ESTD:11-08-1947

VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR COLLEGE

An Autonomous Institution, Affiliated to Madurai Kamaraj University

Accredited with 'A+' Grade (5th Cycle) by NAAC

Ranked 95th in College Category by NIRF 2024

Virudhunagar- 626 001, Tamil Nadu.

DEPARTMENT OF COMMERCE (CA) SF

ONE DAY INTERNATIONAL CONFERENCE

On

THE GENERATIVE AI IN ECOMMERCE, EDUCATION, BANKING AND FINANCE (HYBRID MODE)

28.02.2025

9:30AM-3:30PM

COE Hall

Register Now

ABOUT THE COLLEGE

Virudhunagar Hindu Nadars' Senthikumara Nadar College, the sanctum of knowledge was founded in 1947.Ever since, the awe-inspiring institution with its celestial vision has been shaping every generation to reach skylights in their lives. The Institution has attained an eminent status with 26 UG, 15 PG and 11 Ph.D programme. The UGC granted Autonomous status to the institution in 2012. The college is accredited with A+ Grade by NAAC in the fifth cycle of accreditation. The institution has secured 95th rank in NIRF Ranking 2024 in college category by the Ministry of Human Resource Development, New Delhi. To add few more feathers to its cap, the college has been recognised as a DST – FIST sponsored college and DBT STAR College. Today after 78 years of its inception, VHNSN College has grown from strength to strength, scaling new heights and crossing many milestones on the academic road. The College of 150 acre campus comprises of sufficient infrastructure, to satisfy the need of curricular, co-curricular and extra-curricular activities.

ABOUT THE DEPARTMENT

The department of Commerce CA (SF) was instituted in 2009 with enormous Vision to flourishing knowledge in the field of commerce with computer application. The department of Commerce CA (SF) is offering B.Com (CA) and M.Com (CA) Courses.

ABOUT THE CONFERENCE

Artificial Intelligence (AI) is revolutionizing industries worldwide with ecommerce, education, banking and finance being among the sectors undergoing profound transformations. Through generative AI, ecommerce platforms can create tailored product suggestions based on individual preferences, streamline customer support with AI-powered chatbots for real-time assistance. As Generative AI continues to evolve, its impact on e-commerce will only grow stronger.AI also automates grading and scheduling to free up teachers' time, and interactive tools make learning more engaging. Generative AI in banking and finance plays a pivotal role by enhancing data analysis, predicting trends and fraud risks, and improving customer engagement. This conference aims to explore the integration of AI in these key industries, addressing innovations, challenges and opportunities.

CALL FOR PAPER

Original research papers are invited from the authors for publication in the **International Journal of Current Science Research (IJCSR) e-ISSN:2454-5422 and International Journal of Business and Economics Research (IJBER) e-ISSN:2455-3921.** All papers will be accepted for publication after checking plagiarism.

SUB THEME FOR THE CONFERENCE

AI in Banking and Finance

- AI-Powered Risk Management
- Fraud Detection and Prevention
- Personalized Banking Services

AI in Information Technology and Management

- AI in Cybersecurity
- Intelligent Data Management
- Cloud Computing
- The Future of AI in IT

AI in e-Commerce

- Personalization and Customer Experience
- Predictive Analytics in eCommerce
- Marketing and Advertising
- AI for Pricing Strategies

AI In Education

- AI Tools for Creating Presentation
- AI Tools for PDF Reading
- AI Tools for Research Activities

Paper Submission

Font: Times New Roman,

Font Size : 12(Full document) , 18(Title) , 10(Author & Corresponding Author Details), Line Space:1.5

Instruction for Author

- Full paper along with the abstract can be submitted to the email: **ccaconference25@gmail.com**
- For Hard Copy, Additional Cost of **Rs.350/-** Per Book.
- Soft Copy will be sent to your registered mail.
- Two Authors are allowed for each Paper.
- Last Date for Submission of Paper: **25-2-25.**
- **Best Paper Award will be given**

Registration Fees: (Including GST 18%)

CATEGORY	PARTICIPATION ONLY	WITH PUBLICATION
Faculty	350	700
Research Scholars	300	700
Students	250	500

PAYMENT DETAILS

The registration fee is to be paid to the Account

Name: Treasurer VHNSN college Paripalana Sabai

Bank Account Number: 004100050150154

Bank Name: Tamilnad Mercantile Bank Ltd.

Branch: Virudhunagar

IFSC Code: TMBL0000004

Resource Persons

Session-I

Dr.Ferdin Joe John Joseph
Global Training Advisor,
Alibaba Cloud,
Singapore.
Title: Introducing Alibaba Cloud for Generative AI

Session-II

Mr.Gavaskar S M.Tech(IT)
Assistant Professor(Ad-Hoc),
Alibaba Cloud MVP,
Department of CSE,
SRM University,
Andhra Pradesh.
Title: Generative AI In e-Commerce and Banking.

Session-III

Mr. M Maheswarakumar
Sr.Consultant,
HCL Tech, Madurai Cloud Infrastructure Architect.
Title: Generative AI In Finance Sector

Session-IV

Mr. M. Sivasankar M.Sc.,M.Phil.,SET
Asst.Prof of Commerce (CA) SF,
V.H.N.S.N College (Autonomous)
Virudhunagar.
Title: Generative AI In Education

Thiru U.S.M. Sampathkumar
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Co-ordinator, SF - Programmes

Organising Secretary
Dr. J. Vimal Priyan
Head & Assistant Professor

Convenor
Mr. V.M. Kannan
Assistant Professor

Conference Co-Ordinator
Mr. A. Nagavaratharajan
Associate Professor

Further Contact
Mr. V.M. Kannan
+91 77085 96044
+91 85088 88171

Organising Members

Dr. N.Padmavathy., Asst. Prof.
Mrs. B.Abirami., Asst. Prof.
Dr.T.Jebasheela., Asst. Prof.
Dr. G. Ram Raj., Asst. Prof.
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Dr.V.Karthigai Selvan., Asst. Prof.
Mr.M.Naveenraj., Asst. Prof.