All Communications should be send to the Convenor

DR. R. SANGEETHA

Paper Submission

Kindly mail your full papers to:
✉ bbaca@ksgcollege.com

QR Code

Registration Form

State Level Academic and Industry Conference on "Bridging Gig and Traditional Employment Model"
Thursday 18th SEP 2025

Name :
Designation :
Organization :
Address :

Phone :
E-mail :

Category of Registration :

Faculty ☐   ☐ Research Scholar
Student ☐   ☐ Industry & Others

I would like to:

Present a paper ☐   ☐ Present a Poster
Attend the conference ☐

Online Registration link
:https://forms.gle/Ap777qLDRmAEwFpJA

HoD Sign   Sign of the participant

ORGANIZING COMMITTEE

Chief Patron

Ms. K. S. Gita
Founder & Managing Trustee

Patron
Dr. Pavithra Thaminaar
Secretary

Conference Chairman
Dr. M. Nagarajan
Principal

Advisory Committee

Dr. B. Gunalan
Director

Dr. M. Baskaran
Vice Principal

Convenor
Dr. R. Sangeetha
HoD, BBA(CA)

Organizing Secretary
Mr. T. Kishore Kumar, M.I.B., M.B.A., SET.

Executive Organizer
Ms. R. Bhuvaneswari, M.B.A.

Address for Communication

The Convenor
Department of BBACA
KSG College of Arts and Science
93, Kamarajar Road
Varadharajapuram
Singanallur, Coimbatore-641015
Tamilnadu, South India

Contact: 7845503088, 9944435669
6369670205

E-mail: bbaca@ksgcollege.com
Web: www.ksginstitutions.com

KSG COLLEGE OF ARTS AND SCIENCE

25+ Years

(Affiliated to Bharathiar University, Recognized by UGC under 2(f) & 12(B)
An ISO 9001:2015 Certified Institution)
93, Kamarajar Road, Varadharajapuram, Singanallur, Coimbatore-15

Silver Jubilee Year

DEPARTMENT OF BUSINESS ADMINISTRATION WITH CA

organises

State Level Academic and Industry Conference on

BRIDGING GIG AND TRADITIONAL EMPLOYMENT MODEL

BGTEM '25

Thursday 18, September 2025
10.00 AM

THE INSTITUTION

KSG College of arts and science is co-educational institution, established in 2001, and is a hub of academic excellence and holistic growth. It is affiliated to Bharathiar University, Coimbatore and was founded by Ms. K.S. Gita, M.A., BL., M. Phil., founder Trustee of KSG Educational Trust. The college offers diverse UG, PG, and Ph. D programs with a blend of modern infrastructure, expert faculty, and innovative learning. Our industry tie-ups, internships, and skill-based courses prepare students for global career opportunities.

As a NO DONATION, NO CAPITATION institution, KSG provides education to underprivileged and deserving students irrespective of caste or creed. The college consistently Produces University ranks holders and high achievers, and we take pride in our strong placement record. At KSG, we believe in Knowledge, Skill, and Growth – shaping the leaders of tomorrow.

THE DEPARTMENT

The Department of BBACA, established in 2001 with an intake of 50 students and affiliated to Bharathiar University, Coimbatore, blends business management with advanced computer application skills through a curriculum spanning management, finance, marketing, HR, programming, database management, web technologies, and emerging IT tools. With strong industry exposure via projects, internships, workshops, and add-on courses, along with seminars and skill programs for holistic growth.

The department has consistently achieved academic excellence, producing university rank holders and securing remarkable placements. Students are prepared for corporate careers, entrepreneurship, and the digital economy, supported by career guidance and training, while alumni thrive in MNCs, government sectors, and business ventures, reflecting the department's commitment to creating future-ready, ethical, and skilled professionals.

THEME OF THE CONFERENCE

This conference explores how gig and traditional employment models can complement each other in shaping the future of work. It emphasizes integration, sustainability, and opportunities for a balanced workforce ecosystem.

Redefining work: The Gig Economy and the Future of Employment. *From Permanent to Flexible:* Navigating the shift in work Models. *The Gig Disruption:* Opportunities, Challenges, and the Road Ahead Work Unbound: Rethinking Careers in the Gig Era. *Shaping the Work force of Tomorrow:* Gig Economy vs. Traditional Jobs. *The Evolving Work force:* Innovation, Flexibility, and sustainability in the Gig Age. *Empowering Individuals:* How the Gig Economy Redefines Skills, Autonomy, and Career Growth.

CALL FOR PAPERS

We invite original research papers, case studies, and conceptual articles from faculty, research scholars, and students on contemporary issues related to commerce, management, and technology. Selected papers will be presented during the conference and published in the proceedings, providing a platform for knowledge sharing, academic networking, and innovation.

PARTICIPANTS

The conference will bring together a diverse group of participants, including academicians, researchers, and students from universities and colleges across the state and beyond. Industry professionals, entrepreneurs, HR managers, policy makers, and representatives from gig platforms will share their insights and experiences.

Expecting Government officials, legal experts, and social activists engaged in labor rights will also be part of the discussions. This multi-stakeholder participation will foster rich dialogue, practical solutions, and collaborative networks to address the evolving dynamics between the Gig economy and traditional employment models.

FORMAT FOR ABSTRACT

Participants are invited to submit their research papers relevant to the above-mentioned themes for both oral and poster presentations.

Abstracts should be approximately 250 words and submitted to bbaca@ksgcollege.com. with the following specifications: MS Word, Times New Roman and Font 12 with single spacing. Full address, designation, phone number and e-mail of the participants must be clearly indicated.

The name of the presenting author should be underlined. Abstracts typed in A4 sheets can also be sent along with a soft copy in (Ms Word. txt & doc format).

ABOUT GIG ECONOMY

The gig economy is a labour market where short-term, flexible, and freelance jobs replace traditional permanent employment. It is powered by digital platforms like Uber, Swiggy, Fiverr, and Upwork that connect workers with customers quickly. This model offers workers freedom, autonomy, and the ability to earn from multiple sources, but it often lacks job security and benefits. For businesses, it provides cost savings, scalability, and access to a global talent pool. Overall, the gig economy is reshaping the future of work by emphasizing flexibility, innovation, and independence.

POSTER PRESENTATION

A poster session related to the thematic areas of the conference has been arranged for young research scholars and students. Poster presentations serve as an ideal medium for direct, two-way communication between presenters and delegates on specific topics, projects, or programmes.

The poster size should preferably be 120 cm × 80 cm. Posters must be visually engaging, using clear fonts, concise text, and high-quality images or charts to effectively present the objectives, methodology, results, and conclusions of the work. Each poster must include the title, author(s) name, and institutional affiliation at the top to ensure proper identification.

Participants are encouraged to set up their posters well in advance and remain present during the session to interact with viewers and respond to queries. The best posters may receive special recognition or awards based on the quality of content and presentation.

REGISTRATION

Participants are requested to send the duly filled-in registration form to Dr. R. Sangeetha, HoD, Department of BBACA, KSG College of Arts and Science, Coimbatore – 641015.

The registration fee includes a notepad, tea, lunch, and conference materials. Students must submit a bonafide certificate from the Head of their Department along with the registration form. Carrying a valid ID card is mandatory for participation.

REGISTRATION FEES

UG Students	– ₹150
PG Students	– ₹200
Faculty / Research Scholars	– ₹250
Industry Professionals	– ₹500

IMPORTANT DATES

- Last date for Registration – 08.09.2025
- Last date for Abstract Submission – 10.09.2025
- Last date for Full Paper Submission – 12.09.2025