

Advances in Commerce and Management: Research, Innovation and Emerging Practices

Sub-Themes

- 1. Emerging Trends in Commerce and Management**
 - Contemporary developments and future directions
 - Changing business models and management practices
 - Globalization and evolving market dynamics
- 2. Digital Transformation and Business Innovation**
 - Digital technologies in commerce and management
 - AI, automation and intelligent business systems
 - Digital platforms and technology-driven innovation
- 3. Strategic Management and Organizational Excellence**
 - Strategic decision-making and competitive advantage
 - Organizational resilience and agility
 - Leadership and performance management
- 4. Financial Management and FinTech**
 - Contemporary financial strategies
 - FinTech and digital financial services
 - Financial inclusion and sustainable finance
- 5. Marketing and Consumer Behaviour**
 - Digital and social media marketing
 - Consumer insights and changing buying behaviour
 - Branding, customer engagement and relationship management
- 6. Human Resource Management and Workplace Transformation**
 - Future of work and talent management
 - AI-driven HR and people analytics
 - Employee engagement, diversity and inclusion
- 7. Entrepreneurship and Start-up Ecosystems**
 - Innovation and entrepreneurial development
 - Start-ups, MSMEs and business growth
 - Women and social entrepreneurship

8. Sustainable Business and ESG Practices

- ESG and responsible business
- Green management and circular economy
- Corporate social responsibility and sustainable development

9. Supply Chain and Operations Management

- Digital and resilient supply chains
- Sustainable operations and logistics
- Industry 4.0 and Industry 5.0 applications