



ARUL ANANDAR COLLEGE (AUTONOMOUS)

Reaccredited by NAAC at 'A' Grade

(Affiliated to Madurai Kamaraj University)

Karumathur, Madurai – 625 514.



**Department of Commerce with Computer Applications
and
Department of Commerce
jointly organize**

NATIONAL CONFERENCE

ON

“BRIDGING TRADITION AND TECHNOLOGY: AI AND IKS FOR ETHICAL COMMERCE”



**“An interdisciplinary forum connecting the wisdom of
Indian Knowledge Systems with the power of
Artificial Intelligence
to inspire ethical thinking, innovative commerce,
and meaningful knowledge exchange.”**



**29 September 2026
(Tuesday)**



10.00 a.m.



**Venue:
Indoor Stadium**

For Queries Contact

Faculty Coordinators:-

**Mr.Micheal Naveen Kumar S
97863 69437**

**Mr.Antony Xavier S
90035 61525**

Registration QR



ABOUT THE COLLEGE



Arul Anandar College (Autonomous), a Jesuit institution affiliated with Madurai Kamaraj University, has been re-accredited by the National Assessment and Accreditation Council (NAAC) with an "A" Grade. The college offers 17 undergraduate and 5 postgraduate programmes, with 5 departments functioning as full-fledged research centers. A pioneer in providing quality higher education to the rural poor and marginalised sections of society, the college is located about 23 km from Madurai City. Its 48-acre campus, set amidst a serene and green rural environment, provides students with an ideal atmosphere for academic excellence, personal development, and the pursuit of knowledge.

ABOUT THE DEPARTMENT

The Department of Commerce is one of the pioneers offering B.Com with Computer Applications in Madurai Kamaraj University since the Academic Year 1999. The overwhelming demand from the stakeholders paved way for introducing one more section from the Academic Year 2008-09. The Department of Commerce has grown remarkably since its inception in the year 1999. With 26 years of academic excellence it offers B.Com with CA and B.Com General Courses. It also conducts a Certificate Course in Tally, Python and GST Filling for the employability of the students.



STIMULUS

Technology may transform the way we do business, but values determine the way business should be done. As Artificial Intelligence drives a new era of commerce, Indian Knowledge Systems offer enduring principles of Dharma, integrity, responsibility, and harmony. Bridging these two dimensions can create a new pathway towards ethical, sustainable, and human-centred commerce. This seminar seeks to stimulate dialogue, collaboration, and innovative thinking at the intersection of tradition and technology.

ABOUT THE CONFERENCE

In today's rapidly evolving digital era, Artificial Intelligence (AI) has emerged as a transformative force, redefining the global business landscape through innovations in decision-making, automation, customer engagement, financial systems, supply chains, healthcare, education, agriculture, governance, and sustainable development. While AI-driven advancements accelerate economic growth and operational efficiency, they also present critical challenges concerning ethics, transparency, accountability, privacy, inclusivity, and responsible governance. Against this backdrop, Indian Knowledge Systems (IKS), founded on enduring principles of ethics, sustainability, holistic well-being, and value-based decision-making, offer invaluable perspectives for addressing these contemporary concerns. The convergence of AI with IKS provides a visionary framework that harmonizes technological innovation with human values, social responsibility, and sustainable development.

SUB THEMES

AI, Technology and Ethical Commerce

- AI for transparency and accountability in commerce
- Generative AI and responsible marketing
- AI-enabled sustainable supply chains

Indian Knowledge Systems (IKS) and Business Ethics

- IKS perspectives on trust, honesty and integrity
- Traditional Indian concepts of fair trade and economic justice
- IKS-based approaches to leadership and governance

AI + IKS: Bridging Tradition and Innovation

- Integrating IKS principles into AI-driven business models
- IKS as a framework for responsible technological innovation
- Ethical challenges in digitizing traditional knowledge

Sustainable and Responsible Business

- Sustainable entrepreneurship inspired by Indian traditions
- AI for climate-conscious business decisions
- Responsible consumption and production through IKS

Entrepreneurship and Leadership

- AI-enabled entrepreneurship with a human-centric approach
- Leadership lessons from Indian philosophical traditions
- Women, youth and inclusive entrepreneurship through AI and IKS

Marketing, Consumers and Ethical Practices

- Cultural sensitivity and AI-driven marketing
- Ethical influencer marketing and digital commerce
- Consumer awareness and responsible technology use

Digital Transformation of Traditional Commerce

- E-commerce opportunities for traditional products
- AI for preserving traditional crafts and skills
- Empowering MSMEs through AI and IKS

Indian Economic Thought and Contemporary Commerce

- Ancient Indian trade practices and contemporary business
- Traditional financial practices and modern fintech
- Indian perspectives on wealth distribution and social responsibility

Governance, Policy and Regulation

- AI governance through ethical and cultural frameworks
- IKS and responsible technology policy
- Intellectual property protection for traditional knowledge

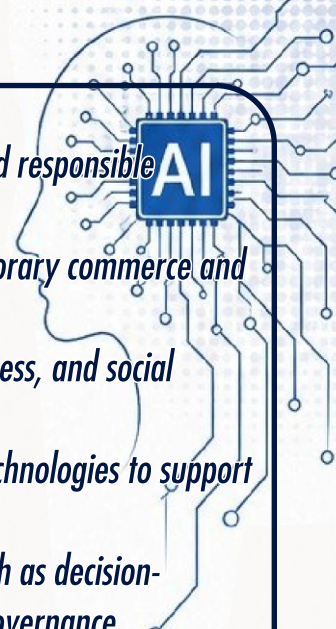
Future of Ethical Commerce

- Human-centric AI and the future of business
- Building an ethical digital economy through IKS
- Creating an Indian model of responsible technological development



OBJECTIVES OF THE CONFERENCE

- *To examine the role of Artificial Intelligence (AI) in promoting ethical and responsible business practices.*
- *To explore the relevance of Indian Knowledge Systems (IKS) in contemporary commerce and business management.*
- *To analyse how traditional Indian values such as Dharma, integrity, fairness, and social responsibility can guide AI-driven business practices.*
- *To identify opportunities for integrating IKS principles with modern AI technologies to support sustainable and ethical commerce.*
- *To assess the challenges associated with the ethical use of AI in areas such as decision-making, customer relations, employment, data privacy, and corporate governance.*
- *To develop a framework for bridging traditional wisdom and emerging technologies to foster transparent, inclusive, sustainable, and socially responsible commerce.*



PUBLICATION DETAILS

- *Selected papers will be published in the International Journal of Business and Economics Research (IJBER). E-ISSN:2455-3921*
- *IJBER is a peer reviewed international e-journal. It is quarterly edition of a periodical. IJBER follows Open Access (OA) system.*
- *Indexed by various international and national databases. (Publication Fee: Rs. 750 per paper – Maximum two authors only)*
The Publication payment has been made to Dr.K.Ramya Gpay Number : 9786890697.



GUIDELINES FOR PAPER SUBMISSION

-  *Original and unpublished research papers are invited.*
-  *All papers will undergo peer review and plagiarism screening.*
-  *All authors must register individually.*
-  *Abstract should be 250–300 words with 4–6 keywords.*
-  *Full paper should be 3000–5000 words, MS Word format.*
-  *Font: Times New Roman, 12 pt; 1.5 line spacing; 1-inch margins on all sides.*
-  *The manuscript should include Title, Abstract, Introduction, Literature Review,*
-  *Methodology, Findings/Discussion, Conclusion, and References.*
Maximum 8 pages (including references).
-  *Tables, figures, and illustrations should be high resolution (minimum 300 DPI) and properly numbered.*
-  *References should follow the APA 7th Edition citation style (or institution's preferred style).*
-  *The Organizing Committee reserves the right to accept or reject papers based on the review process.*
-  *Authors are requested to send the paper to the email id: comconference26@aactni.edu.in*

IMPORTANT DATES



CONFERENCE
29th September 2026



SUBMISSION OF ABSTRACT
10th September 2026



LAST DATE FOR FULL PAPER SUBMISSION
15th September 2026



LAST DATE FOR REGISTRATION
25th September 2026



REGISTRATION FEE (PER PARTICIPANT INCLUSIVE OF GST)

(Only For Registration)

Industry Professionals

₹500/-

Research Scholars and Academia

₹300/-

Students

₹200/-



Delegates can remit the registration fee to the given bank details

BANK ACCOUNT DETAILS

Bank Account Name: Self Finance Course Account

Account Number: 233201000000010

Bank Name: Indian Overseas Bank

Branch: Karumathur

IFSC Code: IOBA0002332

Registration Link:

<https://forms.gle/oNmxtYmHW2rKkYK37>



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CONVENER

Mr. STEPHEN JEYARAJ A
Assistant Professor and Head
Department of Commerce
Mob: **99442 74886**

CO-CONVENER

Dr. RAMYA K
Assistant Professor and Head
Department of Commerce with CA
Mob: **97868 90697**

ORGANIZING SECRETARIES

DR. RAJESWARI S
Assistant Professor
Department of Commerce with CA
Mob: **98436 32746**

DR. LIGE K V
Assistant Professor
Department of Commerce
Mob: **94460 54210**

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