



SRI S. RAMASAMY NAIDU MEMORIAL COLLEGE

(Affiliated to Madurai Kamaraj University, Madurai)

Re-accredited at 'A++' Grade with CGPA of 3.74 (IV Cycle) by NAAC

An Autonomous, Co-educational and Linguistic Minority Institution

Recognized for Star College Scheme, Dept. of Biotechnology, Govt. of India.

SATTUR-626203, VIRUDHUNAGAR (DIST), TAMIL NADU.

DEPARTMENT OF COMMERCE (CA)

Organises

International Conference

On

Sustainable Business, Innovation & Global Competitiveness (ICSBIGC-2026)

25.08.2026 - Tuesday

HYBRID MODE



About SRNMC

Sri S. Ramasamy Naidu Memorial College was established in 1970 at Nagalapuram and subsequently relocated to Sattur in 1972. Affiliated with Madurai Kamaraj University, the college is situated on a serene and spacious campus in Sattur, a predominantly rural region of Virudhunagar District. Over a distinguished span of 56 years, the institution has evolved into a comprehensive first-grade, postgraduate, and research-oriented centre of higher learning. It is equipped with well-established laboratories and a continuously expanding, resource-rich library that supports advanced teaching and research. At present, the college offers 14 undergraduate programmes, 10 postgraduate programmes and 8 doctoral (Ph.D.) programmes across various disciplines. Since its inception, Sri S. Ramasamy Naidu Memorial College has played a pivotal role in fulfilling the higher educational aspirations of the rural populace, contributing significantly to academic advancement, social mobility, and regional development.

About the Department

The Department of Commerce (Computer Application), established in 1997–1998, is dedicated to delivering quality commerce education integrated with contemporary computer applications. With a student strength of over 300, the department fosters academic excellence through an industry-oriented curriculum, experienced faculty, technology-enabled learning, and outcome-based education. Regular seminars, workshops, guest lectures, industrial visits, and skill enhancement programmes provide students with practical exposure and professional competencies, preparing them for successful careers, higher education, and entrepreneurial pursuits in the evolving global business environment.

About the Conference

The **International Conference on Sustainable Business, Innovation & Global Competitiveness (ICSBIGC–2026)** serves as a distinguished global platform for academicians, researchers, industry professionals, policymakers, entrepreneurs, and students to exchange ideas, present innovative research, and deliberate on emerging trends shaping the future of business. The conference aims to explore the intersection of sustainable business practices, technological innovation, and global competitiveness in addressing contemporary economic and societal challenges. Through keynote addresses, technical sessions, and scholarly discussions, **ICSBIGC–2026** seeks to foster interdisciplinary collaboration, promote impactful research, and encourage the development of innovative strategies that contribute to sustainable growth, responsible governance, and long-term global economic resilience.

ICSBIGC–2026 is committed to promoting high-quality, publishable research. Selected papers presented at the conference will be considered for publication in reputed, peer-reviewed journals and conference proceedings. All accepted papers will be published in conference proceedings with assigned ISBN, and selected high-quality research papers will be published in peer-reviewed journals with ISSN, ensuring global visibility and academic recognition. The conference emphasizes rigorous peer review standards to maintain the quality and integrity of published research.

Objectives

The International Conference on Sustainable Business, Innovation & Global Competitiveness (ICSBIGC–2026) aims to strengthen research culture by encouraging the generation of innovative ideas and practical solutions to contemporary business challenges. It seeks to enhance collaboration among academic institutions, industry, and policymakers, facilitate knowledge transfer through scholarly interactions, and promote sustainable business practices that support inclusive economic growth and global competitiveness.

Subthemes

- Sustainable Business Practices and Corporate Governance
- Innovation, Digital Transformation and Business Excellence
- Artificial Intelligence, Data Analytics and Business Intelligence
- Finance, Banking, FinTech and Sustainable Financial Systems
- Marketing Innovation, Consumer Behaviour and Digital Marketing
- Entrepreneurship, Start-ups, and Innovation Ecosystems
- Human Resource Management, Leadership and the Future of Work
- Global Trade, Supply Chain Management and International Business
- Environmental, Social and Governance (ESG), CSR, and Green Business
- Emerging Trends in Commerce, Economics and Business Management

Guidelines for Paper Submission

- The paper must be original, unpublished, and free from plagiarism (maximum 15%), typed in English using Times New Roman font with 1.5 line spacing. Title: 16/Bold/Uppercase; Headings: 14/Bold/Uppercase; Sub-Headings: 12/Bold; Content: 12.
- The abstract should be 250–300 words, and the full paper should not exceed 2500 words. The article must be submitted in the MS Word (.doc, .docx) format ([Click here to download the Article Template](#)).
- Selected papers will be published with an ISSN (in-house journal).
- Along with the corresponding author, a maximum of two co-authors will be allowed per paper.
- The corresponding author should send the abstract and full paper to srnmconference2026@gmail.com by 18th August, 2026.

Guidelines for Paper Presentation

- Participants can present their papers based on the conference theme mentioned above.
- A maximum of two members per team is allowed with 5 minutes allotted for the presentation.
- Attractive prizes will be given to the top three presenters. Presenters must bring their PowerPoint Presentation on a pen drive (maximum of 15 slides).

- Last date for Abstract submission :14th August, 2026
- Last date for Full Paper Submission: 21st August, 2026
- Last date for Registration (Participation only): 23rd August, 2026

Registration fees Details

UG/PG Students : Rs.150/-

Research Scholars : Rs.200/-

Faculty Members : Rs.300/-

Industry Experts : Rs.400/-

Account Details

Account Number : 132150000000003

Bank Name : TAMILNAD MERCANTILE BANK LTD

Branch Name : SATTUR

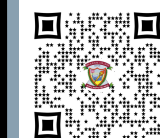
IFSC CODE : TMBL0000132

Account Name : THE PRINCIPAL SRI S R N M COLLEGE
SPECIAL PROGRAMME AC

- Registration Fee includes a Conference kit, Refreshment and Lunch.
- Author and Co-Author(s) should register separately.

Selected high-quality research papers will be published in an ISSN-registered journal (soft copy) with a nominal publication fee of approximately ₹500.

Registration Link & QR Code
<https://forms.gle/SjU58Aezp9YNaeHk8>



Register Here!

SCAN HERE



Resource Person



Dr M.I.M. RIYATH

Senior Lecturer,
Department of Accountancy & Finance,
Faculty of Management & Commerce,
South Eastern University of Sri Lanka,
University Park, Oluvil,
Sri Lanka.



Dr V.MUTHUKUMAR

Assistant Professor
Department of Commerce,
Madras Christian College,
Tambaram, Chennai,
Tamil Nadu,
India.



Mr M.FARWIS

Senior Lecturer in Accountancy,
Department of Accountancy & Finance,
Faculty of Management & Commerce,
South Eastern University of Sri Lanka,
University Park, Oluvil,
Sri Lanka.



Dr S.JEYAKUMAR

Assistant Professor
PG & Research Department of Commerce,
Pasumpon Muthuramalinga Thevar College,
Melaneelithanallur, Sankarankovil,
Tamil Nadu,
India.

Organising Committee

Chief Patron



Dr K. Krishnaveni
Principal

Convener



Dr V. Sundarraj
Assistant Professor & Head

Organising Secretary



Dr M. Maharaja
Assistant Professor

Organising Committee Members

Dr G.Balaji, Assistant Professor, **Dr A.Rajeswari**, Assistant Professor, **Mrs B.Vaidehi**, Assistant Professor,
Ms J.Devi, Assistant Professor, **Mrs V.Poongodi**, Assistant Professor ,
Mrs R.Gayathri, Assistant Professor, **Dr D.Lavanya**, Assistant Professor

Student Coordinators

Mr B.Siva Balan - III B.Com (CA), **Mr R.Jeyakarthick** - III B.Com (CA), **Mr M.Monis** - III B.Com (CA),
Ms S.Karthika - III B.Com (CA), **Ms D.Nancy** - III B.Com (CA),
Ms A.Deepika - II B.Com (CA), **Ms T.Karthika** - II B.Com (CA)

Conference Queries: Dr V. Sundarraj - 97903 97452, Dr M. Maharaja - 99522 70359
srmconference2026@gmail.com