



MANGALORE UNIVERSITY

DEPARTMENT OF COMMERCE

In Association with

**BANK OF BARODA CHAIR
CANARA BANK CHAIR
AND
UNION BANK CHAIR**

Organises

TWO-DAY INTERNATIONAL CONFERENCE ON AI - DRIVEN GLOBAL TRENDS IN COMMERCE

DATE

29th and 30th May, 2025

VENUE

**Mangala Auditorium
Mangalagangothri, Konaje
Karnataka, India - 574199**

<https://www.mangaloreuniversity.ac.in/>

About Mangalore University

Mangalore University is located on a picturesque hillock, spread over 353 acres of land at Mangalagangothri, which is around 20 km to the southeast of the historic coastal town of Mangaluru, in Karnataka, India. The University has set the tone for educational endeavours in two districts under its jurisdiction. It is a pleasing campus that has grown from a modest postgraduate centre of the University of Mysore to become an independent University in 1980.

The University has excellent infrastructure facilities such as a university library, mangala auditorium, guest houses, a cyber lab, sports facilities, and hostels for men and women. There are two national research facilities, namely the Microtron Centre and the Ocean & Atmospheric Science and Technology Cell. The University has 19 Endowment Chairs in areas such as Banking, Rural Development, Yoga, Environment, Literature, Fine Arts, Culture, Religion, and Regional Languages. It has academic collaborations with several premier National and International institutions.

About the Department of Commerce

The Department of Postgraduate Studies and Research in Commerce was established in 1969 as part of the PG Centre of the University of Mysore and became an integral part of Mangalore University since 1980. The department offers M.Com, M.Com (HRD), and Ph.D. programs. It is engaged in research activities that respond to the problems of this region.

Nearly twenty-eight colleges affiliated to the University offer M.Com courses, and the Department of Commerce extends its assistance to these colleges. The M.Com (HRD) course is a super speciality course with major focus on the area of Human Resource Management and Development. The thrust areas of research in the department are commerce, banking, human resource development and management, finance, small business management, marketing management, rural development, entrepreneurship, international trade and many more.

Background of the Conference

In the modern era, Artificial Intelligence (AI) has emerged as a transformative force, reshaping the global landscape of commerce. Businesses across industries are integrating AI-driven solutions to streamline operations, optimize decision-making, and enhance customer experiences. From data-driven insights to predictive analytics, AI is revolutionizing traditional commerce, driving efficiency and innovation.

In retail and e-commerce, AI-powered chatbots, recommendation engines, and virtual assistants are redefining customer interactions. Supply chain management is benefiting from predictive analytics, automation, and real-time tracking, ensuring seamless logistics and inventory control. Digital payment solutions, blockchain transactions, and AI-driven fraud detection mechanisms are further strengthening security and trust in financial transactions.

Globally, AI is being leveraged for market analysis, pricing optimization, and targeted advertising, enabling businesses to understand consumer behavior and refine their strategies. However, challenges related to ethical considerations, data security, and regulatory compliance continue to shape the discourse on AI adoption.

As commerce continues to evolve with AI-driven advancements, fostering collaboration, establishing regulatory frameworks, and up skilling the workforce have become crucial imperatives.

This conference is an attempt to learn and analyze the current developments and transformations in the commerce sector. The sub themes include finance, marketing, human resource management, information technology, research and development, entrepreneurship, and AI-enabled smart business approaches.

The event shall bring together leaders, experts, paper contributors, academicians, and industry practitioners, fostering an environment of knowledge sharing and networking. This confluence of diverse participants will add great value to the conference experience.

We cordially invite original research papers for presentation at the conference from industry professionals, academic researchers, and students. This collective exchange of ideas will certainly contribute to the success of the conference, fostering positive discussions and collaboration.

CALL FOR PAPERS

Academicians, practitioners, research scholars, and students are invited to submit their abstracts (not exceeding 200 words) or full papers (not exceeding 3000 words) on the main themes, sub-themes, or any related topic to the conference. The paper contributors are requested to submit full papers in MS Word format, using Times New Roman, font size 12, and line spacing 1.5. Reference should follow the APA citation style.

Abstract Submission Guidelines: The abstract must include a clear indication of the research purpose, methodology, major results, implications, and key words. Additionally, the sub-theme of the conference should be clearly stated.

Full Paper Submission Guidelines :

The front page of the full paper should contain the author(s) name (s), affiliation/organization, email address, and contact number. All tables and figures should be numbered and included within the corresponding text with appropriate captions.

Review Process: All submitted papers will undergo a double-blind review process, where papers will be evaluated based on originality, relevance, applicability, and contribution.

Best Paper Award: Three Best Paper Awards will be presented separately for practitioners, academicians and students. Papers submitted within the given deadlines only, shall be considered for this award. Papers sent in absentia are not considered for the Best Paper Award.

Publication Opportunity: Selected papers will have the opportunity to be published in an ISSN-registered publication upon payment of an extra fee by the authors.

All correspondence regarding submissions shall be addressed to the first author. Abstracts and full papers should be sent via email to the Organizing Secretary at commerceconf25@gmail.com

Important Dates

Submission of Abstract: **16th May 2025**

Submission of Full Paper: **22nd May 2025**

Papers received after 23rd May 2025 shall not be considered for the Best Paper Award.

Last date for Registration: **23rd May 2025**

Conference Dates: **29th and 30th May 2025**

Registration Details

All participants are required to register for the conference on or before 23rd May 2025. Registration is per author per paper basis. After completing the registration through the link, please join the whatsapp group to receive further updates. The details of Bank for transferring prescribed fee is as follows:

SCAN & PAY



UPI ID: commerceconf25

Account Number : 10094967371

Account Name : Chairman, Commerce Association

IFSC : SBIN0008034

Bank : State Bank of India

Branch : Mangalagangothri

Registration Link:

<https://forms.gle/gfTtDEQaaqbLzk2K6>

For More Details Contact:

1) Prof. Parameshwara Ph: 9482249259

2) Dr. Dinakara Ph: 9449281350

Registration Fees

| Sl. No. | Category of Delegates | Fees without accommodation | |
|---------|-----------------------|----------------------------|-----|
| | | INR | USD |
| 1 | Corporate / Academic | 1,000.00 | 25 |
| 2 | Research Scholars | 800.00 | 20 |
| 3 | Students | 400.00 | 15 |
| 4 | In-absentia - For all | 1,500.00 | 30 |

AI- Driven Global Trends in Commerce

The contributors are encouraged to develop papers bearing the form of conceptual, empirical and case studies on the theme and sub-themes, but not necessarily limited to them. The paper should not have been published nor be under consideration for publication elsewhere.

Sub-themes of the Conference

Technological Advancements in Human Resource Management

AI in Digital Marketing

Technology Applications in Financial Management

Automation and Innovations in International Trade and Business

E-Governance and Innovation in E-Business Models

Business Analytics and Competitive Advantage

AI-Driven Services Marketing and Economic Growth

Emerging Technologies for Inclusive Business Growth

Digital Disruptions and Contemporary Business Issues

Business Aggregators, Innovation, and Start-ups in the Tech Era

Banking and Insurance in the Digital Era

Any Other Technology-Enabled Advancements in Commerce & Management

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Mangalore University



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You are invited to contribute valuable insights and actively participate in making this International Conference an academically enriching conflux.