



The Tamil Nadu Dr. Ambedkar Law University
தமிழ்நாடு டாக்டர் அம்பேத்கர் சட்டப் பல்கலைக்கழகம்
State University Established by Act No.43 of 1997
NAAC Accredited



Perungudi Campus, M.G.R. Salai, Perungudi, Chennai- 600 113.

SCHOOL OF EXCELLENCE IN LAW

DEPARTMENT OF COMMERCE

in association with

SMART JOURNAL OF BUSINESS MANAGEMENT STUDIES

(A Professional, Refereed, International and Indexed Journal)



Organize

**Two Days International Conference (Hybrid
Mode) on**

**“Fostering Innovations and Trends:
Role of Academia and Industry” (FIT-RAI-2024)**

**REPORT OF TECHNICAL SESSION FOR 30TH & 31ST
JANUARY**

ABOUT THE ORGANISORS AND CONFERENCE:

The Tamil Nadu Dr. Ambedkar Law University, established in 1997, is a pioneering institution dedicated to advancing knowledge in law. It is recognized by the Bar Council of India and the University Grants Commission. The University serves as a nodal agency for uplifting legal education in Tamil Nadu, offering a range of undergraduate and postgraduate courses in law.

The Department of Commerce at TNDALU is a pioneer in catering to the academic needs of students pursuing the five-year integrated B.Com., LL.B. (Hons.) course. The department boasts a qualified and dedicated faculty team with various specializations, providing quality education. It actively collaborates with leading institutions for workshops, seminars, guest lectures, and internship guidance, enhancing students' skills in business challenges, digital efficiency, and moral values.

The SMART Journal of Business Management Studies, published bi-annually, is an international, refereed journal dedicated to promoting and developing research in business management. The journal, under the Scientific Management and Advanced Research Trust (SMART), organizes seminars and workshops to discuss research papers in detail.

The theme of the conference emphasized the vital role of innovation in development and the collaborative efforts between academia and industry. The goal was to explore future directions in innovation through effective collaborations, bringing together industrialists, academicians, researchers, and students to exchange experiences on various aspects of business innovation.

REPORT FOR JANUARY 30TH 2024

The International Conference on Fostering Innovations and Trends: Role of Academia & Industry (FIT-RAI-2024) held on January 30th and 31st, 2024, at the Auditorium, Perungudi Campus, TNDALU, was a resounding success, bringing together academia, industry professionals, and researchers to discuss and explore innovative trends.

The conference commenced with an Inauguration session featuring distinguished speakers.

Welcome Address was given by **Dr. J.M. VELMURUGAN** Head & Assistant Professor (S.S.) Department of Commerce, TNDALU and **Prof. (Dr.) GOWRI RAMESH**, Registrar of TNDALU, and **Prof. (Dr) V. BALAJI**, Dean of TNDALU, extended felicitations during the Inauguration, acknowledging the importance of academic-industry collaboration.



Continued by the Inaugural Address by **Col. Prof. (Dr) N.S. SANTHOSH KUMAR**, the **Hon'ble Vice Chancellor of TNDALU**, delivered an inspiring Inaugural Address, setting the tone for the conference and spoke about the Importance of the Collaborations between universities and industry not only contribute to the intellectual growth of both parties but also pave the way for groundbreaking innovations. The creative ideas generated within the academic world need the support of the industry to be effectively translated into real-world applications.



In conclusion, the conference, conducted in a hybrid mode, has successfully facilitated an interactive and collaborative partnership between academia and industry, working towards mutually inclusive goals and objectives. We strongly assert that this nexus is not only crucial for the current landscape but serves as the linchpin in determining the trajectory of future innovation. This event has effectively cultivated an environment fostering the seamless exchange of ideas, experiences, and knowledge, laying the foundation for sustained collaboration and progress in the realms of academia and industry.

Following by the Conference Theme Addressed by Esteemed Prof. M. ***SELVAM Head – Dept. of Commerce (Retd.) Founder-Publisher & Chief Editor SMART Journal of Business Management Studies.*** Where sir Spoke about the Importance of the Innovation has always played a pivotal role in the development of societies and economies. In the contemporary landscape, the success of businesses is intricately linked to their ability to innovate.





Collaborative endeavors between these entities not only cultivate an environment for groundbreaking innovations but also serve as catalysts for societal advancement, enhancing competitiveness on a global scale.

The overarching theme of this conference, "Fostering Innovations and Trends: Role of Academia and Industry," encapsulates the critical need to fortify the interface between these two spheres. This interface is more than a mere confluence; it signifies a collaborative partnership where the exchange of knowledge, ideas, and resources becomes the impetus for achieving shared goals. It acts as a bridge, linking the theoretical foundations of academia with the pragmatic insights of industry, fostering a symbiotic relationship that propels us collectively toward success.

Followed by that Vote of Thanks has been delivered by Dr. P. MARISELVAM Assistant Professor, TNDALU.

FOLLOWED BY THAT PLENARY SESSIONS:

SESSION-I:

The conference's Plenary session-I, led by Dr. Sankaran Venkateswar, Professor at Saint Mary's College of California, USA, explored the profound "Impact of AI in the Legal Profession." Dr. Venkateswar's presentation provided a comprehensive examination of the evolving dynamics at the intersection of artificial intelligence and the legal field.

The insights shared during this session highlighted the transformative potential of AI in

reshaping traditional legal practices. Dr. Venkateswar emphasized that AI is not merely a tool but a transformative force that enhances efficiency, precision, and adaptability within the legal profession. The integration of AI influences various facets of legal work, including case analyses, legal research, and courtroom procedures.

The session proved instrumental in fostering a deeper understanding of the role AI plays in the legal landscape, urging legal professionals to embrace and adapt to these technological advancements. Dr. Sankaran Venkateswar's expertise and illuminating discourse set the tone for a conference that promises to explore the dynamic interplay between academia and industry.



SESSION-II:

The second Plenary session of our conference featured Dr. Jebamalai Vinancharachi, the Former Principal Adviser to the Director General of UNIDO in Vienna, Austria. His presentation on "Surviving in an Internationally Competitive Environment" was a captivating exploration of global challenges and strategies for success.

Dr. Vinancharachi, drawing from his extensive experience, provided a comprehensive overview of the complexities organizations face in today's internationally competitive landscape. He emphasized the need for resilience and adaptability, urging organizations to embrace challenges as opportunities for growth. The importance of knowledge management emerged as a central theme, with Dr. Vinancharachi underscoring its pivotal role in enhancing

organizational capabilities and fostering innovation.

The session, beyond being an informative exchange, served as a catalyst for reflection and action. Attendees were encouraged to rethink their organizational strategies, with an emphasis on continuous learning and a proactive approach to change.

We extend our sincere gratitude to Dr. Jebamalai Vinancharachi for sharing his expertise and enlightening us with valuable perspectives. His insights will undoubtedly resonate as we navigate the complexities of an ever-evolving global business landscape. We look forward to further sessions that contribute to our collective understanding and growth.



PAPER PRESENTATION – PARALLEL SESSIONS:

The conference witnessed a vibrant and intellectually stimulating segment with its parallel paper presentations, held in four distinguished halls across the Perungudi Campus. The diversity and depth of the topics covered in these sessions reflected the dynamic nature of research contributions in the realm of fostering innovations and trends in academia and industry.

- ❖ Hall 1: Auditorium, Perungudi Campus
- ❖ Hall 2: Seminar Hall, U.G. Block
- ❖ Hall 3: Room No. F1, First Floor, U.G. Additional Block
- ❖ Hall 4: Room No. F2, First Floor, U.G. Additional Block

HALL 1: AUDITORIUM, PERUNGUDI CAMPUS: 3:00PM TO 5:00PM

Under the esteemed chairmanship of Dr. M. Raja, an accomplished academic and Research Advisor at the PG Research Department of Commerce, Bharathidasan University College, the technical session unfolded as a dynamic and enriching platform during the International Conference on Commerce and Management.

The technical session, convened by Dr. M. Raja, saw the presentation of 29 research papers, each contributing to a rich tapestry of knowledge and exploration. The themes covered were diverse, encapsulating crucial aspects of commerce and management. Among the highlighted themes were "Corporate Social Responsibility," "Business Innovations," and "Human Resource Management." The multidimensional nature of the research papers underscored the breadth and depth of insights shared during the session. The scholarly endeavors ranged from innovative business practices to the ethical dimensions of corporate behavior, reflecting the commitment of the academic community to addressing contemporary challenges.

The lively discussions and interactions facilitated by Dr. M. Raja further enhanced the academic discourse, encouraging participants to delve deeper into the nuances of their respective topics. The session not only showcased the diversity of research within commerce and management but also fostered a collaborative spirit, where ideas were exchanged, and new perspectives emerged.

HALL 2: SEMINAR HALL, UG BLOCK: 3:00PM TO 5:00PM

Under the esteemed chairmanship of Assistant Professor of Commerce, Dr. Vidya M., Com., M. Phil., Ph.D., and the distinguished guidance of Prof. Dr. R. Haritha Devi, LL.M., Ph.D. (Law), the technical session of the conference unfolded as a pinnacle of scholarly discourse. This session, a focal point of intellectual engagement, featured an impressive array of approximately 28 research papers, reflecting the depth and diversity of exploration within the legal and economic domains.

The scholarly discussions delved into various themes, with a particular emphasis on cutting-edge subjects that are pivotal in today's dynamic landscape. "Cyber laws" and "cyber-crimes" emerged as prominent focal points, reflecting the growing significance of legal considerations in the digital era. The intersection of "law and economics" was explored, highlighting the interconnected nature of these fields and the impact they collectively wield on contemporary societal structures.

Dr. Vidya M. and Prof. Dr. R. Haritha Devi, as the chairpersons, played a crucial role in guiding the session, ensuring that the presentations were conducted seamlessly and fostering an environment conducive to robust academic discussions. Their expertise and leadership were instrumental in steering the session towards a fruitful exploration of the diverse research papers presented. The technical session not only provided a platform for researchers to present their findings but also facilitated an exchange of ideas and perspectives among the participants. The engagement with themes at the intersection of law and economics illuminated the multifaceted nature of challenges and opportunities in these domains.



HALL 3: F1 UG ADDITIONAL BLOCK: 3:00PM TO 5:00PM

The technical session chaired by Captain D. Jai Shankar and led by Dr. S. Mahesh Kannan at Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore, marked a significant milestone in the International Conference on Commerce and Management.

Approximately 29 research papers were presented, covering a spectrum of themes that showcased the depth and breadth of research in commerce and management. Notably, two key subjects emerged prominently: "Marketing and Digital Communication" and "Communities." These themes drew attention to contemporary issues and challenges, inviting innovative solutions and contributing to the evolving landscape of commerce and management.

The session served as an invaluable platform for scholars and researchers to share their insights, methodologies, and findings. The robust discussions that ensued facilitated a meaningful exchange of knowledge, fostering collaboration and creating a space for the cross-pollination of ideas within the specified areas of study.

The collective efforts of Captain D. Jai Shankar, Dr. S. Mahesh Kannan, and the enthusiastic participation of presenters and attendees culminated in a successful technical session. The conference, enriched by these diverse perspectives, reaffirmed its commitment to advancing knowledge and contributing to the scholarly discourse in commerce and management. The impact of this session is expected to resonate in future research endeavors and further strengthen the academic community's understanding of the intricacies within the fields of marketing, digital communication, and community studies.



HALL 4: F4 UG ADDITIONAL BLOCK: 3:00PM TO 5:00PM

Under the able guidance of Dr. A. Senthil Kumar, Assistant Professor and Head of the Department of Management, the technical session of the conference unfolded as a dynamic and intellectually enriching experience. Serving as the Chairperson, Dr. A. Senthil Kumar brought his expertise to the forefront, steering the session with authority and ensuring a seamless flow of presentations.

The technical session provided a platform for the presentation and discussion of approximately 39 research papers, showcasing a remarkable diversity of themes. Notably, the contributions covered a spectrum of topics, with a particular focus on "Accounts and Finance" and "Human Resource Management." This thematic variety underscored the multifaceted nature of contemporary issues addressed by scholars and practitioners in the fields of commerce and management.

The scholarly engagement witnessed during the technical session reflected the collective efforts of researchers who, through their presentations, offered valuable insights and perspectives. The depth of understanding showcased in these contributions highlighted the dedication of the academic community to exploring and addressing challenges within their respective domains.

The conference's success in fostering a conducive environment for scholarly discourse was evident in the active participation and thoughtful discussions that transpired during the technical session. Dr. A. Senthil Kumar's role as the Chairperson significantly contributed to the smooth execution of the session, ensuring that each presentation received the attention it deserved.

As we reflect on the technical session, it is apparent that the conference has successfully achieved its objective of providing a robust platform for the exchange of knowledge and ideas. The diverse themes explored in the research papers not only contribute to the academic landscape but also hold practical implications for professionals in the field.

ONLINE SESSION: HALL 1 LIBRARY 3:00PM TO 5:00PM

The FIT-RAI 24 Conference, conducted in a virtual setting, unfolded its online sessions concurrently in three virtual halls, each overseen by distinguished scholars. Hall 1, marked by scholarly discussions and intellectual exchange, was under the adept chairmanship of Dr. V. Arulmurugan, a seasoned scholar with a Doctorate in Commerce (Logistics Science) from the University of Madras.

The Hall 1 sessions, chaired by Dr. V. Arulmurugan and Dr. S. Thirumal, witnessed the presentation of approximately 30 research papers. These papers covered a wide spectrum of themes, including "Accounts and Finance" and "Law and Economics." The inclusion of such diverse topics highlighted the multidisciplinary nature of the conference, providing a platform for scholars and researchers to explore varied dimensions within commerce and management.

The thoughtful and dynamic discussions facilitated by the chairs contributed to the success of Hall 1, fostering a vibrant academic environment. The FIT-RAI 24 Conference's commitment to intellectual engagement and collaboration was evident, as participants from diverse backgrounds came together to share knowledge and insights. The sessions in Hall 1 not only showcased the richness of research but also reflected the conference's dedication to advancing the discourse in commerce and management.

ONLINE SESSION: HALL 2 LIBRARY

The online parallel session in Hall 2 during the RAI-FIT-2024 conference marked a significant intellectual gathering presided over by esteemed Session Chairs, Dr. P. Manimozhi and J. Nithya, both from the distinguished Department of Commerce at TNDALU. This session provided a platform for the presentation of approximately 30 research papers, reflecting the depth and breadth of contemporary research in the field of commerce and management.

The themes explored during this session were diverse, covering crucial aspects such as "Business Law and CSR" and "Digital Communications." The inclusion of these themes underscored the relevance of the conference in addressing current and emerging challenges in the dynamic landscape of commerce.

The Session Chairs, Dr. P. Manimozhi and J. Nithya, played a pivotal role in steering the

discussions, ensuring a scholarly and enriching environment for the presenters and participants. Their expertise and guidance contributed to the success of the session, fostering an atmosphere of intellectual exchange and collaboration.

The research papers presented during this parallel session delved into various aspects of business law, corporate social responsibility, and the rapidly evolving realm of digital communications. The presentations not only showcased the depth of knowledge among the participants but also facilitated engaging discussions that furthered the understanding of these critical topics.

ONLINE SESSION: HALL 3 LIBRARY

The online parallel sessions held on January 30, 2024, during the International Conference on Commerce and Management, were expertly chaired by Dr. Rahul, an Associate Professor of Law and the Head of the Legal Services Clinic at Manipal Law School (MAHE) in Bangalore. His extensive knowledge and leadership in the field set the stage for an enriching academic discourse.

Under the supervision of Mari Selvam Sir from TNDALU, the sessions witnessed the presentation of approximately 30 research papers, covering a wide spectrum of themes. These included insightful discussions on "Accounts and Finance," delving into the intricacies of financial management and reporting. The exploration of this theme provided a comprehensive understanding of current trends, challenges, and innovative approaches in the financial domain.

Simultaneously, the parallel sessions also touched upon the theme of "Digital Communications," shedding light on the evolving landscape of communication in the digital era. Researchers and scholars presented their findings on various aspects of digital communications, from the impact of emerging technologies to the legal and ethical considerations in the digital realm.

The overarching guidance provided by Dr. Rahul and Mari Selvam Sir ensured the success of the sessions, fostering an environment conducive to intellectual exchange and collaboration. The virtual platform facilitated the seamless presentation of research papers, creating a space for scholars to share insights, engage in discussions, and contribute to the advancement of knowledge in commerce and management.

TECHNICAL SESSION REPORT DAY-2 31ST January 31, 2024

The second day of the conference commenced with great enthusiasm and scholarly vigor as we were privileged to host two distinguished resource persons for the Plenary Sessions III and IV. **DR. TAMILARASAN, PROFESSOR OF COMMERCE AT GAMBELLA UNIVERSITY, ETHIOPIA, AND DR. PON MOHAIDEEN PITCHAI, PRINCIPAL HR & MANAGEMENT CONSULTANT FROM DUBAI, UAE, GRACED US WITH THEIR EXPERTISE.**

PLENARY SESSION III:

The Plenary Session III on "Digital Innovation in Finance" by Dr. Tamilarasan was a remarkable exploration into the transformative impact of digital innovations in the financial sector. Hailing from Gambella University, Ethiopia, Dr. Tamilarasan shared profound insights into the ever-evolving landscape of finance.

Dr. Tamilarasan's emphasis on adaptability struck a chord with the audience, fostering a deeper understanding of the crucial role digital innovation plays in shaping the future of finance. The session was marked by enlightening discussions that transcended geographical boundaries, offering a global perspective on the challenges and opportunities brought forth by digital transformation in finance.

The audience was captivated by Dr. Tamilarasan's expertise, and his session laid a solid foundation for further discussions and exploration in the parallel sessions that followed. The international dimension he brought to the topic enriched the overall discourse of the conference, emphasizing the interconnected nature of digital innovation and its impact on finance on a global scale.

As we reflect on Plenary Session III, we express our sincere gratitude to Dr. Tamilarasan for his invaluable contribution. His insights have left an enduring impact on our understanding of the evolving dynamics of finance in the digital age, setting the stage for continued exploration and collaboration in the field.

PLENARY SESSION IV:

Plenary Session IV, focusing on the "Myth and Reality of Performance Management" by Dr. Pon Mohaideen Pitchai, unfolded as a captivating exploration into the complexities of human resource management. Dr. Pitchai, a Principal HR & Management Consultant based in Dubai, UAE, provided attendees with valuable insights that transcended conventional wisdom.

In his presentation, Dr. Pitchai masterfully debunked prevalent myths surrounding performance management, offering a nuanced perspective on the realities that organizations face. Attendees actively engaged in a thought-provoking dialogue, exploring the challenges inherent in performance management and delving into practical approaches for fostering effectiveness.

Dr. Pon Mohaideen Pitchai's expertise illuminated the intricacies of performance management, fostering a deeper understanding among the conference participants. His insights will undoubtedly resonate in the minds of scholars, practitioners, and industry professionals alike, leaving a lasting impact on the discourse surrounding human resources and management.

The exploration of myths and realities in performance management sets a solid foundation for continued discussions in the parallel sessions and contributes to the overall success of the International Conference on Commerce and Management.



PAPER PRESENTATION PARALLEL SESSIONS (2:00 P.M. – 3:30 P.M.)

The vibrant atmosphere of intellectual exchange continued to flourish during the parallel sessions of the International Conference on Commerce and Management, held from 2:00 p.m. to 3:30 p.m. Attendees were actively engaged in enlightening paper presentations, showcasing a diverse array of topics that underscored the depth and breadth of research within the realms of commerce and management.

These parallel sessions served as a dynamic platform for scholars, researchers, and practitioners to disseminate their findings and insights. The range of topics covered was expansive, touching upon various facets of commerce and management, from innovative business strategies to emerging trends in organizational behavior.

OFFLINE SESSION FOR DAY 2

The session held in the hall chaired by Dr. J.M Velmurugan during the International Conference on Commerce and Management proved to be a compelling and intellectually enriching experience. Dr. Velmurugan skillfully steered the proceedings, overseeing a total of 22 research papers that collectively painted a vivid tapestry of insights and perspectives.

The breadth of topics covered in this session was impressive, spanning from empirical studies on incorporated models for aggressive strategies to a nuanced exploration of interpersonal skills in team building management. The researchers, each contributing a unique perspective, collectively added depth to our understanding of strategic management in contemporary business contexts.

A significant theme that resonated throughout the session was the formalization of the impact of the gig economy on the modern workforce. Papers presented provided valuable insights into the challenges and opportunities arising from the evolving dynamics of employment structures. The session not only showcased the depth of research conducted by scholars but also offered practical and relevant perspectives on various facets of strategic management.

Dr. J.M Velmurugan's leadership and guidance were instrumental in fostering an intellectually stimulating environment. His role as the chairperson undoubtedly played a pivotal part in encouraging meaningful discussions and creating a platform for the exchange of diverse ideas. This session stands out as a noteworthy contribution to the broader discourse on strategic

management and contemporary workforce trends, demonstrating the conference's commitment to advancing knowledge and facilitating meaningful dialogue in the field of commerce and management.



ONLINE PARALLEL SESSIONS (31ST JANUARY 2024)

The culmination of the International Conference on Commerce and Management featured three dynamic parallel sessions held online on the 31st of January 2024. These sessions, conducted simultaneously in different virtual halls, served as a testament to the conference's commitment to fostering an environment for in-depth discussions on a myriad of topics. Below is an overview of the enriching presentations from each hall.

VIRTUAL HALL-I

In Hall 1: Library, under the guidance of Faculty In-charge Dr. A. Senthilkumar and Dr. P. Mariselvam, the session explored topics related to Media Pluralism, Freedom of Expression, Cybercrimes and Cyber Laws, Corporate Social Responsibility, and the Legal Measures to Decode Cyber Crime, among others. The session was anchored by an engaging discussion led by Dr. A. Senthilkumar and Dr. P. Mariselvam, who provided valuable insights into the intricacies of the presented research.

The session began with an exploration of "Media Pluralism," unraveling the intricate dynamics of a pluralistic media environment. Participants delved into discussions surrounding the fundamental principles of freedom of expression, shedding light on the evolving challenges

and opportunities within the media landscape.

As the discourse seamlessly transitioned to the topic of "Cybercrimes and Cyber Laws," the audience was captivated by the comprehensive insights into the legal frameworks governing cyberspace. The session not only highlighted the complexities of cyber threats but also addressed the critical role of legal measures in decoding and combating cybercrime.

Corporate Social Responsibility (CSR) took center stage, emphasizing the ethical obligations of businesses in contributing to societal well-being. The discussions traversed through various CSR initiatives, exploring the multifaceted dimensions of corporate engagement with social and environmental responsibilities.

The culmination of the session centered around the intriguing theme of "Legal Measures to Decode Cyber Crime." Dr. A. Senthilkumar and Dr. P. Mariselvam orchestrated an engaging dialogue that dissected the intricate legal strategies employed to decipher cybercrime, offering attendees a nuanced understanding of the challenges and advancements in this critical domain.

VIRTUAL HALL-II

In Hall 2: Library, coordinated by Dr. M. Vidya and Dr. S. Thirumal, scholars delved into areas such as Venture Worth Assessment in the Hi-Tech Industry, Strategic Marketing Approaches for Rural Consumers, Fintech's impact on MSMEs, and the Application of Information and Communication Technology in Business. The session was marked by thought-provoking discussions, enhancing the depth of understanding in these crucial areas of commerce and management.

The first discourse delved into the intricate world of "Venture Worth Assessment in the Hi-Tech Industry." Scholars presented their findings and insights, unraveling the complexities of evaluating the worth of ventures within the dynamic and fast-paced realm of high technology. This discussion not only illuminated the challenges faced by entrepreneurs but also provided a holistic view of the factors influencing the valuation process.

A subsequent presentation explored "Strategic Marketing Approaches for Rural Consumers." This segment recognized the pivotal role of rural markets in the economic ecosystem and scrutinized innovative strategies to connect with consumers in these often-underexplored areas.

The discourse delved into the nuances of adapting marketing approaches to cater to the unique needs and preferences of rural consumers.

The impact of Financial Technology (Fintech) on Micro, Small, and Medium Enterprises (MSMEs) took center stage in another compelling session. Scholars delved into the transformative influence of Fintech, examining how it reshapes the financial landscape for MSMEs. This exploration was characterized by a keen awareness of the role technology plays in fostering financial inclusion and driving economic growth.

The final segment focused on the "Application of Information and Communication Technology in Business." Scholars dissected the multifaceted ways in which ICT influences contemporary business operations. From streamlining communication channels to enhancing efficiency and decision-making processes, this discussion highlighted the pervasive impact of technology on the modern business landscape.

Throughout the session, thought-provoking discussions ensued, fostering an environment of collaborative learning. Participants engaged in insightful conversations, exchanging perspectives and enriching their understanding of the intricate nuances within each domain. Dr. M. Vidya and Dr. S. Thirumal's coordination ensured that the session unfolded seamlessly, allowing scholars to delve deep into these crucial areas of commerce and management, thereby contributing to the collective knowledge and advancement of the field.

VIRTUAL HALL-III

Hall 3: Library, under the supervision of Dr. P. Manimozhi and Mrs. J. Nithya, saw presentations on subjects such as Green Marketing, Financial Inclusion, Intellectual Property Rights in Cyberspace, Behavioral Finance, and Tax Implications of Non-compete Covenant Expenditure. The discussions were lively, reflecting the commitment of the participants to unraveling complexities in these diverse yet interconnected fields.

The session provided a dynamic platform for scholars and researchers to delve into the intricacies of these interconnected fields. The exploration of Green Marketing resonated with the contemporary emphasis on sustainable business practices, while discussions on Financial Inclusion highlighted the imperative of ensuring accessibility to financial services for all segments of society.

Intellectual Property Rights in Cyberspace emerged as a pivotal theme, acknowledging the growing importance of protecting innovations in the digital realm. Behavioral Finance, a field at the intersection of psychology and economics, spurred lively discussions on understanding the psychological factors influencing financial decisions.

Moreover, the exploration of Tax Implications of Non-compete Covenant Expenditure shed light on the nuanced aspects of corporate financial strategies. The participants, driven by a shared commitment to unraveling complexities, actively engaged in discussions that not only enhanced their understanding of individual topics but also fostered a holistic view of the intricate relationships between these diverse subjects.

Dr. P. Manimozhi and Mrs. J. Nithya, as faculty in-charges, played a pivotal role in facilitating these vibrant discussions and ensuring the seamless flow of knowledge. Their guidance contributed to the success of the session, creating an environment where participants could delve into the depth of each subject and explore the interconnections between them.

VALEDICTORY CEREMONY

The International Conference on Commerce and Management, hosted by TNDALU, reached its pinnacle with the Valedictory Function. The culmination of insightful discussions, diverse perspectives, and collaborative endeavors marked the success of this year's conference.

Dr. MANIMOZHI's welcome address at the Closing Ceremony was nothing short of compelling. With eloquence and sincerity, she expressed gratitude to all participants, speakers, sponsors, and organizers for their collective efforts that contributed to the success of the conference. Her words not only acknowledged the significance of the occasion but also set the stage for the proceedings that would unfold, creating an atmosphere of anticipation and appreciation.



Following the welcome address, Dr. M. VIDYA, Assistant Professor (S.S.) in the Department of Commerce at TNDALU, presented a comprehensive Conference Report. This insightful overview encapsulated the essence of the conference, highlighting the enriching discussions and the diverse array of topics explored by scholars, researchers, and practitioners from around the globe.



The Valedictory Address by Prof. (Dr.) GOWRI RAMESH, Registrar – TNDALU, was a moment of reflection and gratitude. Both esteemed speakers expressed their appreciation for the collaborative efforts that made the conference a success, acknowledging the tireless work of all involved. Their insights added a layer of institutional pride to the proceedings.



The Closing Ceremony concluded with a heartfelt Vote of Thanks delivered by Dr. S. THIRUMAL, Assistant Professor in the Department of Commerce at TNDALU. Recognizing the pivotal roles played by participants, speakers, sponsors, and organizers, Dr. Thirumal extended sincere appreciation, closing the conference on a note of gratitude and unity.



The success of the conference stands as a testament to the dedication and commitment of the organizing committee, sponsors, speakers, and participants. Their collaborative efforts have undeniably contributed to the advancement of knowledge in the dynamic fields of commerce and management.

The International Conference on Commerce and Management is poised to continue serving as a dynamic platform for academic exchange and collaboration. The commitment to excellence and the pursuit of knowledge demonstrated by everyone involved ensure a promising and vibrant future for this esteemed event.

In conclusion, the International Conference on Commerce and Management has not only been a platform for the dissemination of knowledge but also a celebration of collaboration and shared intellectual endeavors. Driven by the dedication of participants, speakers, and organizers, this conference has left an indelible mark, inspiring continued excellence in the realms of commerce and management. As we reflect on the success of this year's event, we express gratitude to all who have contributed and eagerly anticipate the continued growth and impact of future editions. The spirit of collaboration and knowledge dissemination ignited at this conference will undoubtedly endure, shaping the future of commerce and management education.