



7th Annual Conference
of
Telangana Commerce Association (TCA)
On
VIKSIT BHARAT 2047
- NEW DIMENSIONS IN COMMERCE
AND MANAGEMENT IN THE ERA OF AI

On 25th June, 2026

Chief Patron

Prof. V. BALAKISTA REDDY
Chairman, TGCHCE

Patron

Prof. K. PRATAP REDDY
Vice-Chancellor, KU

Vice-Patron

Prof. V. RAMCHANDRAM
Registrar, KU

Conference Patrons

Sr. Prof. D. CHENNAPPA
President, TCA

Prof. JASTI RAVI KUMAR
General Secretary, TCA

Conference Advisors

Prof. RAJENDER KATLA
Dean, Faculty of Commerce
& Business Management, KU

Prof. S. NARASIMHA CHARY
Head & Principal
UCCBM, KU

Prof. P. AMARAVENI
Professor of Commerce &
Business Management, KU

Conference Secretary

Prof. P. VARALAXMI
Chairperson, Board of Studies,
Department of Commerce & Business Management, KU

Conference Convenor

Dr. K. PHANINDRA KUMAR
Asst. Professor, UCCBM, K.U.

Conference Co-Convenor

Dr. B. PRAÇATHI
Asst. Professor, UCCBM, K.U.

Organized by

UNIVERSITY COLLEGE OF COMMERCE & BUSINESS MANAGEMENT
Kakatiya University
Warangal, Telangana State

About Warangal:

Warangal, popularly known as 'Orugallu' or 'Ekashila Nagaram', is the Second largest city of Telangana State located at a distance of 148 kms from the State Capital.

About Kakatiya University:

Kakatiya University was established on 19th August, 1976 by upgrading the erstwhile Postgraduate Centre of Osmania University. The landmark event signified the fulfilment of the long-cherished aspirations of Telangana. It heralded a new era in the realm of Higher Education in the region. The university is located in the historical city of Warangal and named after the great Kakatiya dynasty that ruled the Eastern Deccan region during the 12th and 14th centuries A.D. The university campus, spread over a sprawling area of about 672 acres. Kakatiya University now has 27 departments on campus with a network of 19 constituent colleges and 473 affiliated colleges. It offers 95 programmes at undergraduate and postgraduate level in the Faculties of Arts, Social Sciences, Sciences, Commerce, Education, Law, Pharmacy, Engineering.

Kakatiya University marched ahead with many noteworthy academic indicators to its credit over the decades. It was reaccredited with 'A' in 2009, again 'A' grade in 2017, and with improved grade of 'A+' by NAAC with CGPA of 3.27 in 2023. Notable among other milestones include: National Institutional Ranking Framework (NIRF) placed the university in II-band (101-150) in overall category, and in III-band in Institutions category (151-200) in 2018. As a consequence of NAAC Accreditation and NIRF ranking, the university was granted 'Graded Autonomy' by the UGC in December 2018. The university was sanctioned a grant of Rs. 50 crores by the RUSA in 2018 under research and innovation component.

About University College of Commerce & Business Management:

The Department of Commerce & Business Management was started during the academic year 1968-69 and it is now one of the prestigious Departments of University. The Department was upgraded into a full-fledged University College in the Year 2013. The college is endowed with qualified and experienced faculty. The college offers M.Com, M.Com. (FA), MBA and Ph.D. programmes on campus. On the research front, the college has made commendable progress. The faculty members are actively engaged in their research projects by various funding agencies viz., RUSA, UGC, ICSSR, etc. The College hosts a Branch of Indian Accounting Association.

About Telangana Commerce Association:

The Telangana Commerce Association (TCA), established in 2017, is a professional body comprising commerce and management experts, academicians, professionals, and members of the business community. It serves as a vibrant forum for exchanging ideas, experiences, and knowledge, while actively promoting research and dissemination of information on business, trade, and contemporary issues at both state and national levels. TCA's core activities include organizing seminars, conferences, workshops, and an annual conference in Telangana, alongside publishing books, journals, and periodicals in the fields of commerce and management.

Catering to the academic aspirations of nearly 200,000 commerce graduates, thousands of faculty members, and research scholars, TCA has successfully organized six annual conferences to date: Digital Marketing (2018), Agricultural Marketing (2019), Impact of COVID-19 on Business and Industry (2022), Restructuring & Revitalizing Commerce Education through NEP 2020 (2023), Emerging Trends in Banking and Finance (2024), and Viksit Bharat @ 2047: Transformative Role of Commerce (2025).

About the Conference:

The Annual Conference titled "Viksit Bharat 2047 – New Dimensions in Commerce and Management in the Era of AI" aims to explore the transformative role of Artificial Intelligence in shaping commerce, management, and entrepreneurship for a developed India by 2047. The event will bring together academicians, researchers, industry leaders, and policymakers to deliberate on the integration of AI into business practices. It seeks to highlight how digital transformation can accelerate startup growth, enhance financial inclusion, and redefine consumer behaviour.

The conference will also provide a platform for knowledge exchange, showcasing innovative research, case studies, and best practices. It will emphasize the importance of AI in building resilient organizations, fostering sustainable entrepreneurship, and advancing digital finance. Special focus will be given to the challenges of AI adoption, including ethical concerns, regulatory frameworks, and workforce readiness. The discussions will also address the role of AI in talent management, leadership, and digital marketing strategies.

By engaging with diverse stakeholders, the conference aims to create actionable insights that can guide commerce education, research, and industry practices. It will catalyze policy recommendations and institutional reforms aligned with Viksit Bharat 2047.

Objectives of the Conference:

- To examine the impact of AI on commerce, management, and entrepreneurship.
- To identify opportunities and challenges in digital transformation across sectors.
- To promote research and innovation in AI-driven business practices.
- To develop frameworks for sustainable growth and inclusive development.
- To strengthen academia-industry collaboration for future-ready commerce education.

Prof.H.V Memorial Lecture:



Late Prof.H.Venkateshwarlu, Founder President of TCA. On his memory, a Memorial Lecture will be organized on the conference day by the academic and industry experts on the emerging concepts of Commerce.

Technical Sessions

The Following are the sub-themes of the conference

TRACK - I

AI-DRIVEN BUSINESS ANALYTICS & DIGITAL TRANSFORMATION

- o Predictive analytics for strategic decision-making
- o AI in supply chain optimization
- o Cloud computing and digital ecosystems
- o Cybersecurity and data governance

TRACK - III

FINANCE & FINTECH IN THE AGE OF AI

- o Blockchain and digital currencies
- o AI in risk management and fraud detection
- o Financial inclusion through digital platforms
- o Regulatory challenges in FinTech adoption

TRACK - II

ENTREPRENEURSHIP, INNOVATION & STARTUPS IN THE AI ERA

- o AI-powered startup incubation and acceleration
- o Frugal innovation and digital scalability
- o Technology-driven entrepreneurial ecosystems
- o Policy frameworks for innovation-led growth

TRACK - IV

HUMAN CAPITAL, MARKETING & CONSUMER BEHAVIOUR IN AI-ENABLED COMMERCE

- o AI in talent management and leadership development
- o Digital HRM and workforce analytics
- o AI-driven consumer insights and neuromarketing
- o Branding and social media strategies in the AI era

RBBMR AWARD:

Raja Bankatlal Badruka Memorial Research Award will be given for the best research paper presented at the conference. Each award carries cash prize, a medal and a certificate.

I Prize: Rs. 5000

II Prize: Rs. 4000

III Prize: Rs. 3000

IV Prize: Rs. 2000

V Prize: Rs. 1000

Prof.H.V.Memorial Award:

Prof.H.Venkateshwarlu Memorial Award will be given to the teacher for best outstanding contribution for the year in research and academics. The Award Includes Rs.5,000/- of Cash Money and One Memento. The teachers are requested to send their resume by highlighting 2025-26 Academic and Research Contributions.

Guidelines to Authors:

Abstract should not be more than 500 words and five key words. Full paper should not be more than 3500 words with APA style reference list. Font – Times New Roman, Font size 12, Single line spaced. Only two authors are allowed for each paper. Authors need to send abstracts and the full paper in MS-Word format only. Full names, designation, email id of the authors, affiliating organization need to be clearly mentioned.

Authors can submit the papers through the mail to: uccbmacademic@gmail.com

Important Dates:

Submission of Abstract: 05th May 2026

Notification of Acceptance: 10th May 2026

Submission of Full Paper: 25th May 2026

Last date for Registration: 30th May 2026

Publication of the Selected Papers:

After blind review, the selected papers will be published with ISSN Journal / ISBN Book. Authors of the selected papers will be intimated about the Publication of their paper and they need to pay the Publication Fee Separately. Journal / Book will be released in the inaugural session of the Conference.

REGISTRATION FEE

Industry Professionals	1000.00
Faculty & Academician (Non-Life Members)	500.00
Research Scholars & Life Members of TCA	300.00
Students	200.00

Note: In case of Two or more Authors in an Article, Each Author (s) has to register individually.

FOR ONLINE PAYMENT

In the name of the Director, Joint Seminar

Bank Name: State Bank of India

Branch: Kakatiya University

IFSC: SBIN0020262

Account No: 62448825319

TCA Office Bearers

Patrons

Prof. P. Purushotham Rao
Prof. B. Rajaratnam

President

Sr. Prof. D. Chennappa

General Secretary

Prof. Jasti Ravi Kumar

Vice Presidents

Prof. M. Yadagiri (TU) Prof. P. Varalaxmi (KU) Prof. K. Krishna Chaitanya (OU) Prof. Indrakanti Sekhar (OU)

Organising Secretaries

Prof. G. Rambabu (TU) Prof. A. Ravi (MGU) Dr. D. Harikanth (SU) Dr. K. Rajkumar (PU)

Joint Secretaries

Dr. M. Rameshwar Rao (OU) Dr. Dhanraj (OU) Dr. Gopala Sudershanam (OU)
Dr. K. Thirupati (SU) Dr. M. Venkatesh (PU) Dr. G. Srinivas (TU)

Treasurer

Sri. K. Raghuveer

Executive Committee Members

Prof. Ramavath Ravi Dr. E. Shanker Mr. Suresh Naidu Dr. Burla Naresh Dr. G. Srinivas

Organizing Committee

UPQC, Subedari: Dr. B. Niranjan Srinivas, Dr. O. Ravinder, Dr. E. Raju, Dr. B. Ramadevi, Dr. D. Narender Naik, Dr. V. Saritha

UASC: Dr. B. Prasad, Dr. Swamy Shada, Dr. M. Kanakaiah, Dr. A. Sunitha, Dr. K. Sai Sharan, Dr. Mayuri Srivastava, Dr. B. Srinivas, Dr. A. Suresh, Mr. K. Somashekhar, Dr. A. Ramesh, Dr. M. Giri Prasad

UPQC, Khammam: Dr. T. Gopi, Dr. B. Narsimha Naik, Mrs. V. laxmiharitha, Mr. A. Veeranna, Dr. N. Ravi babu

UCW: Dr. K. Bhagyalaxmi, Dr. K. Preethi, Dr. N. Jyosthna

KUSL: Mrs. B. Sumalatha, Dr. D. Veena

For more details contact:

Prof. P. Varalaxmi (9490368664),

Dr. K. Phanindra Kumar (9985314431) Dr. B. Pragathi (9032175794)