

Resource Persons



Session - I

Dr.S.SIVAKUMAR, Ph.D.,

Associate Professor
School of Governance and Development
Management,
Hawassa University, Hawassa,
Ethiopia, North East Africa.



Session - II

Dr.D.KUMARESAN, Ph.D.,

Professor and Director
School of Commerce
K.S.R.College of Arts and Science for Women
Tiruchengode



Session - III

Dr.K.BALASUBRAMANIAN, Ph.D.,

Assistant Professor
Department of Management Studies
Jain University (Deemed to be University)
Kerala

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Dr. R. Subha Ranjani, Ph.D., Assistant Professor

Dr. V. Amutha, Ph.D., Assistant Professor

Conference Queries

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G.VENKATASWAMY NAIDU COLLEGE

(Autonomous)

Self-Financing Courses

Reaccredited with 'A' Grade by NAAC

Affiliated to Manonmaniam Sundaranar University, Tirunelveli
Kovilpatti - 628 502, Thoothukudi District, Tamil Nadu

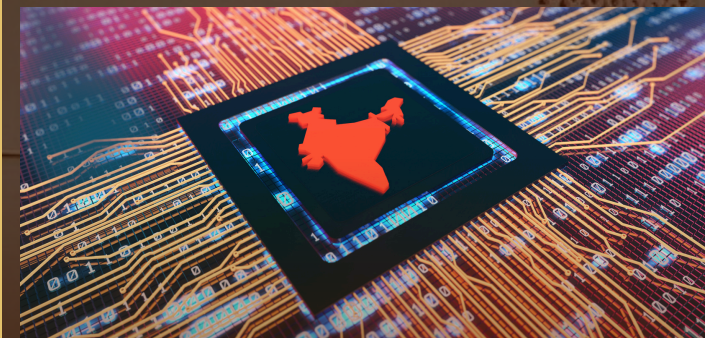
One-Day International Conference

on

Innovative Strategies for Sustainable Growth in the Digital Era

on

11th September, 2025



Organised by

PG & Research Department of Commerce

Date : 11.09.2025

Time : 9.30 am

Venue : Sri N.Damotharan Memorial
Auditorium

About the College

G. Venkataswamy Naidu College was established by G. Kuppusamy Naidu Charity trust for education and medical relief, Coimbatore. This trust was founded by Shri G. Kuppuswamy Naidu. The college was started in 1966 and in 1994 the self-Financing Courses were added as additional wings to fly high for grooming the ensuring growth. The aim of the college is to develop the knowledge of the students at various fields. The college has been re-accredited with 'A' grade (3.21 out of 4.0) by NAAC. Our College has gained the Autonomy status in the year 2020, as a pretty laurel in the achievement of GVNC history. Our College has received yet another recognition as 'STAR COLLEGE' under the DBT-STAR College scheme in September 2020.

About the Department

The Department of Commerce (Aided) was established in 1966. The B.Com. (Aided) programme commenced in 1972-1973. The department expanded with the introduction of the M.Com. (CA) course in 2006-2007 under the unaided scheme, followed by the B.Com. (CA) programme in 2008-2009 under the Self-Financing Scheme. The steady growth of the department is reflected in its continuous expansion and innovative academic programmes.

The M.Phil. course was introduced in 2010-2011, and with full infrastructure and facilities, the department was recognized as a Research Centre for Ph.D. in Commerce by Manonmaniam Sundaranar University, Tirunelveli, in 2018-2019. Over the years, the department has consistently demonstrated strong academic performance and has achieved distinction in both Commerce education and research.

About the Conference

The global landscape is undergoing rapid transformation driven by technology, shifting markets, and evolving societal needs. In this context, the pursuit of sustainable growth has become both a challenge and a necessity. The conference on "Innovative Strategies for Sustainable Growth in the Digital Era" seeks to bring together academicians, researchers,

industry leaders, and students to explore creative solutions, cutting-edge practices, and forward-thinking strategies that contribute to long-term progress.

This event provides a unique platform for intellectual exchange, encouraging participants to share knowledge, research insights, and practical experiences. By fostering collaboration between academia and industry, the conference aims to create pathways that promote innovation, engagement, and resilience for organizations, institutions, and society as a whole.

Objectives

The International Conference aims to provide a platform for academicians, researchers, industry experts, and students to discuss innovative strategies for sustainable growth in the digital era. It seeks to encourage knowledge sharing, collaborative research, and practical solutions to address emerging challenges across sectors.

Sub themes

- Building Brand Loyalty
- Personalization Tactics
- Leveraging Customer Data Analytics
- Multi-Channel Approach for Customer Engagement
- Interactive Content for Enhancing User Engagement
- Customer Feedback Loop
- Community Building
- Consistent Communication
- Value Proposition
- AI and Automation & Any other related topics

Guidelines for Paper Submission

- The paper should be original and unpublished (The paper should be free from plagiarism (min 15%))
- Paper Submission – Typed in English, Font Style: Times New Roman, Line Space 1.5, Title of the Article: 16/Bold/Uppercase, Heading: 14/Bold/Uppercase, Sub-Heading: 12/Bold, Content: 12.
- The abstract should not exceed 250-300 words, and the Full Paper should be 2500 words. The article must be in the Word (.doc, .docx) format ([Click here to download the Article Template](#)).

- Selected papers will be published in the House Journal, Journal of Inventive and Scientific Research Studies with ISSN (Online).
- Along with the corresponding author, a maximum of three co-author will be allowed per paper.
- The Corresponding author should send the Abstract and Full Paper to researchcommerce25@gmail.com by 10th September, 2025.

Last date of Registration (for Abstract & Full Paper Submission) 10th September, 2025

Last date of Registration (for Participation Only) 10th September, 2025

Guidelines for Paper Presentation

- Participants can present their papers based on the conference theme mentioned above.
- A maximum of two members per team is allowed with 5 minutes allotted for the presentation.
- Attractive prizes will be given to the top three presenters.
- Presenters must bring their PowerPoint Presentation in a pen drive (maximum of 10 slides).

Registration fees Details

UG/PG Students : Rs.150/-
Research Scholars : Rs.200/-
Faculty Members : Rs.250/-
Industry Experts : Rs.300/-



Publication Fees - Rs.600/-

- Registration Fee includes Conference kit, Refreshment & Lunch.
- Author and Co-Author should register separately.
- Participants are requested to make their own arrangements for travel and accommodation.
- On the spot Registration is also accepted.

Registration Link & QR Code

<https://forms.gle/Ha8XnTkgeJQK6ieH8>

