, the department has expanded its offerings to include various streams such as B.Com. (Aided), B.Com. (Banking & Insurance), B.Com. (Corporate Secretaryship), B.Com. (Computer Applications), B.Com. (Professional Accounting), B.Com. (Honours), and M.Com. These programs cater to students aspiring for careers in banking, insurance, company secretaryship, chartered accountancy, entrepreneurship, and information technology. The department boasts highly qualified faculty members, a vibrant curriculum, and partnerships with reputed institutions like ICAI, ACCA, ICSI, IIBF, IIT, and Tally Solutions Pvt Ltd. Students benefit from skill training programs, industrial visits, and mandatory internships, which enhance their practical knowledge and career readiness.

The Department of Business Administration established in 1996, offers a bachelor's degree in Business Administration, designed to equip students with the skills and knowledge necessary for professional careers. In 2015, the department expanded its offerings with a one-year, career-oriented Post Graduate Diploma in Human Resource Development. In collaboration with esteemed academic institutions and industries such as IIM Kozhikode and Autoliv in South Korea, the department organizes a variety of enriching activities. These include executive talks, workshops, conferences, competitions, industrial visits, personality development training, and career development programs. Beyond academics, the

department offers a range of club programs, designed to enrich students' learning experiences and foster personal growth. These activities provide students with opportunities to develop leadership skills, network with professionals, and gain valuable insights into the business world.

ABOUT THE INTERNATIONAL CONFERENCE:

To commemorate its fiftieth year, the Department of Commerce, in collaboration with Department of Business Administration, proudly hosts the International Conference on "AI-Driven Strategies for Sustainable Business Excellence." This prestigious event aims to unite academicians, researchers, and business professionals to share their experiences and insights on all aspects of Commerce and Management. The conference provides a dynamic platform for presenting and discussing global trends, recent innovations, challenges, and ethical concerns in the field. Join us as we explore the transformative potential of AI in driving excellence and sustainability in business practices, with a focus on environmental stewardship.

In today's rapidly evolving business landscape, AI-driven strategies are essential not only for achieving sustainable growth but also for attaining sustainable business excellence. These strategies encompass leveraging predictive analytics for better decision-making, automating processes to enhance efficiency, and creating personalized customer experiences to drive engagement. By integrating AI into their operations, businesses can achieve operational excellence, optimize resource utilization, and foster innovation. Ultimately leading to superior performance and a sustainable competitive advantage.

NEED FOR THE CONFERENCE:

The need for this conference arises from the growing recognition that sustainable business excellence cannot be achieved through traditional methods alone. As businesses face increasing pressure to operate sustainably and responsibly, AI-driven strategies offer innovative solutions to these challenges. This conference is designed to equip participants with the knowledge and tools necessary to implement AI technologies effectively, ensuring that their organizations can thrive in a competitive and ever-changing environment.

By attending this conference, participants will gain insights into the latest AI advancements, learn from successful case studies, and engage with experts who are at the forefront of AI research and application. The program will provide a platform for networking, collaboration, and the exchange of ideas, empowering attendees to drive sustainable business excellence within their own organizations.

CONFERENCE OBJECTIVES:

Participants will be enabled to :

- * comprehend the latest advancements in artificial intelligence and their applications in sustainable business practices.

- * analyse the case studies and success stories of organizations that have effectively implemented AI-driven strategies for sustainable business excellence.
- * evaluate the impact of AI-driven strategies on business operations, responsible resource utilization, and sustainability.
- * create innovative curricular content and approaches to address complex business challenges using AI technologies.
- * synthesize insights from various sessions to develop an understanding of AI's role in achieving business excellence.
- * Develop ways to collaborate with industry leaders, researchers, and practitioners to share insights and design new strategies for sustainable business growth.
- * network with peers and experts to foster partnerships and collaborations that can lead to future advancements in AI and sustainability.

HIGHLIGHTS OF THE CONFERENCE:

- * 7 plenary lectures by National and international experts,
- * Paper presentations - (empirical and conceptual) with a special certificate of acknowledgement,
- * Poster and model presentations on the conference theme,
- * Panel discussions featuring expert from various fields of business and academia
- * A skill - building session for academicians on SMART prompt and evaluation using AI,
- * Group discussion on AI embedded curriculum and pedagogy.
- * Abstract publication in 'ASPIRE' an in house ISSN journal.
- * Certificate of publication in 'ASPIRE' - ISSN journal to the selected presenters.
- * Best paper/poster awards.

SUB-THEMES:

The participants can attend sessions for self-improvement, present papers or present posters on the following Sub-Themes:

1. AI in Marketing
 - * AI-Driven Customer Insights and Personalization
 - * Enhancing Marketing Strategies with Predictive Analytics
 - * AI in Digital Marketing and Social Media Management
2. AI in Finance
 - * AI for Financial Forecasting and Risk Management
 - * Automating Financial Processes with AI
 - * AI in Investment Strategies and Portfolio Management
3. AI in Human Resource Development
 - * AI in Talent Acquisition and Recruitment
 - * Enhancing Employee Engagement and Retention with AI
 - * AI for Workforce Planning and Development