

PROGRAMME SCHEDULE

DAY 1 – 13th August 2026 (Thursday)

Time	Session	Speaker / Chair
09:00 – 09:30	Registration & Kit Distribution	
09:30 – 10:30	Inaugural Ceremony	
10:30 – 11:15	Session I – The Convergence Advantage: Distinguished Innovation, Sustainability & Global Excellence in a Changing World	Dr. Balasundaram Maniam, Ph.D., Regents' Professor of Finance Sam Houston State University, USA
11:15 – 11:30	Tea Break	
11:30 – 12:30	Session II – Cyber Security & Digital Business Ecosystem	Mr. Mahesh Balakrishnan, Enterprise Risk Management, AI & Privacy Consultant, Advisor and Trainer Member – SSS TN chapter
12:30 – 01:30	Session III – Fintech Innovation: Building Trust Beyond Speed & Convenience	Mr. Vaidyanathan Chandramouli, Enterprise Resilience, Technology and Board governance Consultant, Advisor and Trainer Member – SSS TN chapter
01:30 – 02:30	Lunch Break	
02:30 – 03:30	Paper Presentation (Plenary Session)	Dr. M. Neela, Associate Professor Department of Commerce Cauvery College for Women (Autonomous), Trichy
03:30 – 03:45	Tea Break	

DAY 2 – 14th August 2026 (Friday)

Time	Session	Speaker / Chair
09:30 – 10:30	Session V – Innovating Ideas for Business Success – A Strategic Roadmap	Dr. M. Selvam, Retired Sr. Professor & Head, Dept. of Commerce & Financial Studies Bharathidasan University; Founder Publisher & Chief Editor, SMART Journal
10:30 – 11:30	Paper Presentation (Plenary Session)	Dr. C. Paramasivan, Associate Professor, Dept. of Commerce, Thanthai Periyar EVR College, Trichy
11:30 – 11:45	Tea Break	
11:45 – 01:00	Panel Discussion	
01:00 – 02:00	Lunch Break	
02:00 – 03:30	Certificate Distribution & Valediction	



Knowledge Partner
SWADESHI SHODH SANSTHAN (SSS)
TAMILNADU CHAPTER

श्रीमते श्री वराह महादेशिकाय नमः
Srimathe Shri Varaha MahaDesikaya Namaha

SRIMAD ANDAVAN ARTS AND SCIENCE COLLEGE (AUTONOMOUS)

Managed by Sri Ranganatha Paduka Vidyalyaya Trust (Regd.)



Affiliated to Bharathidasan University
Nationally Re-Accredited with A+ Grade by NAAC (3rd cycle with a CGPA of 3.45 out of 4.00)
An ISO 9001:2015 Certified Institution Recognised as SIRO by DSIR New Delhi



The School of Commerce & Management

&



SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES

(International Refereed Indexed Journal)

www.smartjournalbms.org

Jointly Organise

A Two-Day International Conference on

CONVERGENCE 2026

Innovation • Sustainability • Global Excellence

Theme: Bridging Ideas, Research & Transformation

DATE & VENUE

13th & 14th August 2026 (Thursday and Friday)

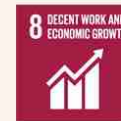
Sri Paduka Arangam (AC Auditorium),
SAASC(A), Trichy



Build resilient infrastructure,
promote inclusive and sustainable
industrialization and foster innovation



Strengthen the means of implementation and revitalize the
global partnership for sustainable development



Promote sustained, inclusive and
sustainable economic growth,
full and productive employment and
decent work for all

CONVERGENCE 2026

INNOVATE • SUSTAIN • EXCEL



INNOVATION

Drives growth through AI, digital finance and green technology.



SUSTAINABILITY

Challenges us to grow without destroying, and to build institutions that serve future generations.



GLOBAL EXCELLENCE

Demands rigorous research, cross-border collaboration and the will to benchmark globally.



ABOUT THE CONFERENCE

We live in an era defined by accelerating change. CONVERGENCE 2026 is built on the premise that the greatest opportunities lie at the intersection of three powerful forces: Innovation, drives growth through AI, digital finance and green technology. Sustainability, challenges us to grow without destroying, and to build institutions that serve future generations. Global Excellence, demands rigorous research, cross-border collaboration and the will to benchmark globally. This conference is a call to converge towards bringing diverse disciplines, perspectives and experiences together in pursuit of a more innovative, sustainable and excellent world.



COMMITTEE



Chief Patron

Shri. CA. Venkatesh R.
Secretary & Correspondent



Patron

Dr. M. Pitchaimani,
Principal



Convenor

Dr. K. Subha,
Dean — Commerce and Management



Organising Secretaries

Dr.S.Ramya, Head - Commerce,
Mr.G.Deepak, Head - Management,
Dr.M.Manimekalai, Head - Bank Management
& Corporate Secretaryship,
Dr.M.Usharani, Head - Computer Applications
& Professional Accounting



Executive Members

Faculty Members
School of Commerce & Management, SAASC



IMPORTANT DATES

Date	Event
05 August 2026	Abstract & Full Paper Submission
10 August 2026	Acceptance Notification
10 August 2026	Registration Last Date
13 th & 14 th August 2026 (Thursday and Friday)	Conference Dates



Paper Submission:

intlconverge2026@gmail.com



Register Here for Conference

<https://forms.gle/Gp3WRWBT8qZZQHLLH8>

CONTACT US



Dr. K. Subha
Mob No. 90953 51619
Dr. M. Usharani
Mob No. 76390 28383
Mr. G. Deepak
Mob No. 96005 57745

Payment QR



FOR PAYMENT



Account Name:
Sowmiya K
A/c No.: 2745658911
IFSC Code: KKBK0008698
Branch: Trichy – Thillai Nagar
UPI ID: 9940095528@kotak

We look forward to welcoming you to
CONVERGENCE 2026!

CONFERENCE TRACKS

No.	Track	Sub-Topics
1	Business & Entrepreneurship	Business Law Entrepreneurship International Business Industry 5.0 Case Study
2	Marketing Management	Consumer Behaviour Digital & Social Media Marketing Green Mktg Brand Management CRM Others
3	Human Resource Management	Recruitment Training & Dev Performance Management HR Analytics Leadership Employee Engagement
4	Economics & Policy	Economic Dev Financial Economics Labour Economics Foreign Trade Agronomics Law & Economics
5	Accounting & Finance	Accounting Auditing & IFRS Corporate Finance Forensic Accounting Taxation & GST Banking
6	Digital Technology & Innovation	AI & ML Data Analytics Blockchain IoT Cloud Computing Cybersecurity E-Commerce Robotics
7	Sustainability & CSR	Social Dev & CSR Environmental Accounting Green Technology Sustainable Business Humanitarian Logistics
8	Entrepreneurship Development	Startup Management Women Entrepreneurship Social Entrepreneurship MSME Rural Entrepreneurship
9	Digital Finance & FinTech	FinTech Innovation Blockchain & DeFi AI in Finance Financial Inclusion Insurtech & WealthTech

PAPER SUBMISSION GUIDELINES

- Abstract ≤ 75 words; Full paper – Less than 10 pages (MS Word format)
- Maximum 3 authors per paper; register separately for certificate
- Mention track clearly; blind review process applied to all papers
- Paper ID issued after submission for all correspondence
- Selected papers will be awarded suitably
- E-certificate issued after confirmation of registration fee & feedback
- Payment mode communicated via registration intimation letter



REGISTRATION FEE

Category	Indian (₹)	Foreign (\$)
UG / PG Students	500	25
Research Scholars	750	50
Faculty & Others	1000	50

* Includes: E-Certificate, Conference Kit, Refreshments & Lunch *