

## ELITE SPEAKERS

**Mr.E.Parthiban**  
Managing Partner  
LEO Taps & Fittings  
Sri Balaji Plastics  
Coimbatore



**CA Shree Predeep. S**  
Chartered Accountant  
Shree Predeep &  
Associates  
Erode

**Mr. Rajesh Kumar Palanisamy**  
Training Coordinator – CBE Zonal  
MSME Technology Development  
Centre (CFTI)  
Chennai.



**Dr.A.Tamilarasu**  
Professor of Accounting and  
Finance  
Department of Accounting and  
Finance (CBE)  
Gambella University  
Ethiopia

## ORGANISING COMMITTEE

### CHIEF PATRON

**Mr.R.Srinivasan**  
Chairman, KSREI

**Mr.K.S.Sachin**  
Vice Chairman, KSREI

### CONFERENCE ADVISOR

**Dr.S.Balusamy**  
Chief Strategic Officer,  
KSREI

### PATRON

**Dr.V.Padmanabhan**  
Principal,  
KSRCAS

### ORGANIZING SECRETARY

**Dr.S.Maheskumar**  
Dean, School of Commerce &  
Head, Department of Commerce (CA)

### CONVENORS

**Dr.K.Ramesh** **Dr.K.Visvanathan** **Dr.M.Devisri**  
Head-Commerce PA Head-Commerce Head-Commerce B&I

### STAFF CO-ORDINATORS

<b>Mr.V.L.Sureshbabu</b>	<b>Mr.S.Krishnamoorthi</b>	<b>Mr.T.Vadivel</b>
<b>Ms.M.Nalini</b>	<b>Mr.V.Senthilkumar</b>	<b>Mr.T.Raja</b>
<b>Ms.E.Kirubha</b>	<b>Dr.P.Karthigarani</b>	<b>Mr.M.Venkatasalam</b>
<b>Dr.R.Venkatesh</b>	<b>Mr.K.Karthik</b>	<b>Ms.H.Fathima</b>
<b>Ms.M.Mohanaal</b>	<b>Ms.S.Rajalakshmi</b>	<b>Mr.R.Senthilkumar</b>
<b>Dr.T.Krishnaraj</b>	<b>Mr.R.Manikandan</b>	<b>Ms.M.Sujatha</b>
<b>Ms.R.Bharathiroja</b>	<b>Dr.T.Malathy</b>	<b>Mr.R.Dharmadurai</b>
<b>Dr.S.Ramji</b>	<b>Ms.R.Monisha</b>	<b>Ms.R.Priyanka</b>
<b>Dr.P.Govindan</b>	<b>Ms.V.Parkavi</b>	<b>Ms.M.Gayathri</b>
<b>Mr.T.Dineshgopi</b>	<b>Mr.V.Jayaram</b>	<b>Ms.K.Bhuvaneshwari</b>
<b>Dr.P.Rajendran</b>	<b>Ms.P.Kaviya</b>	<b>Ms.S.Agalya</b>
<b>Ms.M.Bhuvaneshwari</b>	<b>Ms.M.Rubini</b>	<b>Ms.P.Sathy</b>

### For Further Details Contact:

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**KS Rangasamy**  
College of Arts and Science  
Autonomous Tiruchengode

**SCHOOL OF COMMERCE**  
&  
MSME Technology Development Center  
Jointly Organizes

**International Conference**  
on  
**"Industry 5.0 on Global  
Competitiveness -  
Strategies for MSMEs  
to Remain Competitive"**



**Friday, 27  
September 2024**      **Venue:  
SANGAM HALL**

## ABOUT THE INSTITUTION

K.S. Rangasamy College of Arts and Science (KSRCAS) was established in 1995-1996, with the approval of the Government of Tamil Nadu and the University Grants Commission. Affiliated with Periyar University, Salem, the college offers a diverse range of programs, including 20 undergraduate, 11 postgraduate, and 8 research courses, across four schools namely:

- (i) School of Commerce
- (ii) School of Management
- (iii) School of Computing
- (iv) School of Science and Humanities.

KSRCAS is ISO certified and has been accredited with an 'A' grade by NAAC. The college is situated on a sprawling, serene campus featuring well-designed academic buildings, state-of-the-art computer centers, spacious lecture rooms, and comfortable conference halls. The campus also boasts modern facilities, including a library with a digital section, separate hostels for boys and girls, a guest house, a bank with ATM services, and a clinic to address students' health needs.

## ABOUT THE SCHOOL OF COMMERCE

The School of Commerce at K.S. Rangasamy College of Arts and Science, established in 1995, offers a comprehensive range of programs, including B.Com, B.Com (CA), B.Com (PA), B.Com (B&I), M.Com, M.Phil., and Ph.D., designed to provide students with a robust educational foundation in commerce, trade, and industry. We are committed to delivering high-quality education with a focus on fostering research, innovation, and entrepreneurship, developing practical skills for success, encouraging industry-academia collaboration and providing experiential learning opportunities.

### Center for Professional Courses:

The Center for Professional Courses offers coaching classes for CA, CMA, and CS to enhance employability, and we continuously update our curriculum to align with industry trends, striving for excellence in teaching, research, and student outcomes.

## THEME OF THE CONFERENCE

The conference, themed "Industry 5.0 on Global Competitiveness - Strategies for MSMEs to Remain Competitive," delves into the transformative landscape where human-centric innovation merges with advanced technologies to propel industrial growth. As we enter the era of Industry 5.0, Micro, Small, and Medium Enterprises (MSMEs) face the challenge of integrating human creativity with cutting-edge automation to sustain their competitive edge. This conference will explore strategies for MSMEs to effectively leverage artificial intelligence (AI), the Internet of Things (IoT), robotics, and other emerging technologies, while also prioritizing sustainability, personalization, and collaborative efforts. Through these discussions, MSMEs can discover ways to enhance productivity, drive innovation, and secure their place in the increasingly competitive global market.

## SUB THEMES

- Adoption of AI and Machine Learning in MSME Operations
- The Role of IoT in Enhancing MSME Productivity
- Sustainability Practices in Industry 5.0 for MSMEs
- Cybersecurity Challenges for MSMEs in Industry 5.0
- Leveraging Big Data Analytics for MSME Decision-Making
- Collaboration and Networking in MSMEs for Global Competitiveness
- Digital Transformation Roadmaps for MSMEs
- Impact of Industry 5.0 on MSME Business Models
- The Role of Government Policies in Supporting MSME Innovation
- Employee Training and Skill Development in MSMEs for Industry 5.0
- Financing and Investment Strategies for MSME Digital Transformation
- Industry 5.0 and MSME Market Expansion: Global Opportunities
- Consumer Expectations and MSME Adaptation in Industry 5.0
- Building Resilience in MSMEs through Industry 5.0 Technologies

## GUIDELINES FOR PAPER SUBMISSION

Articles are invited on the above-mentioned themes and will be published with an ISBN Book Chapter without additional payment. Submit the articles as per the following guidelines:

- \* The Manuscript should be in MS Word format
- \* Language: English
- \* Font Style: Times New Roman
- \* Font Size: 12 Point
- \* Minimum 3000 words
- \* 1.5 line spacing

The soft copy of the full paper in the prescribed format should be e-mailed to the organizing committee at

[busicomm@ksrcas.edu](mailto:busicomm@ksrcas.edu)

## DATES TO BE REMEMBERED

Last Date for Submitting full Article : 20.09.2024  
Conference Date : 27.09.2024

## REGISTRATION LINK

Kindly fill your Registration details by visiting the link:

<https://forms.gle/ixndNoAbCGCABZCC6>

[Spot Registration also Accepted]

## REGISTRATION FEES

Corporate/ Industry	: Rs.500/-
Academicians	: Rs.250/-
UG/ PG Students, Research Scholars	: Rs.200/-
In absentia	: Rs.400/-

## PAYMENT MODE

Account Name	: Parkavi.V
Account Number	: 0751326000018160
Account Type	: Savings Account
Bank Name	: DBS Bank India Ltd.
Branch	: Thokkavadi
IFSC	: LAVB0000751
Gpay	: 7904490614



**TRINITY COLLEGE FOR WOMEN, NAMAKKAL**  
**PG & RESEARCH DEPARTMENT OF COMMERCE**  
**II M.COM**

**NAME LIST FOR K.S.R.COLLEGE INTERNATIONAL CONFERENCE**  
**ON**  
**“ INDUSTRY 5.0 ON GLOBAL COMPETITIVENESS-STRATEGIES**  
**FOR MSMEs TO REMAIN COMPETITIVE ”**

<b>S.NO</b>	<b>STUDENTS NAME</b>	<b>PAPER TITLE</b>
1.	V. DHARANI	FINANCING AND INVESTMENT STRATEGIES FOR MSME DIGITAL TRANSFORMATION
2.	L.HARINI	THE ROLE OF IOT IN ENHANCING MSME PRODUCTIVITY
3.	R.S. MONIKA	THE ROLE OF GOVERNMENT POLICIES IN SUPPORTING MSME INNOVATION
4.	P.MOUNIKA	THE ROLE OF IOT IN ENHANCING MSME PRODUCTIVITY
5.	P. NANDHINI	FINANCING AND INVESTMENT STRATEGIES FOR MSME DIGITAL TRANSFORMATION
6.	S.RAMYA SRI	THE ROLE OF GOVERNMENT POLICIES IN SUPPORTING MSME INNOVATION
7.	S. SWETHA	THE ROLE OF IOT IN ENHANCING MSME PRODUCTIVITY
8.	B.THRISHA	DIGITAL TRANSFORMATION ROADMAPS FOR MSME
9.	S. VASANTHI	DIGITAL TRANSFORMATION ROADMAPS FOR MSME
10.	S. VINO	FINANCING AND INVESTMENT STRATEGIES FOR MSME DIGITAL TRANSFORMATION