

ORGANIZING COMMITTEE

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Mr. FEROZE SHA

Secretary

Patron

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Ms.K.NIRMALA DEVI Vice Principal (Admin)

ORGANIZING SECRETARY

Ms. N. BAKKIYASRI

Assistant Professor & Head

Department of Business Administration

Contact us : 7373172885

MEMBERS

Ms.S.ABARNA, Asst.Prof (8248617794)

Ms.A.A.SHAFRIN NISHA, Asst.Prof

Ms.R.AKSHAYA, Asst.Prof

Ms.U.RAHINI, Asst.Prof

Ms.A.DIVYA, Asst.Prof

Ms.A.RESHMA, Asst.Prof

Ms.K.DHIRTHANA, Asst.Prof



RABIAMMAL AHAMED MAIDEEN COLLEGE FOR WOMEN

(Affiliated to Bharathidasan University, Tiruchirappalli)

An Institution formed under the article 30(1) of Constitution of India.

Recognized Under Section 2 (f) & 12 (B) of the UGC Act ,1956

Vasan Nagar, Thiruvavur-610001, TAMILNADU, INDIA.

DEPARTMENT OF BUSINESS ADMINISTRATION

Organizes

A ONE DAY

INTERNATIONAL CONFERENCE

ON

“NEXT GEN BUSINESS: AI DIGITAL
INNOVATION AND
SUSTAINABLE SUCCESS ”

DATE : 28.08.2026 (FRIDAY)



CONTACT US

Ms. N. BAKKIYASRI

Assistant Professor & Head

Department of Business Administration

Rabi Ammal Ahamed Maideen College for Women

Thiruvavur - 610 001, Tamil Nadu, S.India

Email: racbizconference25@gmail.com

Contact us: 7373172885, +91-4366 242637

Website : www.racwomen.edu.in

“WE BREED BETTER CITIZEN”

PROGRAMME

REGISTRATION - 8:30am - 9:30am

INAUGURATION - 9:30am - 10:00am

**Venue: Thanthai Periyar Hall ,
Rabi Ammal Ahamed Maideen College
for Women, Thiruvavur.**

TECHNICAL SESSION - I

10:00 am - 11:30 am

Dr. SONAI SINGARAM JEYARAJ

**Faculty of Accounting & Finance,
Sino - British College,
School of Management, China.**

TEA BREAK : 11:30am - 11:45am

TECHNICAL SESSION - II

11:45 am - 12:45 pm

Dr. G. SRIVIDHYA

**Assistant Professor & Research
Supervisor,
School of Commerce,
Bengaluru, Karnataka.**

LUNCH BREAK : 12:45P - 1:15PM

TECHNICAL SESSION - III

1:15 pm - 2:00 pm

ORAL PRESENTATION

VALEDICTION : 2:00 pm - 3:00 pm

ABOUT COLLEGE

Rabiammal Ahamed Maideen College for Women, was started in a humble beginning in Tiruvarur in July, 1999 when there was no exclusive women’s college here. Girl students of this region were denied to get higher education in the absence of colleges exclusively for women. Our college was established to fill up this vacuum and to provide better opportunity for higher education to girl students from villages and semi-urban areas. The college has grown up in value, vision and volume in the past 26 years and reflects our country’s ideological identity of unity in diversity. We bagged so far 61 university first ranks including gold medals and 1162 ranks together. Students are given parental protection, care and security at the college campus. The college campus is located in a panoramic, conducive and safe environment, more suitable for girl students to assemble and study. For the convenience of girl students from remote villages, the college provides comfortable bus facility in different routes within a radius 40 km.

ABOUT THE DEPARTMENT

Department of Business Administration established in 2000 - 2001 the department offered two programme like BBA (Bachelor Of Business Administration) and MBA (Master Of Business Administration).The programme is bound to provide quality education and training in the field of management. The curriculum of the programme help to improve the skills and knowledge of the management students and support them to be the successful business leaders. We secured 33 ranks in UG and 25 ranks in PG including Gold Medal and University First Rank together. We aim to continue to be a centre of economic excellence in the field of management education and development globally competitive Women executives and entrepreneurs with a concern for society.

ABOUT THE CONFERENCE

International Conference on “Next Gen Business: AI, Digital Innovation and Sustainable Success” reflects the rapid transformation of the global business landscape through Artificial Intelligence (AI), digital technologies, and sustainable business practices. AI is enabling organizations to enhance decision-making, automate business processes, improve customer experiences, and drive innovation, while digital transformation is creating smarter, more agile, and resilient enterprises. Sustainable business strategies, supported by emerging technologies, are helping organizations achieve long-term economic, social, and environmental success. This International Conference aims to bring together academicians, researchers, industry experts, entrepreneurs, policymakers, and students to exchange knowledge, present innovative research, and discuss emerging trends, challenges, and opportunities in AI-driven business, digital innovation, and sustainable management. The conference provides a global platform to foster collaboration, inspire future-ready business solutions, and promote responsible innovation for sustainable success.

KEY THEMES

Research articles are solicited from Academician, Research Scholars and Students in the following fields:

- Digital Innovation and Business Excellence
- Emerging Technologies Shaping the Future Business
- Sustainable Business and ESG
- Industry 5.0 and Smart Manufacturing
- AI in Healthcare, Education and Service Industries, Marketing
- Finance, FinTech and Digital Economy

CALL FOR PAPER

Students, Scholars, and Academicians are invited to submit original conceptual papers aligned with the conference theme.

IMPORTANT DATES

- Last date for Abstract submission : 17.08.2026
- Full paper submission and Registration : 21.08.2026
- Date of Conference : 28.08.2026

REGISTRATION GUIDELINES

Participants

Students	: Rs. 250/-
Research Scholars	: Rs. 300/-
Faculty Members	: Rs. 400/-
Industrialist	: Rs. 500/-
Publication paper	: Rs. 1000/- (per paper)

INSTRUCTIONS

- All books / Manuscripts must be typed in A4 size.
- Font: Times New Roman, Font Size 14 for Heading and 12 for Content in 1.5 spaces in a single line.
- The Authors should submit a single Word file that contains the entire paper including a title page with author name, abstract, main text, reference, an annexure etc.
- The Abstract with Keywords is not to exceed 250 words and subsequent pages of the paper should be limit to 2000 - words.
- Selected paper will be published in ISBN edited book
- Publication Charge Rs. 1000/- per paper. Book volume would be provided to the published author only.
- For a paper publication, there must be either one or two authors only.
- Certificate, Kit, Refreshment and lunch will be provided.
- Spot Registration will also be accepted.

PAYMENT DETAILS

Account Number	: 500101012684801
IFSC Code	: CIUB00000033
Account Name	: Bakkiyasri Nagarajan
Bank Name	: City Union Bank
Branch	: Thiruvarur Town
Google Pay No	: 7373172885

REGISTRATION LINK

<https://forms.gle/DbFvWchQ3XsQRHeo6>