

Department of Commerce with Information Technology – AY 2024-25

Department Activities

Guest Lecture / Invited Lecture

S. No.	Date	Name and Designation of the Resource Person	Topic
1	27-Aug-24	Mr.N.Kothandaraman,CharteredAccountant,Tirupur	Enterpreneruship and start up ideas
2	19-Mar-25	Dr.ManjariAnandan, Co-founder & Blockchain Consultant, Zhagaram Pvt Ltd	Application of Power BI

Alumni Interaction

S. No.	Date	Title	Alumni
1	14-Oct-24	Awareness on self-employment	Mr.B.S.Dev Prasad Senior Financial Analyst,State Street HCL
2	19-Dec-24	Building Bridges for Future Success	Mr.S.M.Kesavan, Financial Associate & Ops Associate, Accenture Solutions Pvt Limited, Chennai &Mr.KDhineshkumar, Banking Advisory Associate, Accenture Solutions Pvt Limited, Chennai

Co-curricular Activities

S.No	Date	Name of the Event
1	08-Jan-25	Inter Departmental Event -Ideas that Inspire- Business Plan
2	20-Mar-25	Inter Departmental Event -Advanced Excel Skillsets

Other Activities

S. No.	Date	Title	Resource Person
1	07-Oct-24	Web Development with PHP Programming	Mr.DineshParanthagan, CEO & Founder, Hackup Technologies, Coimbatore

Department Achievements

Awards and Prizes for Staff

S.No	Date	Name of the Staff	Name of the Award	Awarded by
1	February	Dr.J.Lilly	Award of Excellence in Research	Novel Research Academy
2	February	Dr.J.Lilly	Best Faculty Award	Grabs Educational Charitable Trust

Staff Recognitions

S. No.	Date	Name of the Staff	Nature of Recognition	Organization / Institution

Staff Participation

S. No.	Date	Name of the Staff	Event	Organization / Institution
1	29-Jul-24	Dr.N.Deepa	Five Days International Virtual FDP	MEASI Institute of Information Technology
2	29-Jul-24	Mrs.R.Anitha	Five Days International Virtual FDP	MEASI Institute of Information Technology
3	29-Jul-24	MrsD.Malarvizhi	Five Days International Virtual FDP	MEASI Institute of Information Technology
4	18-Jul-24	Dr. M. Jayanthi	National Seminar on "Cyber Threats - New Challenges for Insurance"	Sri Ramakrishna College of Arts and Science
5	24-Jun-24- 28-Jun-24	Dr.J.Lilly	Entrepreneurship and Innovation Management	DSCASC Bengaluru and CMAOI Association
6	25-June-24- 29-Jun-24	Mrs.R.Anitha	Programming Essentials in Python	ICT Academy
7	25-Jun-24- 29-Jun-24	Mrs.D.Malarvizhi	Programming Essentials in Python	ICT Academy
8	19-Aug-24- 23-Aug-24	Dr.J.Lilly	One week online FDP and Workshop	Karunya School of Management and CMAOI
9	8-Aug-24-	Dr.N.Deepa	Generative AI and usecases	SRM Institute of science and technology

	22-Aug-24			
10	8-Aug-24- 22-Aug-24	R.Anitha	Generative AI and usecases	SRM Institute of science and technology
11	8-Aug-24- 22-Aug-24	D.Malarvizhi	Generative AI and usecases	SRM Institute of science and technology
12	23-Sep-24- 27-Sep-24	Dr. M. Jayanthi	Foundation of stock market for beginners	Star International Foundation for Research and Education
13	23-Sep-24- 27-Sep-24	Dr.J.Lilly	Foundation of stock market for beginners	Star International Foundation for Research and Education
14	04-Nov-24 - 09-Nov-24	Dr.Sureshkumar	All India Council for Technical Education	(ATAL) Academy
15	22-Dec-24	Dr.D.Malarvizhi	one day FDP on Non coding website Development using WIX	IDM Techpark
16	31-Jan-25	Dr.M.Jayanthi	one day FDP on IPR: Translating Research from Campus to Corporate word	Intellectual Property Rights Cell, Bharathiar University, Coimbatore
17	20-Jan-25 –	Dr.D.Malarvizhi ,Mrs.R.Anitha and	Five days FDP on Transforming Research through advanced Technology	Sree Sakthi Engineering College

	25-Jan-25	Mr.S.Muruganantham		
18	03-Feb-25 – 07-Feb-25	Dr.N.Deepa, Dr.D.Malarvizhi Mrs.R.Anitha and Mr.S.Muruganantham	Five days FDP on Exploring Entrepreneurial Opportunities: AI & IOT in industry 4.1	PSG College of Arts and Science
19	03-Feb-25 – 07-Feb-25	Dr.D.Malarvizhi	Five days FDP on Microsoft Azure AI Engineer	E & ICT Academy hosted by Dr.N.G.P. Arts and Science College
20	21- Feb -25	Dr.J.Lilly, Dr.N.Deepa, Dr.D.Malarvizhi Mrs.R.Anitha and Mr.S.Muruganantham	Five days FDP on “AI Tools”	Sri Ramakrishna College of Arts and Science
21	31-Jan-25	Dr. M. Jayanthi	one day FDP on “ICPR Sponsored One Day National Level Periodical Lecture	Intellectual Property Rights Cell, Bharathiar University, Coimbatore
22	03-Mar-25 – 07-Mar-25	Dr. S. Kamalaveni	Five days FDP on “Data Analysis in Social Science Research Using Jamovi	Sri Krishna Arts and Science College

Staff Publication

S. No.	Name of the Faculty	Title	Journal Name	ISSN / ISBN No. Date of publishing Vol. No.	Impact Factor	SCI/WoS/UGC/ SSCI/Scopus
1	Dr.P.kannan	Fintech- A Contemporary Tool	Indian academic	ISSN: 2250-1940	2.014(IRJIF)	UGC Approved

		of Financial Innovation	research association	Issue 42Volume XII		Journal (63185)
2	Dr.J.Lilly	Customers' Perception towards Residential cleaning Services and Companies in Coimbatore district	International Journal of Advances in Engineering and Management (IJAEM)	ISSN: 2395-5252Volume 6, Issue 09, pp: 427-432Sep. 2024	7.429	UGC Approved Journal
3	S.Muruganantham	The Factor Influence of marketing through Social Media	EPRA International Journal	Issue2348 - 814X Issue 10, Volume 11,October, 2024	8.481	UGC Approved Journal
4	Dr.S. Kamalaveni	Application of AI Tools in Research	International Journal of Innovative Research in Technology	ISSN NO: 2349-6002 Volume 11 Issue 9,February 2025	0.6835	UGC Approved Journal
5	Dr.J.Lilly	Crypto currency Investments in India: Unravelling Growth, Challenges, And Future Prospects	International Journal of Research in Commerce and Management Studies	ISSN NO: 2582-2292 Volume 6, Issue 06,December 2024	5.07	UGC Approved Journal
6	Dr.J.Lilly	Impact of Monetary Incentives	EPRA International	vol. 11, issue. 3,	8.481	UGC Approved

		of Employer's Performance	Journal	ISSN:2348 - 814X, March 2025		Journal
7	Dr.J.Lilly	A Study on Influence of Brand Identity on Consumer Buying Choice towards Samsung Product	International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET),	ISSN: 2582-7219 Volume 8, Issue 4, March 2025	7.521	UGC Approved Journal
8	Dr.J.Lilly	A Study on Customer Preferences towards ETailing”	International Journal of Research Publication and Reviews	ISSN NO: 2582-7421, Volume 6, Issue 3, March 2025	6.844	UGC Approved Journal
9	Dr.J.Lilly	E-RTO Management System- The Need of the Hour”	International Journal of Innovative Research in Computer and Communication Engineering	Volume 13, Issue 3, March 2025	8.771	UGC Approved Journal
10	Dr.J.Lilly	Impact of Leadership Style on Employees Productivity”	International Journal of Innovative Research in Science	Volume 14, Issue 3 ,March 2025		UGC Approved Journal

			Engineering and Technology (IJIRSET)			
11	Dr.J.Lilly	The Impact of AI on Social Media Marketing”	International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)	ISSN NO: 2319-8753 Volume 8, Issue 4, April 2025	8.699	UGC Approved Journal
12	Dr.J.Lilly	Customers Satisfaction towards Online and Offline Retail Shopping in Vivo Mobile”	International Journal of Multidisciplinary Research in Science, Engineering and Technology (IJMRSET)	ISSN NO: 2319-8753 Volume 8, Issue 4, April 2025	8.699	UGC Approved Journal
13	Dr.J.Lilly	Employees Health, Safety and Welfare Measures in Aadhi Cars Pvt Ltd	International Journal of Research Publication and Reviews	ISSN NO: 2582-7421, Volume 6, Issue 4, April 2025	6.844	UGC Approved Journal
14	Dr.J.Lilly	Green E-Commerce - Sustainable Practices in Online Retail”	International Journal of Advanced Research in Education and	ISSN NO: 2394-2975, Volume 12, Issue 2, April 2025	8.152	UGC Approved Journal

			Technology (IJARETY)			
15	Dr.J.Lilly	The Role of Emotional Intelligence in Resolving Industrial Conflicts (VM Garments)	International Journal of Research and Publication Review	ISSN NO: 2582-7421, Volume 6, Issue 4, April 2025	6.844	UGC Approved Journal
16	Dr.D.Sureshkumar	A Study on the Impact of GST in Business Environment with Special Reference to Coimbatore	International Journal of Multidisciplinary Research (IJMR)	ISSN NO: 2455-3662, Volume 8, Issue 4, April 2025	8.691	UGC Approved Journal
17	Dr.D.Sureshkumar	A Study on Consumer Satisfaction Towards Mamaearth Products”	International Journal of Innovative Research in Science , Engineering and Technology	Volume 14 Issue 4, April 2025	8.699	UGC Approved Journal
18	Dr.D.Sureshkumar	“A Study on Work-Life Balance Among Working Women In Educational Field”	International Journal of Innovative Research in Science, Engineering and Technology	Volume 14 Issue 4, April 2025	8.699	UGC Approved Journal

19	Dr.N.Deepa	Human AI-collaboration platform”	International Journal of Scientific Research in Engineering and Management,	ISSN NO:2582-3930 Volume 9 Issue 1, January 2025		UGC Approved Journal
20	Dr.N.Deepa	“Role of packaging design in brand identity using mobile technology”	International Journal of Scientific Research in Engineering and Management	ISSN NO:2582-3930, Volume 9 Issue 4, January 2025		UGC Approved Journal
21	Dr.N.Deepa	“The Role of Content Marketing in Strengthening Brand Awareness”	International Journal of Scientific Research in Engineering and Management	ISSN NO: 2582-3930, Volume 9 Issue 5, April 2025		UGC Approved Journal
22	Dr.N.Deepa	“A Comparative Study on Google Vs ChatGPT in Assistance for Students”	International Journal of Scientific Research in Engineering and Management,	ISSN NO: 2582-3930, Volume 9 Issue 5, April 2025		UGC Approved Journal
23	Dr.N.Deepa	“The Impact of Digital Transformation on Retail Management and Consumer”	International Journal of Innovative Research in Electrical, Electronics, Instrumentation and	ISSN NO: 2321-2004, Volume 13 Issue 4, April 2025		UGC Approved Journal

			Control Engineering			
24	Dr.N.Deepa	“Customizing Enterprise Resource Planning System Solutions for IT Sectors”	Journal of Emerging Technologies and Innovative Research,	ISSN NO: 2349-5162, Volume 12 Issue 4, April 2025	7.95	UGC Approved Journal
25	Dr.N.Deepa	“Rescueapp Mobile Computing And Emergency Survival Services”	EPRA International Journal of Research and Development (IJRD)	ISSN: 2348 - 814X Volume 10 Issue 4, April 2025	8.481	UGC Approved Journal
26	Dr.D.Malarvizhi	“A comparative study of boosting algorithms: Concepts, Algorithms, Applications, and Prospects”	International Journal of Innovative research in Technology,	Volume 11, Issue 13, ISSN: 2349-6002, August 2024	0.6835	UGC Approved Journal
27	Dr.D.Malarvizhi	“Artificial Intelligence in Commerce”	EPRA International Journal of Multidisciplinary Research	ISSN: 2348 - 814X Volume 11 Issue 1, January 2025	8.481	UGC Approved Journal
28	Dr.D.Malarvizhi	“The Parkinson’s Puzzle: Early Detection & Diagnosis”	International Journal of Scientific Research in Engineering and Management,	ISSN NO: 2582-3930, Volume 9 Issue 1, January 2025		UGC Approved Journal

29	Dr.D.Malarvizhi	“A Study on Customer Satisfaction Towards D-Mart With Special References In Coimbatore City”	EPRA International Journal of Multidisciplinary Research (IJMR),	ISSN: 2348 - 814X Volume 11 Issue 4, April 2025	8.481	UGC Approved Journal
30	Dr.D.Malarvizhi	“A Study on Problems And Challenges Faced By Real Estate Customers In Coimbatore City”	EPRA International Journal of Multidisciplinary Research (IJMR),	ISSN: 2348 - 814X Volume 11 Issue 4, April 2025	8.481	UGC Approved Journal
31	Dr.D.Malarvizhi	“A Study on Consumer Satisfaction Towards Online Food Delivery Services Provided by Swiggy with Special Reference to Coimbatore”	International Journal of Engineering and Techniques,	ISSN NO: 2395-1303 Volume 11 Issue 2, April 2025	6.009	UGC Approved Journal
32	Dr.D.Malarvizhi	“A Study on the Perception of Street Vendors towards UPI in Coimbatore”	International Journal of Advanced Research in Education and Technology,	ISSN: 2394-2975 Volume 12 Issue 2, April 2025	8.152	UGC Approved Journal

33	Dr.D.Malarvizhi	“Case Study on Customer Satisfaction on Aroky Dairy Products Towards Coimbatore City”	International Journal of Scientific Research in Engineering and Management (IJSREM),	ISSN NO:2582-3930,Volume 9 Issue 4, April 2025	8.586	UGC Approved Journal
34	Dr.D.Malarvizhi	“The Study on Performance Analysis of Payment Gateways in Flipkart”	International Journal of Engineering and Techniques,	ISSN NO:2395-1303,Volume 11 Issue 2, April 2025	6.009	UGC Approved Journal
35	Dr.D.Malarvizhi	“A Study on Consumer Satisfaction and Perception Towards Zomato with Special Reference to Coimbatore City”	International Journal of Scientific Research in Engineering and Management (IJSREM),	ISSN NO:2582-3930,Volume 9 Issue 4, April 2025	8.586	UGC Approved Journal
36	Dr.D.Malarvizhi	“The Study on Customer Satisfaction Towards Google Pay with Special Reference To Tirupur City”	International Journal of Innovative Research in Electrical, Electronics, Instrumentation and Control Engineering,	ISS NO: 2321-2004,Volume 13 Issue 4, April 2025		UGC Approved Journal
37	Dr.D.Malarvizhi	“Online Movie Tickets Booking System”	International Journal of Scientific Research	ISSN NO:2582-3930,Volume 9	8.586	UGC Approved

			in Engineering and Management (IJSREM),	Issue 4, April 2025		Journal
38	Dr.D.Malarvizhi	“Analysing The Customer Satisfaction on telecom Company Airtel in Coimbatore City”	International Research Journal of Modernization in Engineering Technology and Science	ISSN NO: 2582-5208, Volume 7 Issue 4, April 2025	8.187	UGC Approved Journal
39	Dr.D.Malarvizhi	“A Study on Analysing Consumer Preferences Towards DTH Services”	International Research Journal of Modernization in Engineering Technology and Science	ISSN NO: 2582-5208, Volume 7 Issue 4, April 2025	8.187	UGC Approved Journal
40	MrS.Muruganantham	The Factor Influence of marketing through Social Media,	EPRA International Journal	vol. 10, issue. 11, ISSN NO: 2348 - 814X, January 2025	8.481	UGC Approved Journal
41	MrS.Muruganantham	“Artificial Intelligence in Financial Services”	EPRA International Journal	vol. 10, issue. 11, ISSN:2348 - 814X, January 2025	8.481	UGC Approved Journal

42	MrS.Muruganantham	“WEB 3.0: on overview and its prospectus	EPRA International Journal	vol. 10, issue. 11, ISSN: 2348 - 814X, January 2025	8.481	UGC Approved Journal
43	Mrs.R.Anitha	Artificial Intelligence in Information Technology”	EPRA International Journal of Multidisciplinary Research	ISSN: 2348 - 814X, Volume 11 Issue 1, January 2025	8.481	UGC Approved Journal
44	Mrs.R.Anitha	Application of AI Tools in Research”	International Journal of Innovative Research in Technology	ISSN NO: 2349-6002, Volume 11 Issue 9, February 2025	0.6835	UGC Approved Journal

Students Participation

S. No.	Date	Name of the Student(s)	Event	Organization / Institution	Prize won
1	17-Aug-24	Rohinth R	Group dance	Sri Ramakrishna college of arts and science	Nil
2	17-Aug-24	JefferinRosariyo	Group dance	Sri Ramakrishna college of arts and science	Nil
3	17-Aug-24	Naveen Kumar. S	Group dance	Sri Ramakrishna college of arts and science	Nil

4	15-Aug-24	Karthikeyan RV	Group dance	Dr.NGP Arts and Science College	Third Prize
5	15-Aug-24	Naveen Kumar. S	Group dance	Dr.NGP Arts and Science College	Third Prize
6	15-Aug-24	Deepika OV	Group dance	Dr.NGP Arts and Science College	Third Prize
7	15-Aug-24	Dharunika OP	Group dance	Dr.NGP Arts and Science College	Third Prize
8	15-Aug-24	Dharshana R	Group dance	Dr.NGP Arts and Science College	Third Prize
9	15-Aug-24	Aswath GM	Group dance	Dr.NGP Arts and Science College	Third Prize
10	15-Aug-24	Dineshkumar A	Group dance	Dr.NGP Arts and Science College	Third Prize
11	15-Aug-24	Pooja Sree P	Group dance	Dr.NGP Arts and Science College	Third Prize
12	15-Aug-24	Nandika R S	Group dance	Dr.NGP Arts and Science College	Third Prize
13	15-Aug-24	ShaluYashmi.S	Solo dance	Dr.NGP Arts and Science College	Nil
14	14-Aug-24	Sasmitha. G	Professional Fiesta	PSGR Krishnammal College for Women	Nil
15	14-Aug-24	ShaluYashmi.S	Professional Fiesta	PSGR Krishnammal College for Women	Nil
16	14-Aug-24	Subikshaw k	Professional Fiesta	PSGR Krishnammal College for Women	Nil
17	14-Aug-24	Prathisha R	Professional Fiesta	PSGR Krishnammal College for Women	Nil

18	23-Sep-24 - 27-Sep-24	Abishake.G Arjun.M Arjunan.M Aswin.S Dharshana.R kishorekumar.R Lavanya.A Nandika .R.S Naveen Kumar.S Pooja sree.J Sedhumadhav.R Subiksha.K Vishanth.S	Five days online workshop on Foundation of Stock Market for Beginners	Star International Foundation for Research & Foundation	Certificate
19	27-Sep-24	Abishak.G Anbuselvan.S Aswath.G.M Devak.S JeffrinRasariyo.M kamesh.S kishorekumar.R	champion of India National sports day quiz 2024	Government of India	Certificate

		Moushika.S Mukesh.B Naveen Kumar.S praveen .R Ragul.N Rithannivas.A Sedhumadhav.R Subiksha.G			
20	27-Sep-24	Lavanya.A Lingeshwar.S Mohammed Irfanullah.S omji.S Subramaniyan .S	UP international Trade show 2024 quiz	Government of India	Certificate
21	30-Jan-25	S. Mohammed Irfan Ullah	Recop 25	Dr.NGP Institute of Technology	Certificate
22	30-Jan-25	S. Anbuselvan	Recop 25	Dr.NGP Institute of Technology	Certificate
23	28-Feb-25	Harshitha.M	National Science Day Poster Presentation	Dr.NGP Arts & Science College	Certificate

Staff Presentation

S. No.	Date	Name of the Staff	Name of the Event	Title of Presentation	Organization / Institution
1	04-Jul-24- 05-Jul-24	Dr.N.Deepa	National Seminar on Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective	Ancient Technique for Modern Sustainability	Dr.NGP arts and science college
2	04-Jul-24- 05-Jul-24	Mrs.D.Malarvizhi	National Seminar on Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective	Sustainable Living Practices from Indian Traditions	Dr.NGP arts and science college
3	04-Jul-24- 5-Jul-24	Mrs.R.Anitha	National Seminar on Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective	Indian Textiles and Traditional Garments	Dr.NGP arts and science college
4	04-Jul-24- 05-Jul-24	Dr. S. Kamalaveni	National Seminar on Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective	Traditional Food Preservation Techniques	Dr.NGP arts and science college
5	13-Sep-24	Dr.N.Deepa	International conference on Recent trends in multidiciplinary research and innovation	Smart farming applications uisng AI technologies	AVP college of arts and science
6	13-Sep-24	Mrs.R.Anitha	International conference on Recent trends in multidiciplinary research and innovation	Artificial Intelligence in Cyber Security	AVP college of arts and science

7	13-Sep-24	Dr. S. Kamalaveni	International conference on Recent trends in multidisciplinary research and innovation	From Cash to Code: How Digitization is driving the shift towards cashless economy	AVP college of arts and science
8	13-Sep-24	Mrs.D.Malarvizhi	International conference on Recent trends in multidisciplinary research and innovation	A Literature study of Big Data Analytics in Marketing	AVP college of arts and science
9	27-Feb-25	Dr.M.Jayanthi	International conference	Innovation Entrepreneurship startup	VET Institute of arts and science
10	07-Feb-25	Dr.J.Lilly	International conference	Revolutionizing Auditing Through Block Chain Technology	KPR College of Arts & Science

Students Presentation

S.No	Date	Name of the Student	Name of the event	Title of Presentation	Organization / Institution
1	04-Jul-24- 05-Jul-24	Naveen T	National Seminar Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective (ICSSR-2024)	Smart Farming Applications using in AI Technologies	Dr.N.G.P Arts and science

2	04-Jul-24- 05-Jul-24	Swetha S	National Seminar Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective (ICSSR-2024)	Ancient Techniques for modern Sustainability	Dr.N.G.P Arts and science
3	04-Jul-24- 05-Jul-24	kavya S	National Seminar Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective (ICSSR-2024)	Ancient Techniques for modern Sustainability	Dr.N.G.P Arts and science
4	04-Jul-24- 05-Jul-24	Rohinth R	National Seminar Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective (ICSSR-2024)	Sustainable Living Practices from Indian Traditions	Dr.N.G.P Arts and science
5	04-Jul-24- 05-Jul-24	Keerthana R	National Seminar Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective (ICSSR-2024)	Integrative Perspective of traditional Indian Ayurveda and Yoga : Implications for healthcare	Dr.N.G.P Arts and science
6	04-Jul-24- 05-Jul-24	Ranjana devi R	National Seminar Integration of Traditional Indian Knowledge System into Modern Higher	Integrative Perspective of traditional Indian Ayurveda and Yoga : Implications for healthcare	Dr.N.G.P Arts and science

			Education: NEP Perspective (ICSSR-2024)		
7	04-Jul-24- 05-Jul-24	Varshnie KK	National Seminar Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective (ICSSR-2024)	Integrative Perspective of traditional Indian Ayurveda and Yoga : Implications for healthcare	Dr.N.G.P Arts and science
8	04-Jul-24- 05-Jul-24	Lakshana S	National Seminar Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective (ICSSR-2024)	Traditional Methods of Food Preservations	Dr.N.G.P Arts and science
9	04-Jul-24- 05-Jul-24	Heenasri U	National Seminar Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective (ICSSR-2024)	Indian Textiles and Traditional	Dr.N.G.P Arts and science
10	04-Jul-24- 05-Jul-24	Rubasri K	National Seminar Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective (ICSSR-2024)	Traditional Methods of Food Preservations	Dr.N.G.P Arts and science
11	04-Jul-24-	Rethanya B	National Seminar	Traditional Methods of Food	Dr.N.G.P Arts and science

	05-Jul-24		Integration of Traditional Indian Knowledge System into Modern Higher Education: NEP Perspective (ICSSR-2024)	Preservations	
12	13-Sep-24	T.Naveen	International conference on Recent trends in multidiciplinary research and innovation	Smart farming Applications using in AI Technologies	AVP college of arts and science
13	13-Sep-24	R.Rajesh	Artificial Intelligence in Cyber Security	Artificial Intelligence in Cyber Security	AVP college of arts and science
14	27-Sep-24	Lathamaheswari S	Emerging issues and challenges in commerece and information technology	Role of ICT tools in Transforming modern business operations	Kongunadu Arts and science college
		Ms.S.Swetha			

Book / Book Chapters Publications

S.No	Date	Name of the Staff	Name of the Book	Name of the Publisher	Year of publication	ISBN
1	15-Jun-24	Dr.D.Suresh Kumar	Digital Marketing Strategy	Scientific International Publishing School	June, 2024	978-93-6132-571-7
2	Nov-24	Dr.G.Sethuraman	The Impact of Social Media Influencers on Consumers Purchasing Behaviour in Social Commerce Platforms	-	November 2024	978-3-031-67890-5
3	Feb-24	Dr.M.Jayanthi	Role of Women in Buddhism	CiiT	February 2024	978-93-6126-680-5