

CHIEF PATRONS

Thiru. V. CHANDRASEKARAN

Founder, Sri Vidya Mandir Group of Educational Institutions, Uthangarai.

Thiru. S.D. CHANDRASEKAR,

Secretary & Correspondent, Velalar College of Engineering and Technology (Autonomous), Thindal, Erode.

PATRONS

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Principal, Velalar College of Engineering and Technology (Autonomous), Thindal, Erode.

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Principal, Sacred Heart College (Autonomous) Tirupattur, Tamilnadu.

Dr. D. KAVITHA,

Vice Principal, Sri Vidya Mandir Arts & Science College (Autonomous), Uthangarai.

CONVENORS

Dr. C. GOMATHI, Assistant Professor & Head, PG & Research Dept. of Commerce.

Sri Vidya Mandir Arts & Science College (Autonomous), Uthangarai.

Dr. K. ANBALAGAN, Assistant Professor & Head

PG & Research Department of Commerce, Sacred Heart College (Autonomous) Tirupattur

ORGANIZING SECRETARY(S)

Mr. S.PARTHIPAN Assistant Professor & Head, PG & Research Dept. of Commerce. (CA)

Sri Vidya Mandir Arts & Science College (Autonomous), Uthangarai.

Dr. K. Umaparameshwari, Asst. Professor, **SVMC (Autonomous)**

Dr. A. Kaveri, Asst. Professor, **SVMC (Autonomous)**

Dr. A. Sankar, Assistant Professor, Sacred Heart College (Autonomous), Tirupattur.

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Mr. V.Aravindan, Asst. Professor, **SVMC (Autonomous)**

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Selvan. R.Muthu, I.M.Com **SVMC**

Selvan. K.S.Arulpandiyar, III.B.Com **SVMC**

Selvn . S. Dhatchanamoorthis, III.B.Com (CA) **SVMC**

Resource Person

Day-I: Date: 19.02.2025

Session – I

Prof. Evants Kerosi

**Executive Director of Equip Africa Institute,
Former Vice-Chancellor,
Mount Kenya University's Kigali campus, Kenya.**

Topic: Commerce in digital Age: Trends, Challenges



Session – II

Dr. J. Anthony Cruze Thangaraj,
**Professor and Head, Post Graduate
Department of Commerce,**

**Sri Bhagawan Mahaveer Jain First Grade College,
KGF, Karnataka.**

**Topic: The Role of Banking in Digital Technology
Innovations and Challenges**



Day-II: Date: 20.02.2025

Session – I

Dr. A. Vijayakumar, Ph.D.,
**Associate Professor & Head,
PG & Research Department of Commerce,
Erode Arts and Science College,**

Topic: Banking in digital Age: Trends, Challenges



Session – II

Dr. Lt. C. Gnanlin Shiny
**Assistant Professor, Department of Commerce
Associate NCC Officer, Voorhees College, Vellore.**

Topic: Banking in digital Age: Innovations



**SRI VIDYA MANDIR
ARTS & SCIENCE COLLEGE
(AUTONOMOUS)**



**Katteri -636 902, Uthangarai, Krishnagiri District
(An Autonomous College Affiliated to Periyar University, Salem)
(Recognized under Status 2(f) & 12(B) of the UGC Act 1956)
Accredited by NAAC with 'A' Grade [3.27]**

Organized by

PG & Research Department of Commerce & Commerce (CA)

**A TWO DAY
INTERNATIONAL CONFERENCE ON**

**“COMMERCE AND BANKING IN THE DIGITAL
AGE: TRENDS, CHALLENGES & INNOVATIONS “**

19th & 20th February-2025

In association with



**VELALAR COLLEGE OF ENGINEERING
AND TECHNOLOGY
THINDAL, ERODE, TAMILNADU**



**SACRED HEART COLLEGE
(AUTONOMOUS)
TIRUPATTUR, TAMILNADU**

ABOUT THE COLLEGE

The visionary philanthropists of Sri Vidya Mandir Higher Educational Trust started Sri Vidya Mandir Arts and Science College in Uthangarai in the year 2000 with a noble aim of uplifting the Economically and Educationally backward districts of Dharmapuri and Krishnagiri to a number one Educational destination in Tamilnadu. The College is Surrounded by the culturally rich Pilgrimage centers Hanumantheertham (2 KM) and Theerthamalai (15 Km) associated with the famous Epic, The Ramayana. The college is well connected with nearby cities and is located on the Salem – Vellore State Highway. Currently the College has attained the strength of more than 2,900 students, 124 Faculty Members, 90 Non - Teaching members. Our college has Secured Highest CGPA Score in NAAC ('A' Grade, 3.27/4.00) Among the Periyar University affiliated Colleges and also recognized with same till the year 2025. Now our college has accomplished the status of Autonomous in the current academic year.

ABOUT OUR DEPARTMENT

The Department of Commerce is one of the best and brightest branches of study. B.Com. was started in the year of 2000 and B.Com. (CA) was started in the year of 2001. The PG Department of Commerce was started in the year 2007. One of the milestone of our department M.Phil degree was established in the year 2012 and full time Ph.D in the year 2017. The department inculcates business knowledge along with some moral values. In every aspect the Department of Commerce is a shining star of the college, known for its enthusiasm. The Department of Commerce built well equipped to clinch Six Gold Medals and 36 ranks from the year 2012 by B.Com., B.Com.(CA), M.Com., and M.Phil.

About the Conference

Businesses are embracing a data-driven strategy to find new business opportunities, provide better customer service, boost sales, and increase operational efficiency. Moreover, in a world where technology is at the forefront of business and management practices, this conference provides a platform to development the latest trends, confront the challenges posed by the digital revolution, and explore innovative solutions to drive new approaches.

Topics covered in this conference span a broad spectrum of digital domains, including e-commerce, digital marketing, supply chain management, data analytics, and the utilization of cutting-edge technologies such as Artificial Intelligence, Blockchain, and the Internet of Things. It is a unique opportunity for scholars, industry experts, and thought leaders from around the world to gain and share insights into how these advancements are trans forming the business world they can also engage in fruitful discussions on strategies, best practices, and emerging research.

The "International Conference on Recent Trends in Business and Sustainable Development Trends, Challenges and Innovations" fosters an environment where knowledge sharing and collaboration take center stage, encouraging participants to harness the power of collective intelligence in order to shape the future of commerce and Commerce (CA). Whether one is an academic, a professional, or an entrepreneur, the conference offers a platform for learning, networking, and innovation in a rapidly changing global and landscape.

CALL FOR PAPERS

Research papers are invited from academicians, industries, research scholars and students on the following topic

- Block chain and Cryptocurrency Fintech
- Behavioral Finance
- Financial Risk Management
- International Finance
- Earnings and Stock returns
- Portfolio Management and Investment Analysis
- Financial Inclusion
- Emotional Intelligence and Employee Engagement
- Organizational Change and Development and Future of Work
- Business Process Analysis Green Supply Chain Management
- Business Management in Digital World
- Small Business Entrepreneurship
- IT- Enabled Entrepreneurship Entrepreneurial
- Culture Women Entrepreneurship
- Green & Sustainable Entrepreneurship
- Management & Brand Equity Advertising, Sales Promotion and Public Relations
- Marketing across the Borders Digital Marketing & Analytics
- Business Intelligence Cycle
- Green and Sustainable Marketing Brand
- Information Technology Management

Publication

The selected papers will be published in the book as an ISBN book after getting consent from the corresponding authors with an additional cost of Rs.500

PUBLICATION

Submitted articles will be peer reviewed by competent reviewers. All registered articles will be published in the proceedings of the conference with ISBN and E-copy will be provided to the Contributors.

IMPORTANT DATES

Last Date for submission of Abstract & Full length Paper –25th January 2025

Last Date for Registration–30th January 2025

REGISTRATION FEE

- Participation Only : Rs. 300/- (Faculty & Research Scholars)
: Rs.250/- (Students)
- Paper Presentation : Rs. 750/- (Students)
Rs.800/- (Research Scholar)
\$30 (Foreign Scholar & Faculty)
: Rs.1,000/- (Paper Presentation and
Publication with ISBN)

PAYMENT DETAILS

Payment of the conference registration fee should be made online through NEFT/RTGS/IMPS to the below mentioned bank account. While making online payment, authors are requested to mention their name and title of the article in payment remarks. This will help us to trace your payment in the bank statement.

Account Name : PRINCIPAL
SRI VIDYA MANDIR ARTS & SCIENCE COLLEGE
Account No. : 30840409831
IFSC Code : SBIN0007495
MICR Code : 635002010
Bank and Branch: State Bank of India, Uthangarai
Registration Link Details: <https://forms.gle/uiTU23rhUpf53aK4A>



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International advisory committee :

Dr. S. SENTHILKUMAR, Head, Department of Management, Sky Line University, Nigeria.

Dr. NAVANEETHA KRISHNAN RAJAGOPAL, University of Technology and Applied Sciences, Salalah, Sultanate of Oman.

Dr. FRED MASESE, Cooperative University of Kenya

National advisory committee :

Dr. M. SUBRAMANYAM, Associate Professor & Research Co-Ordinator, Reva University, Bangalore, Karnataka.

Dr. A.PANDU, Associate Professor & Head, Department of Commerce, Pondicherry University, Community College, Lawspet, Puducherry-605008