

डॉ. मनीषा वर्मा  
राष्ट्रपति के प्रेस सचिव  
**Dr. Manisha Verma**  
*Press Secretary to the President*



### MESSAGE

The President of India, Smt. Droupadi Murmu, is happy to know that the Garden City University, Bengaluru is organizing the 76<sup>th</sup> All India Commerce Conference from 19<sup>th</sup> to 21<sup>st</sup> December, 2025.

The President extends her warm greetings and felicitations to the organizers and the participants and sends her best wishes for the success of the event.

*manishaverma*  
Press Secretary to the President

New Delhi  
01 December 2025

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ಹೆಚ್.ಡಿ. ದೇವೇಗೌಡ  
एच.डी. देवे गौड़ा  
H.D. DEVE GOWDA



Former Prime Minister of India  
and  
Member of Parliament  
Rajya Sabha  
October 29, 2025

**: MESSAGE :**

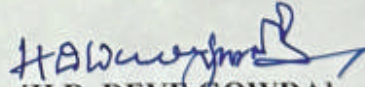
I am pleased to note that the All India Annual Commerce Conference is being organized by the Indian Commerce Association (ICA).

India is assuming an increasingly significant role in reshaping the global trade framework, driven by sustained economic growth, digital transformation, and aspirations for deeper integration into global value chains and investment flows.

In the context of evolving global trade dynamics marked by rising protectionism and shifting geopolitical alignments, this is a crucial moment for India to leverage its economic potential. By adopting a forward-looking trade strategy, strengthening both traditional and emerging sectors, and engaging actively in regional and multilateral trade platforms, India can reinforce its position in global economic governance and contribute to a more balanced and inclusive international trade order.

I extend my best wishes for the successful conduct of the ICA Conference in Bangalore. May the deliberations of this conference provide valuable insights and contribute meaningfully to India's economic and commercial advancement.

With best wishes,

  
[H.D. DEVE GOWDA]

To,  
The Secretary,  
76<sup>th</sup> All India Commerce Conference,  
Bengaluru.

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पीयूष गोयल  
PIYUSH GOYAL



वाणिज्य एवं उद्योग मंत्री  
भारत सरकार  
MINISTER OF COMMERCE & INDUSTRY  
GOVERNMENT OF INDIA



### MESSAGE

I am delighted to learn that the Indian Commerce Association (ICA) is organising the 76<sup>th</sup> All India Commerce Conference (AICC) from 19<sup>th</sup> to 21<sup>st</sup> December, 2025 in Bengaluru. The theme of the conference is "Emerging World Trade Order: Challenges and Opportunities".

India's growing stature on the global stage reflects the vision of our Hon'ble Prime Minister Shri Narendra Modi ji, as the country strives to become a resilient, competitive and future-ready economy. With a focus on innovation, inclusivity and transparent governance, India is emerging as a key player in shaping the future of global trade.

The ICA, through its continuous efforts over the years, has played an invaluable role in bridging the gap between academic research and industry needs. Its work in fostering dialogues that contribute to policymaking and industry practices is commendable.

This year's theme is particularly relevant, as it provides an excellent platform to explore the challenges and opportunities in the evolving global trade order. The insights generated during this conference will contribute to strengthening trade frameworks and fostering greater collaboration and growth in the global economy.

I extend my heartfelt wishes to the organisers and participants for a successful and impactful conference and hope for its grand success.

Piyush Goyal

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ಥಾವರ್ಚಂದ್ ಗೆಹ್ಲೋಟ್  
थावरचंद गेहलोत  
**THAAWARCHAND GEHLOT**  
Governor of Karnataka

No. GOV/KAR/MSG/346/2025

### MESSAGE

*I am delighted to learn that the 76<sup>th</sup> All India Annual Commerce Conference is being organized by the Indian Commerce Association (ICA) in December 2025 at Bengaluru.*

*Commerce and economic education form the cornerstone of a nation's progress in today's dynamic global landscape. Platforms such as this annual conference bring together academicians, researchers, industry leaders, and students from across the country, facilitating meaningful dialogue, the exchange of ideas, and the advancement of knowledge in the field of commerce and allied disciplines.*

*It is heartening to note the ICA's continued commitment to academic excellence and research-driven growth for over seven decades. I extend my warm greetings to the organizers, participants, and delegates, and wish the conference grand success.*

(Thaawarchand Gehlot)

Raj Bhavan, Bengaluru - 560 001 (Karnataka) Ph. 080-22254102 - 108

**SIDDARAMAIAH**

CHIEF MINISTER

No: CM/PS/498/2025



VIDHANA SOUDHA  
BENGALURU - 560 001

Date : 29.08.2025

**MESSAGE**

I am happy to note that the **Garden City University** in association with Indian Commerce Association is organizing the '**76th All India Commerce Conference**' between 19th and 21st December 2025.

As one of the oldest and most prestigious academic associations in India, ICA continues to play a vital role in shaping the future of commerce education and research. The collaboration of the Indian Commerce Association with Garden City University reflects a shared commitment to advancing commerce education, research, and innovation.

In today's knowledge-driven world, commerce is evolving into an interdisciplinary subject that bridges education, research, and industry practices. I am confident that the deliberations of this conference will lead to valuable insights and recommendations that will benefit both academia and industry.

I hope that the souvenir being brought out on this occasion will serve as a meaningful record of the deliberations and inspire future research and innovation.

My best wishes for the successful conduct of the conference.

A handwritten signature in blue ink that reads 'Siddaramaiah'.  
(SIDDARAMAIAH)

**To:-** Dr. M. Jayappa  
Conference Secretary,  
76th All India Commerce Conference,  
Bengaluru.

**D K SHIVAKUMAR**  
DEPUTY CHIEFMINISTER



VIDHANA SOUDHA  
BENGALURU - 560 001

Date : 03-09-2025

## MESSAGE

It is with great warmth that I welcome all delegates, scholars and dignitaries to the 76th All India Commerce Conference, hosted by the Indian Commerce Association (ICA) - a venerable institution that has shaped commerce education in India since 1947. For over seven decades, the ICA has fostered academic excellence and policy dialogue, ensuring that commerce education remains a dynamic foundation for national development.

Karnataka is honoured to host this distinguished gathering. Our state, where tradition meets innovation, has been a hub of education for over a century. The vast pool of talent has drawn enterprises, entrepreneurs and businesses to the state making it one of the most progressive states in the country.

As Karnataka strides toward becoming a \$1 trillion economy, forums like this are vital. I urge participants to explore not only financial and technological dimensions, but also the humanistic and ethical foundations of commerce.

On behalf of the people of Karnataka, I extend my best wishes for a successful and enriching conference.

A handwritten signature in blue ink, appearing to be "DKS", written over a light blue circular stamp.

(D K SHIVAKUMAR)

5807

ಡಾ. ಎಂ.ಸಿ. ಸುಧಾಕರ್, ಎಂ.ಡಿ.ಎಸ್.  
Dr. M.C. SUDHAKAR, M.D.S.



ಉನ್ನತ ಶಿಕ್ಷಣ ಸಚಿವರು ಹಾಗೂ  
ಜಿಲ್ಲಾ ಉಸ್ತುವಾರಿ ಸಚಿವರು, ಚಿಕ್ಕಬಳ್ಳಾಪುರ  
ಕರ್ನಾಟಕ ಸರ್ಕಾರ  
Minister for Higher Education &  
District-incharge Minister, Chikkaballapur  
Govt. of Karnataka

## MESSAGE

I am very pleased to know that the 76th All India Commerce Conference, organized by the Indian Commerce Association in association with Garden City University, Bengaluru, will be held from 19<sup>th</sup> to 21<sup>st</sup> December 2025. Over the years, this annual conference has established itself as one of the most prestigious academic events in the country, bringing together eminent scholars, researchers, academicians, policy makers, and industry leaders to deliberate on the ever-evolving dimensions of commerce and management.

The theme of this year's conference, "*Emerging World Trade Order: Challenges and Opportunities*," resonates deeply with the aspirations of our country as we navigate global challenges and opportunities in a rapidly changing knowledge economy. By fostering dialogue between academia, industry, and policy makers, the conference will not only enrich intellectual discourse but also provide actionable insights for strengthening commerce education and research.

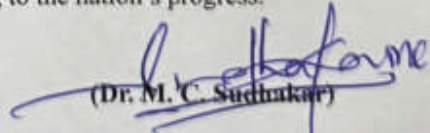
In today's era of globalization, digital transformation, and shifting economic paradigms, the role of commerce education assumes even greater importance. The knowledge economy of the 21<sup>st</sup> century demands not only technical and analytical skills but also ethical grounding, innovative thinking, and adaptability to change. Platforms such as the All India Commerce Conference are therefore crucial in enabling stakeholders to share perspectives, identify challenges, and co-create solutions that are both locally relevant and globally competitive.

I am delighted that this year's conference is being hosted by Garden City University (GCU), Bengaluru. GCU has emerged as a forward-looking institution that blends academic excellence with a strong emphasis on innovation, skill development, and industry engagement. Its commitment to nurturing young talent and its vision of creating globally competent graduates make it a fitting venue for this landmark conference. The vibrant intellectual atmosphere of Bengaluru, India's knowledge and technology hub, further enriches this setting by providing an ideal backdrop for meaningful deliberations.

For over seven decades, the Indian Commerce Association has contributed significantly to nurturing a culture of research and advancing the cause of commerce and business education in India. Its role in shaping policy discourse, guiding curricular reforms, and mentoring future generations of scholars is truly commendable.

I extend my heartfelt congratulations to the Indian Commerce Association, Garden City University, and all the organizers for their dedication to advancing academic excellence. I also convey my best wishes to all participants, particularly young researchers and students, whose active involvement will bring fresh perspectives to the discussions.

I am confident that the deliberations during these three days will inspire new directions in teaching, research, and practice, while also creating pathways for young scholars to contribute meaningfully to India's vision of becoming a global economic leader. May the 76th All India Commerce Conference be a resounding success in generating innovative ideas, strengthening academic-industry linkages, and contributing to the nation's progress.

  
(Dr. M. C. Sudhakar)

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# Message

## from the Chancellor of Garden City University



It is a matter of immense pride for Garden City University to host the 76th Annual Conference of the Indian Commerce Association, scheduled from 19th to 21st December 2025. We are honoured to welcome eminent academicians, researchers, policymakers, and industry experts from across the country to our campus for this prestigious academic congregation.

Commerce education occupies a pivotal role in shaping economies, businesses, and institutions in an increasingly dynamic and interconnected global environment. The growing complexity of markets, rapid technological advancements, and evolving regulatory frameworks underscore the importance of strong higher education systems, relevant and impactful research, and meaningful industry-academia collaboration within the discipline of commerce.

Platforms such as the Indian Commerce Association provide an invaluable forum for rigorous academic dialogue and collaboration. They bring together scholars and practitioners to exchange ideas, share research insights, and collectively deliberate on contemporary challenges and emerging opportunities. Such engagements strengthen research culture, foster innovation, and effectively bridge the gap between theory and practice.

Garden City University has consistently contributed to the advancement of commerce education through its commitment to academic excellence, industry-oriented curriculum design, and a strong emphasis on research and experiential learning. The University's School of Commerce and Management has nurtured generations of professionals, researchers, and entrepreneurs, while actively engaging with industry, professional bodies, and academic institutions to promote contemporary and future-ready commerce education.

This conference serves as a catalyst for meaningful intellectual exchange and future collaborations that will further enrich the discipline of commerce. I am confident that the deliberations and scholarly discussions during the conference will leave a lasting academic and institutional impact.

I congratulate the Indian Commerce Association and the organizing committee for their dedicated efforts and extend my best wishes for the grand success of the conference.

**Dr. Joseph V. G.**  
Chancellor  
Garden City University



**Prof. (Dr.) K.S. Thakur**  
Vice Chancellor

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## MESSAGE

It is indeed heartening to welcome all distinguished participants to the 76th Annual Conference of the Indian Commerce Association, held this year at Garden City University, Bengaluru, on the theme “Emerging World Trade Order: Challenges and Opportunities.” Academic conferences such as this serve as invaluable platforms for advancing knowledge, promoting interdisciplinary dialogue, and fostering collaborations that shape the future of commerce education and research.

In an era marked by rapid digital transformation, geopolitical shifts, and growing sustainability priorities, the global trade order is undergoing profound change. These developments demand research that is innovative, timely, and policy-relevant. Among the most influential forces reshaping today’s business environment are Artificial Intelligence and Data Analytics, which now play a vital role in strategic decision making.



In the age of AI, data has become the most valuable asset for enterprises. Effective decisions rely on the ability to collect, analyse, and interpret accurate and timely information. Data analytics empowers organisations to forecast markets, understand customer behavior, optimise resources, mitigate risks, and design evidence based strategies. Truly, data is the need of the hour, and businesses that embrace data driven insights are better equipped to innovate, compete, and thrive in the evolving global trade ecosystem.

I extend my sincere appreciation to Garden City University, Bengaluru, for hosting this prestigious event and for their dedication to strengthening academic excellence. I also congratulate the organising faculty, student volunteers, office bearers of the Indian Commerce Association, and all stakeholders for their exceptional efforts and commitment in making this event a huge success.

My warm wishes go to every delegate, presenter, and participant for engaging in fruitful deliberations that will yield actionable insights and foster long term academic partnerships. May this 76th Annual Conference inspire innovative research directions and further strengthen national and international networks of commerce scholarship.

**( Prof. K.S. Thakur )**

President, Indian Commerce Association,  
Vice Chancellor, Govind Guru Tribal University,  
Banswara, Rajasthan