



Er. S. Rajagopal, B.E.,
President

President's Message

It is with immense pride that I witness the successful culmination of the National Conference on Business Innovation and Sustainable Business Strategies in the Contemporary Era, organized by the PG and Research Department of Commerce at Mannar Thirumalai Naicker College. The publication of articles marks a significant academic milestone, exemplifying our institution's unwavering commitment to thought leadership and scholarly excellence.

In a world defined by rapid transformation, it is crucial for academia to engage with real-world challenges. This e-publication showcases a diverse range of academic inquiries and innovative frameworks that not only question traditional business models but also align them with principles of sustainability and social responsibility.

I extend my heartfelt congratulations to the contributors, editors, and organizing committee. May this publication stand as a beacon for future research and inspire on-going dialogue among scholars, professionals, and policy-makers.



**Mr. M. Vijayaragavan, B.A.,
Secretary**

Secretary's Message

I am delighted to extend my warmest congratulations on the publication of articles in this e-journal, following the National Conference on Business Innovation and Sustainable Business Strategies in the Contemporary Era. This initiative reflects our college's commitment to academic excellence, innovation, and global relevance.

The insightful contributions compiled here exemplify the intellectual vigor of our faculty and participants. These papers not only address contemporary issues but also propose strategic solutions that emphasize sustainable growth and ethical business practices.

As the Secretary of Mannar Thirumalai Naicker College, I take great pride in supporting such academic endeavours that reinforce our institution's mission to nurture socially responsible leaders and forward-thinking professionals. I hope these articles continue to inspire meaningful discourse and innovative action.



Dr. A. Ramasubbiah, M.A., M.Phil., Ph.D.,
Principal

Principal's Message

It is with great pleasure that I present the articles for publication resulting from the National Conference on *Business Innovation and Sustainable Business Strategies in the Contemporary Era, hosted by our PG and Research Department of Commerce. This journal is a testament to the academic curiosity and collaborative spirit that define Mannar Thirumalai Naicker College.

Each paper included in this edition reflects critical engagement with the pressing challenges and opportunities facing today's businesses. By blending innovation with sustainability, these contributions underscore the importance of responsible leadership in shaping a better future.

I commend all the scholars, organizers and peer reviewers whose efforts made this publication possible. May this body of work spark new ideas and foster deeper inquiry among students, researchers, and industry practitioners alike.



Dr. V. Suresh Babu, M.Com, M. Phil, Ph. D, PGDCA

Assistant Professor and Head,

PG and Research Department of Commerce, Mannar Thirumalai Naicker College

Message form the Head of the Department

I am delighted to present the e-journal publication inspired by the National Conference on Business Innovation and Sustainable Business Strategies in the Contemporary Era, organized by the PG and Research Department of Commerce at Mannar Thirumalai Naicker College. This e-journal features a curated collection of insightful papers and research exploring the critical intersection of business innovation and sustainability in today's ever-evolving landscape.

The articles showcased in this e-journal capture the dynamic discussions and pioneering strategies shared by experts during the conference. These contributions provide valuable perspectives on how businesses can drive innovation while ensuring long-term sustainability across industries.

We hope this e-journal serves as a vital resource for those passionate about advancing business practices that foster economic growth alongside responsible environmental stewardship.

Our heartfelt thanks go to all the authors and contributors for their unwavering dedication to this significant endeavor. We look forward to further engagement and collaboration on this important topic.