

# INTERNATIONAL CONFERENCE ON COMMERCE AND ECONOMIC RESEARCH IN ASSOCIATION WITH INSTITUTE OF MANAGEMENT ACCOUNTANTS (IMA), USA

ICCER'24

January 14 & 15, 2025

**Rajagiri College of Management and Applied Sciences (RCMAS), Kakkanad**

Organised by  
Department of commerce



## Conference Theme

**Business, Finance, and Trade Practices in the Digital Age: Innovation, Sustainability, and Transformation**

## Conference Overview

Department of commerce, Rajagiri college of Management and Applied Sciences (RCMAS) is proposed to schedule an International Conference for researchers, academics, and industry experts to discuss emerging trends in commerce and economics. With IMA, USA, as the knowledge partner, ICCER'24 is centered around the theme: Business, Finance, and Trade Practices in the Digital Age: Innovation, Sustainability, and Transformation. The conference will explore key topics such as digital finance, banking innovations, data analytics, entrepreneurial strategies, and circular economy principles. It seeks to address the challenges and opportunities businesses face in driving value creation while upholding environmental and social sustainability in a rapidly evolving digital landscape. Attendees will have the opportunity to engage in insightful discussions, expand their professional networks, and collaborate on research that will help shape the future of sustainable business practices.

# Major Conference Themes

## FINANCE

- Fintech
- Green Finance
- Financial Viability of Eco-Friendly Business Models
- Digital Currencies
- Investment Strategies
- Risk Management
- Corporate Social Responsibility (CSR) Reporting
- Financing Renewable Energy Projects

## BANKING

- Digital Banking Innovations
- Sustainable Banking Practices
- Mobile Banking on Financial Inclusion
- Green Banking
- Risk Assessment in Sustainable Banking
- Fintech Transforming Banking
- The Integration of Environmental, Social, and Governance (ESG)
- Blockchain in Banking

## ENTREPRENEURSHIP

- Sustainable Entrepreneurship
- Eco-Friendly Startups
- Social Entrepreneurship
- Financing Sustainable Startups
- Entrepreneurial Strategies on Climate Change
- Collaborative Entrepreneurship
- Digital Marketing Strategies
- Incubators and Accelerators in Promoting Sustainable Innovations

## **DATA ANALYTICS**

- Leveraging Big Data Analytics
- E-Commerce
- Artificial Intelligence
- Cybersecurity
- Data Analytics in Investment Decisions
- Digital Payment Solutions
- Remote Digital Solutions for Sustainable Business Practices
- The Role of Data Analytics in Supply Chain

## **CIRCULAR ECONOMY**

- Circular Economy Startups
- Circular Economy Innovations
- Circular Business Models in the Digital Age
- Digital Technologies for Circular Supply Chains
- Recycling Technologies Support Sustainability
- E-Commerce in the Circular Economy

## **E-COMMERCE & SUPPLY CHAIN MANAGEMENT**

- Digital Transformation in Supply Chains
- E-Commerce and Sustainability
- Consumer Behavior in the Digital Marketplace
- Innovative Logistics Solutions
- Blockchain Technology in E-Commerce:
- Resilience in Supply Chains
- Omni-Channel Retailing
- Impact of Social Media on E-Commerce

## **Publication Opportunities:**

- **Australian Business Dean Council (ABDC) Journal**
- **Peer Reviewed Journal : Rajagiri Journal of Sustainable Commerce and Management**
- **Conference Proceedings : ISBN book of RCMAS**

## Registration and Fees

• Students	INR 350.00
• Scholars	INR 500.00
• Academicians	INR 750.00
• Industrialists	INR 1,000.00
• International Participants	INR 1,500.00

## Important Dates

- **Abstract Submission Deadline: December 15,2024**
- **Full Paper Submission Deadline: January 05,2025**

## Submission Guidelines

Abstract : 250-300 words

Formatting Requirements : APA style

Review & Selection : Subject to double-blind review process

**Outstanding research paper will be awarded with cash prize**

## Advisory Council

Provincial	: Rev.Fr.Benny Nalkara CMI
Director	: Rev.Fr.Mathew Vattathara CMI
Associate Director	: Rev.Fr.Ajeesh Puthuserry CMI
Principal	: Dr.Laly Mathew

For any inquiries or further information about the ICCER, please contact the conference organizers:

Conference Email: [iccer.commerce@rajagiricollege.edu.in](mailto:iccer.commerce@rajagiricollege.edu.in):

Conference Convenors	
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### About the College

Rajagiri College of Management and Applied Sciences (RCMAS), a CMI institution in Kochi, Kerala, upholds the legacy of the Carmelites of Mary Immaculate (CMI), inspired by St. Kuriakose Elias Chavara. Established in 2005, RCMAS offers a diverse range of undergraduate and postgraduate programs, combining academic excellence with holistic development. Situated on an eco-friendly campus, the College emphasizes leadership, innovation, social responsibility, and sustainability through initiatives like the Rajeevani green project and IQAC for quality assurance. With strong industry partnerships, outcome-based education, and a focus on global perspectives, RCMAS is dedicated to shaping future-ready professionals and fostering community engagement for sustainable development.

