Mahatma Education Society's

Pillai HOC College of Arts, Science and Commerce (Autonomous), Rasayani

(NAAC Accredited with A+ Grade & ISO 9001:2015 Certified)

Faculty of Commerce

in association with

Internal Quality Assurance Cell (IQAC) & Institution's Innovation Council (IIC)

organizes

National Conference

on

"Exploring Emerging Trends and the Transformative Impact of Business, Innovation, Technology and Sustainability"

on

19th December, 2026

ABOUT MES

Mahatma Education Society (MES) was established in 1970 with the objective of providing education for all. MES represents a vision that is closely aligned with national goals. At a time when education was regarded as a service, the Society set out to bring about social and economic change through the personal development of every child who comes under its care.

MES is headed by Dr. K. M. Vasudevan Pillai (Chairman and CEO) and Dr. Daphne Pillai (Secretary), supported by a team of experienced professionals in the field of education. Today, MES owns and manages more than 48 institutions, ranging from primary to postgraduate education, serving over 35,000 students and employing 2,000 teachers.

ABOUT PHCASC

Pillai HOC College of Arts, Science and Commerce (Autonomous), affiliated with the University of Mumbai, was established in 2008 with the objective of providing quality higher education to students in the rural area of Rasayani. The institution aims to make education accessible to all, irrespective of region, caste, economic background, or academic performance, thereby serving as a catalyst for social change.

Guided by the vision and inspiring words of Dr. K. M. Vasudevan Pillai, Chairman and CEO of MES, the institution caters to the educational needs of 2,130 students across various undergraduate disciplines, including B.Com. (Accountancy), B.Com. (Management Studies), B.Com. (Accounting and Finance), B.Sc. (Physics, Chemistry and Mathematics), B.Sc. (Information Technology), B.Sc. (Computer Science), B.Sc. (Data Science), B.Sc. (Cyber Security), B.Sc. (Artificial Intelligence and Machine Learning), B.Sc. (Interior Design), B.Sc. (Hospitality Studies), B.A., and B.A.M.M.C., as well as postgraduate programmes such as M.Com., M.Sc. (Organic Chemistry), M.Sc. (Physics), M.Sc. (Information Technology), and M.Sc. (Data Science).

CONFERENCE PREAMBLE

The conference titled “Exploring Emerging Trends and the Transformative Impact of Business, Innovation, Technology and Sustainability” aims to provide a dynamic academic platform for exploring the evolving landscape of business and its interconnected dimensions. It seeks to bring together academicians, researchers, industry professionals and students to deliberate on emerging trends, innovative business practices, technological advancements and sustainable development. The conference will focus on understanding how innovation and digital transformation are reshaping industries, redefining business models and creating new opportunities. It will also highlight the importance of sustainability, ethical practices and responsible leadership in addressing contemporary economic and societal challenges. Through research presentations, scholarly discussions and knowledge exchange, the conference aspires to encourage interdisciplinary perspectives, foster innovative thinking and promote practical solutions. Ultimately, it aims to contribute towards building a resilient, inclusive and sustainable business ecosystem aligned with the vision of a progressive and developed India.

CONFERENCE OBJECTIVES

1. To explore emerging trends and contemporary developments in business, commerce, innovation, technology and sustainability.
2. To examine the transformative impact of technological advancements, digitalisation and innovative business practices on the evolving business landscape.
3. To promote research, knowledge sharing and interdisciplinary collaboration among academicians, researchers, industry professionals and students.
4. To encourage sustainable business practices, entrepreneurship and innovative solutions to address contemporary business and societal challenges.

CONFERENCE GUIDELINES

Researchers are invited to submit original research papers for presentation in the technical sessions, aligned with the conference themes. In the case of joint authorship, each author is required to register individually.

Manuscript Submission Guidelines

Authors are requested to adhere to the following formatting specifications while preparing their manuscripts:

- Language: English
- File Format: MS Word (.doc/.docx) in editable format
- Page Layout: A4 size, single-column format, single line spacing (1.0), with 1-inch margins on all sides
- Font Style: Times New Roman
  - Title: 14-point, Bold
  - Subheadings: 12-point, Bold
  - Main Text: 12-point, Regular
- Length: Approximately 4 pages, not exceeding 2,000 words
- Cover Page: Must include the paper title, name(s) of author(s), institutional affiliation(s), and contact details (postal address, phone number, and email address).
- Submission Email: phcasccommerceconf@mes.ac.in

Structure of the Research Paper

All submitted research papers/articles should follow the prescribed structure:

1. Title of the Research Paper
2. Abstract (150–200 words)
3. Keywords (3–4 relevant keywords)
4. Introduction
5. Research Objectives
6. Research Methodology
7. Review of Literature
8. Research Gap (where applicable)
9. Data Analysis and Interpretation
10. Conclusion and Suggestions
11. References

SUB TOPICS

(Papers on all relevant themes, including international topics, are invited for submission)

Entrepreneurship and Sustainable Business

1. Start-up Ecosystems and Innovation
2. MSMEs and Digital Competitiveness
3. Women-led Entrepreneurship
4. Social and Green Entrepreneurship
5. Rural Entrepreneurship and Local Innovation
6. Innovative and Sustainable Business Models

Digital Transformation

1. Artificial Intelligence in Business
2. Digital Public Infrastructure
3. Data Analytics and Business Intelligence
4. Blockchain and Business Applications
5. Automation and Smart Industries
6. Cybersecurity and Data Governance

Economics and Development

1. India's Economic Growth and Development
2. Digital Economy and Economic Growth
3. Global Trade and Economic Resilience
4. Employment and Skill Development
5. Agricultural Innovation and Rural Prosperity
6. Infrastructure and Regional Development

Sustainability and Green Economy

1. Green Growth and Climate Resilience
2. ESG and Responsible Business
3. Circular Economy and Waste Management
4. Renewable Energy and Clean Technology
5. Carbon Markets and Climate Finance
6. Sustainable Investment and Green Finance

Operations Management and Logistics

1. Smart Manufacturing and Industry 4.0
2. AI-driven Operations Management
3. Supply Chain Resilience
4. Digital Logistics and Transportation
5. Sustainable Procurement and Supply Chains
6. Quality Management and Productivity

Marketing and Digital Commerce

1. AI-driven Marketing Strategies
2. Digital Retail and E-commerce
3. Indian Brands and Global Markets
4. Consumer Behaviour and Digital Markets
5. Marketing Analytics and Personalization
6. Green Marketing and Sustainable Consumption

SUB TOPICS

(Papers on all relevant themes, including international topics, are invited for submission)

Accounting and Corporate Governance

1. AI-enabled Accounting and Auditing
2. Forensic Accounting and Fraud Prevention
3. ESG Reporting and Sustainability Accounting
4. Digital Taxation and Regulatory Reforms
5. Corporate Ethics and Accountability
6. Blockchain in Accounting

Finance and Banking

1. Digital Banking and Financial Innovation
2. AI in Financial Decision-making
3. Financial Inclusion and Digital Literacy
4. FinTech Innovations and Emerging Financial Technologies
5. Alternative Financing and Venture Capital
6. Digital Assets and Payment Systems

Human Resource Management

1. Workforce Transformation and Artificial Intelligence
2. Future Skills and Lifelong Learning
3. Strategic Human Resource Management
4. Employee Well-being and Workplace Sustainability
5. Diversity, Equity and Inclusive Leadership
6. Gig Economy and Platform Employment

Innovation and Social Transformation

1. Research Commercialization and Technology Transfer
2. University–Industry Collaboration
3. Intellectual Property and Indigenous Innovation
4. AI-enabled Education and Digital Learning
5. Healthcare Innovation and Affordable Services
6. Digital Governance and Public Service Delivery

REGISTRATION FEES

CATEGORY	PARTICIPATION WITH PUBLICATION
Academicians/Professionals	RS. 1,000/-
Research Scholars and Students	RS. 600/-

Selected research papers will be published in the ISBN publication.

IMPORTANT DATES

Last Date of Registration : 25th November 2026
Last Date For Abstract Submission : 05th December 2026
Last Date For Full Paper Submission : 15th December 2026

ONLINE PAYMENT

Account Name : Pillai HOC College of Arts, Science and Commerce
Account No : 52142200086647
Name of the Bank: CANARA BANK
Branch : Khaire Patalganga
IFSC Code : CNRB0015214

Please mention "Conference_NCETBITS-26-27" in the 'subject/purpose' column while carrying out transaction through RTGS/NEFT. Kindly share your UTR Number after payment.

SCAN TO PAY

REGISTRATION LINK

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SCAN TO REGISTER

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PATRONS



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(Secretary, MES)



Dr. Priam Pillai
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Mr. Franav Pillai
(Treasurer, MES & Member, Management Board)



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(Principal, PHCASC)

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