



INTERNATIONAL CONFERENCE ON

IC-RECODE $\checkmark^3$ - 2025

“REIMAGING COMMERCE IN THE
DIGITAL ERA - TRANSFORMING BUSINESS
FUTURES THROUGH INNOVATION,
INTELLIGENCE AND INTEGRITY”

NOVEMBER 17 - 18, 2025
@ LAWRENCE SUNDARAM HALL



ORGANISED BY

PG & RESEARCH DEPARTMENT OF COMMERCE
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI - 600 034.



“LET YOUR LIGHT SHINE”

ABOUT LOYOLA

Loyola College, Chennai, is a Catholic minority institution founded by the Society of Jesus (Jesuits) on June 15, 1925, by Rev.Fr Francis Bertram SJ. It began with 75 students in three undergraduate programs - Mathematics, History and Economics, and is affiliated with the University of Madras. In 1978, it became one of the first eight colleges in India to receive autonomous status. Guided by the core values of quality and access, the college aims to develop leaders committed to justice, truth, and love, particularly for marginalized communities. Its Jesuit education framework emphasizes a holistic experience, fostering intellectual, affective, and skill-based growth (“formation of mind, heart, and hand”), encouraging a universal outlook with global leadership, offering affordable and sustainable education rooted in Jesuit values and humanitarianism, and delivering multidisciplinary and value-oriented programs.

The College has a long-standing record of academic excellence and recognition. The University Grants Commission (UGC) recognized it under Sections 2(f) and 12(B) in 1956, enabling it to receive grant-in-aid. It was named as “College with Potential for Excellence” in 2004 and 2010, elevated to “College of Excellence” from 2014 to 2019, and recognized as a Scientific and Industrial Research Organization (SIRO) in 2010. In 2021, it was re-accredited (4th Cycle) with an A++ Grade and a CGPA of 3.55, and in 2022, the UGC granted it an extension of autonomy for 10 years (2022–2032). Loyola has also been awarded “Aspiring Local Chapter” and “Active Local Chapter” status by SWAYAM-NPTEL for its online course engagement in 2023 and 2024. The college currently offers 24 UG programs, 21 PG programs, and 15 Ph.D. programs, serving 12,107 students, supported by 364 academic staff (including 242 Ph.D. holders) and 183 administrative staff. The Education World Autonomous Colleges Rankings 2024 named it the 4th-best Autonomous College in India and the top college in Tamil Nadu. In 2025, Loyola College reaffirmed its academic standing with India Today ranking it 7th in BA, 5th in Computer Applications, 8th in Commerce, 5th in Science, and 5th in BBA/BMS; and The Week placing it 5th in Arts, 4th in Sciences, and 3rd in Commerce.

ABOUT THE DEPARTMENT

Established in 1945, the Department of Commerce at Loyola College has evolved to offer B.Com, M.Com, M.Phil, and Ph.D. programs initiating B.Com first, adding M.Com in 1958, evening B.Com in 1971, M.Phil in 1987, and Ph.D. in Commerce in 1996. Since 1998, it has run both morning (Shift I) and afternoon (Shift II) self-supporting sections, and now caters to around 650 students, guided by 15 experienced faculty members in Shift I. Driven by a mission to enhance employability, entrepreneurship, personal growth, academic enrichment, and holistic development for sustainable futures, the department is now in its 80th year of distinguished service to academia and industry. Leveraging a modern, relevant curriculum, robust infrastructure, and a rich array of academic innovations and extracurricular opportunities, it delivers commerce education aligned with global standards. Recognized for excellence, the department was ranked 3rd in Commerce in Outlook-ICARE’s 2025 rankings, a testament to its rising stature among top commerce institutes in India. Its alumni are a source of immense pride, widely represented across fields like bureaucracy, academia, industry, sports, and media, and highly sought after by leading corporates for their competence and value.



SAINT
IGNATIUS
OF
LOYOLA

FOUNDER

ABOUT THE CONFERENCE

The Post Graduate and Research Department of Commerce (Shift I) proudly presents the International Conference – IC-RECODE $\hat{v}^3$ - 2025 on "Reimagining Commerce in the Digital Era – Transforming Business Futures through Innovation, Intelligence, and Integrity" to be held on 17th & 18th November 2025. This international conference aims to bring together scholars, industry leaders, policymakers, and innovators to explore the evolving dynamics of commerce in a rapidly digitizing world. Guided by the theme "Digital Thinking. Ethical Doing. Future Leading – With Innovation in Mind, Intelligence in Action, and Integrity at Heart," the conference will delve into emerging trends and transformative strategies that redefine business practices.

The sub-themes of Sustainability, Analytics, Strategic Innovation, and Governance will serve as pillars for discussions, with a strong focus on their applications across key functional areas such as Finance, Marketing, Human Resource Management, Operations and Entrepreneurship. By addressing sector-specific challenges and opportunities, and by bridging academic research with real-world applications, IC-RECODE $\hat{v}^3$ - 2025 aspires to inspire forward-thinking approaches, promote ethical leadership, and shape resilient, inclusive, and future-ready business ecosystems.

Sub-themes of the conference:

SUSTAINABILITY, ANALYTICS, STRATEGIC INNOVATION AND GOVERNANCE.

CONFERENCE TRACK

FINANCE

- Green Finance and ESG Investing through FinTech & Digital Tools
- Carbon Accounting, Climate Risk, and Sustainable Financial Disclosure
- Predictive Analytics, Fraud Detection, and Cybersecurity in Finance
- Blockchain, Digital Assets, Open Banking, and Payment Innovations
- Corporate Governance, Regulation, and Ethical AI in Financial Decisions

MARKETING

- Eco-conscious Consumer Strategies & Authentic Sustainability Storytelling
- AI & Analytics for Segmentation, Personalization, and ROI Measurement
- Metaverse, AR/VR, and Web3 for Immersive Brand Engagement
- Ethical AI, Data Privacy, and Responsible Digital Marketing Governance
- Circular Economy, Purpose-driven Branding & Consumer Protection

HUMAN RESOURCE MANAGEMENT

- Building a Sustainable & Inclusive Workforce in the Digital Era
- HR Analytics for Workforce Planning, Recruitment & Retention
- AI, Gamification & Digital Learning for Talent Development
- Employee Well-being, Planetary Health & Remote Work Sustainability
- Governance in HR: Ethical AI, Data Privacy, and Integrity Culture

ENTREPRENEURSHIP & INNOVATION

- Impact Investing & Digital Platforms for Social Enterprises
- Disruptive FinTech & DeFi as Drivers of New Business Models
- Innovative E-commerce & Subscription Models for Sustainability
- AI-driven Creativity, Neuro-marketing & Experiential Retail
- Governance & Responsible Frameworks for Startup Sustainability

PARTICIPANT PROFILE

- **ACADEMICIANS**
- **ALUMNI/ALUMNAE**
- **PRACTITIONERS**
- **CONSULTANTS**
- **INDUSTRIALISTS**
- **RESEARCH SCHOLARS**
- **STUDENTS**

GUIDELINES FOR ABSTRACT SUBMISSION

Selection of papers for presentation will be based on an abstract of 150-200 words with the title of the article, name(s), addresses, contact numbers and e-mail address. Abstracts must include research purpose, methodology, significant results, implications, and keywords. Abstracts will be blind-reviewed, and only those approved by the reviewers will be selected for presentation at the conference.

GUIDELINES FOR FINAL PAPER SUBMISSION

The research paper should be based on original research work not yet published. Papers can be conceptual and empirical but would be tested on relevance to the main theme and sub-themes and must contribute to theory building.

MANUSCRIPTS OF THE PAPERS

The text of the paper must be typed in 12-size font, Times New Roman, in single-space (on one side of A4 paper in case of hard copy) with left and right margin of 0.4" and 0.3", respectively. Ideally, the length of the paper should not exceed ten pages, including tables, references, etc.

COVER PAGE

The paper should have a cover page providing the title of the article, the name, address, contact number and e-mail of all the authors of article.

ABSTRACT

Following the cover page, an abstract containing a summary of the paper not exceeding 250 words with single-line spacing must be provided.

REFERENCES

Complete references should be given at the end of the paper and before annexures and follow American Psychological Association's (APA) format.

All submissions are to be made through e-mail : [**icrecodei32025@gmail.com**](mailto:icrecodei32025@gmail.com)

PUBLICATION DETAILS

Selected papers will be published in a UGC-CARE listed Journal. All rights of publication of papers presented in the conference shall rest with the conference organisers, and the four best papers will be selected and awarded at the valedictory function.

REGISTRATION FEE

Corporate Delegates / Practitioners: - ₹2000
Academicians / Faculty Members: - ₹1000
Research Scholars / Students: - ₹750

- Separate registrations are mandatory for both the author and co-author(s).
- No T.A/ D.A. shall be given to the participants
- The registration fee includes the Conference Kit, Lunch, and Refreshments.

ONLINE LINK FOR:

Registration:

<https://docs.google.com/forms/d/e/1FAIpQLSeNRQ30nKA5uxz8D625r9wNsK8g4DpPHt4tH2wipS3-zoEGqw/viewform?usp=dialog>



Payment:

<https://erp.loyolacollege.edu/loyolaonline/conference/loginManager/youLogin.jsp>



ACCOMMODATION

- Participants are asked to arrange for their travel.
- Accommodation can be arranged on request at a nominal cost.

DATES TO REMEMBER

- Last Date for Full Paper Submission 31st October, 2025
- Intimation of Acceptance 5th November, 2025
- Payment of Registration Fee 7th November, 2025
- Conference Dates 17th & 18th November, 2025

PATRONS

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