



GOVERNMENT OF KARNATAKA

DEPARTMENT OF COLLEGIATE EDUCATION

GOVERNMENT FIRST GRADE COLLEGE VAMADAPADAVU -574324

(BANTWAL TQ, DAKSHINA KANNADA DISTRICT)

(NAAC RE-ACCREDITED WITH B++ GRADE)

CALL FOR PAPERS

One Day First Multi Disciplinary National
Conference

On

“Integrating AI, Sustainability, and Entrepreneurial Vision for
the Future of Commerce”

(Hybrid Mode)

Organised by:

Internal Quality Assurance Cell

**PG Studies in Commerce, Commerce Association and
Research & Development Cell**

DATE :- 17-12-2025, WEDNESDAY Venue:- GFGC Vamadapadavu

About the College

Government First Grade College - Vamadapadavu is a Public Sector Education Organisation run by the Department of Collegiate Education under the Government of Karnataka. The college is permanently affiliated To Mangalore University. Established in 1992, the institution aims to impart education to students from remote rural areas who are deprived of opportunities To higher education. The college is located in Chennaithody Village of Bantwal Taluk in Dakshina Kannada District, Karnataka State, India. It has been re-accredited with a B++ Grade and a 2.86 CGPA by NAAC and is recognized by the UGC under Section 2(f) in 2012 and 12B in 2013. The college offers BA, B.Com, B.Sc., BSW, BBA, BCA, and M.Com programs. The institution has a dedicated team of 34 teaching staff and 5 non-teaching staff, who work together to support the academic and administrative functioning of the college. The college currently has 456 students enrolled across various programs.

About the Department

The Post-Graduation Department of Commerce (M.Com) at Government First Grade College, Vamadapadavu, was established in the academic year 2016-17 with the objective of providing quality higher education to rural students aspiring for advanced studies in commerce. The department currently has 26 students in the first year and 16 students in the second year, reflecting steady growth in enrolment. Over the years, the department has demonstrated an impressive academic track record, with two students having secured top-ten university ranks and more than 13 students have successfully cleared KSET and NET examinations, highlighting its strong academic foundation. In addition, several alumni have been placed in various government and private sector positions across India, showcasing the department's commitment to academic excellence, career development, and holistic student growth.

About the Conference

The rapid integration of Artificial Intelligence, sustainable practices, and entrepreneurial innovation is reshaping the global commercial landscape. This conference aims to bring together academicians, researchers, industry professionals, and students to explore emerging trends at the intersection of AI, sustainability, entrepreneurship, and commerce. The event provides a platform for knowledge exchange, research dissemination, and collaborative dialogue to envision the future of business in a technologically driven and sustainability-conscious era.

Conference Chairman

PROF. JAYARAMA

Principal

Government First Grade College Vamadapadavu

Conference Convener / Coordinator

DR. RAMYASHREE M G

Assistant Professor & PG(M.Com) Coordinator

Department of Commerce

GFGC Vamadapadavu

9481019954

Conference Co-Convener

DR. VISHAL PINTO

Assistant Professor & Head of the Department

Department of Commerce

GFGC Vamadapadavu

Registration Link :

<https://forms.gle/YM6mm22hXyTDhtp98>

Scan for Registration :



Organising Committee

Ms.Kokila HS

Assistant Professor
Department of commerce
GFGC Vamadapadavu

Mr. Shrihari Karanth

Assistant Professor
Department of commerce
GFGC Vamadapadavu

Mr. Deekshith B R

Assistant Professor
Department of commerce
GFGC Vamadapadavu

Ms. Vinutha Gatty

Faculty Member
Department of Commerce
GFGC Vamadapadavu

Mr.Rajesh Shetty

Faculty Member
Department of Commerce
GFGC Vamadapadavu

Ms. Kavitha K

Faculty Member
Department of Commerce
GFGC Vamadapadavu

Ms. Susha Athikari

Faculty Member
Department of Management
GFGC Vamadapadavu

Ms. Sushmitha D Cunha

Faculty Member
Department of Commerce
GFGC Vamadapadavu

Contact Information

College :- 94810 19954

Faculty Coordinator

Mr. Shrihari Karanth :- 88678 55237

Student Coordinators

Ashwitha Final M.Com :- 63624 99498

Prathik Naik First M.Com :- 91411 27178

Sub-Themes /Tracks

1. Marketing

- AI-Driven Consumer Behaviour Analytics
- Sustainable Marketing Strategies for Green Commerce
- Digital Branding and AI-Enabled Customer Engagement
- Impact of Social Media on Entrepreneurial Ventures
- Marketing Automation and Predictive Modeling in SMEs
- Ethical AI in Marketing and Consumer Data Protection
- Sustainable Supply Chain Marketing and Circular Models
- Experiential Marketing in the Era of AI and Immersive Technologies
- Entrepreneurship and Innovative Product Development Strategies
- Influence of AI on Rural and Inclusive Marketing Practices

2. Finance

- AI-Integrated Financial Decision-Making Models
- Sustainable Finance and ESG Investment Strategies
- FinTech Innovations for Entrepreneurial Growth
- Blockchain, Digital Payments, and the Future of Commerce
- Risk Management Using AI and Predictive Algorithms
- Financial Inclusion through Technology-Enabled Platforms
- Green Financing for Start-ups and Social Enterprises
- Portfolio Optimization Using Machine Learning
- Crowd funding, Peer-to-Peer Lending, and Alternative Finance Models

3. Human Resource / HRM

- AI-Enhanced Talent Acquisition and Workforce Analytics
- Sustainable HR Practices for Organizational Development
- Entrepreneurial Leadership and Innovation Management
- Future of Work: Gig Economy, Hybrid Models, and Digital Skills
- AI-Based Performance Appraisal and Employee Productivity Tools
- Emotional Intelligence and Human-Centric Leadership in Tech-Driven Workplaces
- Building Diversity, Equity, and Inclusion (DEI) in Modern Organizations
- HR Analytics for Strategic Decision-Making
- Training & Development for AI and Tech-Enabled Entrepreneurship
- Workplace Well-being, Mental Health, and Sustainable HR Policies

4. Taxation

- Role of AI in Tax Compliance and Audit Automation
- GST and Digital Taxation Challenges for Start-ups
- International Taxation in the Age of E-Commerce
- Sustainable Tax Policies Supporting Green Entrepreneurship
- Blockchain for Transparent Tax Administration
- Tax Implications for Gig Workers and Digital Entrepreneurs
- Corporate Tax Planning in Tech-Driven Business Models
- Impact of Digital Services Tax on Global Commerce
- AI-Powered Fraud Detection Systems in Tax Administration
- Tax Policy Reforms to Encourage ESG-Compliant Enterprises

5. Multidisciplinary Research Topics (Restrain your paper to the core theme of -integrating AI, sustainability and entrepreneurial vision for the future)

- Science and technology
- Economics
- Social science (Political and legal aspects, History, psychology, anthropology and any other social science area of specialization)
- Linguistics
- Physical education
- Library science

Guidelines for Paper Submission

1. Abstract Submission

- Word limit: 200–250 words
- Must include: title, keywords (3–5), objectives, methodology, and expected outcomes.
- Font: Times New Roman, Size 12, 1.5 spacing.

2. Full Paper Submission

- Word limit: 2000–3000 words
- Original research, case studies, conceptual papers, and student research papers are welcome.
- 1. Formatting:
- 2. Font: Times New Roman
- 3. Size: 12
- 4. Line spacing: 1.5
- 5. Margin: 1 inch
- Papers must be submitted in MS Word (.doc/.docx) format only.
- There APA 7 Style for Bibliography

3. Plagiarism Policy

- Papers should be original and must not exceed 10–15% similarity (excluding references).
- Plagiarised submissions will be rejected.

4. Best Paper Award will be given to students

Important Dates

- Abstract Submission Deadline: 05-12-2025
- Full Paper Submission Deadline: 14-12-2025
- Registration Deadline: 14-12-025 (Spot Registration also allowed)
- Conference Date: 17/12/2025

Registration Details

- Academicians: Rs.300 per author
- Research Scholars: Rs 200 per author
- Students: Rs.100 per author
- Mode of Payment: UPI / Bank Transfer/On-spot Registration
- Registration fee includes participation certificate, conference kit, and Food.

Publication Opportunities

Selected papers will be considered for publication in:

- ISBN Edited Book / Conference Proceeding
- Additional publication guidelines will be shared upon acceptance

Submission Email:- aisecommercevp@gmail.com

For payment

A/C no: 0712230000886

IFSC: CNRB0010171

Scan & Pay.



Location of the College

HOW TO REACH

Nearest Railway Station

BC.Road -17KM

Nearest Airport

Mangalore International airport -31KM

Bus Facility

Vamadapadavu has excellent bus connectivity, with regular services operating from Mangalore, BC Road, Moodabidri, and Belthangady