

Foreword

Rev. Dr. S. Basil Xavier S.J.

Rector, Arul Anandar College (Autonomous),
Karumathur – 625514. Madurai (DT), Tamilnadu, India.



It gives me immense pleasure to present this volume of research articles, published in connection with the National Conference on "Innovation and Technopreneurship in Commerce". This publication stands as a testimony to the collective intellectual effort of scholars, researchers, and practitioners who have contributed their valuable insights on the emerging dimensions of commerce and entrepreneurship.

In the current era of rapid technological advancement and global competition, innovation has become the cornerstone of growth, while technopreneurship represents the dynamic fusion of technology and entrepreneurial spirit. Together, they redefine the contours of commerce, opening new avenues for sustainable development, value creation, and societal progress.

The papers compiled in this volume reflect a wide spectrum of ideas from theoretical frameworks to practical case studies offering valuable perspectives for academia, industry, and policymakers. I am confident that these scholarly contributions will inspire further research, foster innovation, and encourage the next generation of entrepreneurs to embrace technology-driven solutions.

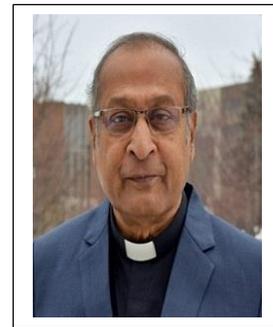
I take this opportunity to congratulate the Department of Commerce and Commerce with Computer Applications of Arul Anandar College (Autonomous) for organizing this national conference and for their dedication in bringing out this publication. My heartfelt appreciation goes to all contributors, reviewers, and organizers whose sincere efforts have made this academic endeavor possible.

It is my earnest hope that this volume will serve as a resourceful reference for students, researchers, and professionals, and will ignite meaningful discussions that advance the frontiers of commerce and technopreneurship.

With best wishes for the success of this conference and the continued pursuit of knowledge.

Foreword

Rev. Dr. A. Antonysamy, S.J.
Secretary, Arul Anandar College (Autonomous),
Karumathur – 625514. Madurai (DT), Tamilnadu, India.



It is with great joy and pride that I present this foreword to the **National Conference on Innovation and Technopreneurship in Commerce**, organized by the Department of Commerce and the Department of Commerce with Computer Applications of Arul Anandar College, Karumathur. This conference stands as a living testimony to our college's commitment to academic excellence, research, and innovation in tune with the needs of the modern world.

This occasion becomes even more significant as the selected research articles presented here find a place in a special edition of the **International Journal of Business and Economics Research (IJBER)**. This publication is not just an academic achievement; it is a celebration of intellectual creativity, rigorous scholarship, and the collective spirit of inquiry. By being part of this special edition, our scholars and researchers contribute to a global platform, ensuring that the knowledge generated here continues to influence and inspire beyond the boundaries of our campus.

I wholeheartedly congratulate the authors for their thoughtful research and valuable contributions. I also extend my appreciation to the conference **organizing secretaries**, the **publication in-charge**, the **editors**, and the **peer reviewers** whose tireless efforts ensure the quality and credibility of this special issue. Their commitment sustains the high standards of academic publishing and enriches the scholarly reputation of this conference.

This special edition of IJBER reflects not only the dynamism of the theme - innovation and technopreneurship - but also the collaborative strength of our academic community. I believe it sets a benchmark for future conferences and publications, and I am confident that it will inspire many more researchers to pursue knowledge with passion, responsibility, and creativity. With gratitude and best wishes, I commend this special edition to readers, researchers, and practitioners everywhere.

FELICITATIONS

Rev. Dr. M. Anbarasu S.J.
Principal, Arul Anandar College (Autonomous),
Karumathur – 625514. Madurai (DT), Tamilnadu, India.



It is with immense pride and pleasure that I pen this foreword for the research article publication of the National Conference on "Innovation and Technopreneurship in Commerce", organized by the Department of Commerce and Commerce with Computer Applications, Arul Anandar College (Autonomous). This publication stands as a testament to the intellectual rigor, innovative thinking, and scholarly dedication of researchers, academicians, and practitioners who have contributed their insights to this esteemed gathering.

In today's rapidly evolving global economy, innovation and technopreneurship have emerged as key drivers of progress, competitiveness, and sustainable growth. They embody the seamless integration of technology and entrepreneurial vision, inspiring new business models, creative solutions, and transformative ideas.

I wholeheartedly congratulate the organizing team of the Department of commerce and the Department of Commerce with Computer Applications for their meticulous efforts in coordinating this national conference and bringing together such a rich collection of scholarly work. My sincere appreciation also goes to all the contributors and reviewers whose dedication has ensured the quality and relevance of this publication.

It is my fervent hope that this volume will serve as a significant reference for students, researchers, and professionals, stimulating innovative thought, fostering knowledge sharing, and promoting the spirit of technopreneurship in commerce.

With best wishes for the continued success of this conference and the academic pursuits of all contributors.

FELICITATIONS

Dr. A. Sundararaj,
Deputy Principal, Arul Anandar College (Autonomous),
Karumathur – 625514. Madurai (DT), Tamilnadu, India.



It gives me immense pleasure to appreciate the Departments of Commerce and Commerce with Computer Applications for bringing out this volume of research articles as an outcome of the "National Conference on "Innovation and Technopreneurship in Commerce". This publication stands as a reflection of the collective scholarly effort, innovative thinking, and academic dedication of researchers, academicians, and practitioners who have contributed to this esteemed gathering.

In the contemporary era of rapid technological advancement and global competition, innovation and technopreneurship have emerged as key drivers of economic growth, sustainable development, and entrepreneurial excellence. The papers included in this volume offer a rich spectrum of perspectives, ranging from theoretical analyses and conceptual frameworks to practical case studies and empirical research, all highlighting the critical role of technology and innovative thinking in shaping modern commerce and business practices.

I extend my heartfelt congratulations to the organizing committee for their meticulous planning and dedication in bringing together such a distinguished collection of scholarly work. I also convey my sincere appreciation to all contributors, reviewers, and supporting staff, whose unwavering commitment has ensured the quality, relevance, and academic rigor of this publication.

It is my earnest hope that this volume will serve as a valuable reference for students, researchers, and professionals alike, stimulating new ideas, encouraging meaningful collaboration, and promoting the spirit of innovation and technopreneurship in the field of commerce. May it inspire further research, promote creativity, and contribute to the holistic growth of knowledge in academia and industry alike.

With best wishes for the continued success of the conference, the contributors, and all future scholarly endeavors.

Message

Mr. A. Stephen Jeyaraj,
Assistant Professor and Head,
Department of Commerce,
Arul Anandar College (Autonomous),
Karumathur – 625514. Madurai (DT), Tamilnadu, India.



Innovation and entrepreneurship are the twin pillars that sustain economic growth, drive competitiveness, and shape the progress of modern societies. In today's knowledge-driven world, creativity and innovation are no longer optional — they are essential tools for national development and global relevance. Entrepreneurs, equipped with vision and resilience, transform ideas into impactful realities that create jobs, solve societal problems, and stimulate inclusive prosperity.

This publication on *Innovation and Entrepreneurship* brings together diverse perspectives, research insights, and case studies that reflect the dynamic interplay between creativity, technology, and enterprise. Each article in this collection explores how innovation acts as the engine of transformation, while entrepreneurship provides the vehicle through which ideas evolve into tangible outcomes. Together, they illuminate pathways toward sustainable development and inspire future leaders to think beyond convention.

As nations, institutions, and individuals continue to embrace the spirit of innovation, it becomes imperative to nurture environments that encourage risk-taking, experimentation, and collaboration. I believe this publication will serve as a valuable contribution to the growing discourse on innovation-led growth and entrepreneurial excellence, particularly in emerging economies such as India.

I commend the authors and contributors for their scholarly efforts and forward-thinking perspectives. May this work inspire many more innovators and entrepreneurs to shape a future defined by creativity, resilience, and sustainable progress.

Message

Dr. K. Ramya,
Assistant Professor and Head,
Department of Commerce with Computer Applications,
Arul Anandar College (Autonomous),
Karumathur – 625514, Madurai (DT), Tamilnadu, India.



It gives me immense pleasure to present this collection of research articles published in association with the National Conference on "Innovation and Technopreneurship in Commerce". This volume embodies the intellectual efforts and innovative contributions of researchers, academicians, and professionals committed to advancing knowledge in commerce and entrepreneurship.

Technopreneurship and innovation are now central to the growth of businesses and the economy. The research articles included in this publication provide valuable insights into innovative practices, technological interventions, and entrepreneurial strategies that are transforming the commercial landscape.

I extend my heartfelt congratulations to the organizing committee, the contributors, and reviewers for their dedication, hard work, and commitment to academic excellence. Their efforts have ensured the publication of a high-quality, informative, and engaging volume.

I am confident that this research publication will serve as a useful reference for students, researchers, and practitioners, inspiring further exploration, fostering innovation, and promoting the spirit of technopreneurship in commerce.

I sincerely express my gratitude to Rev. Dr. Basil Xavier S.J., Rector; Rev. Dr. A. Antonysamy S.J., Secretary; and Rev. Dr. M. Anabrasu S.J., Principal, for their constant encouragement, blessings, and invaluable support in bringing out this publication.

I extend my heartfelt thanks to Dr. A. Sundararaj, Deputy Principal, and all the faculty members of the Department of Commerce and the Department of Commerce with Computer Applications for their continuous guidance and support.

I am also grateful to all the contributors, to Dr. I. Benjamin Prabahar, Publications In-Charge, and to the International Journal of Business and Economics Research for their assistance and meticulous typesetting work, which have contributed significantly to the successful publication of this volume.

Message

Dr. I. Benjamin Prabahar,

Chief editor – Special Issue,

(National Conference on Innovation and Technopreneurship in Commerce),

Assistant Professor, Department of Commerce with Computer Applications,

Arul Anandar College (Autonomous), Karumathur -625514.

Madurai(district), Tamilnadu, India.



The opportunity to write the message for this special issue of the journal from the National Conference on Innovation and Technopreneurship in Commerce is truly an honor. As the Publication in-charge and chief editor of this special issue, I have witnessed firsthand the transformative impact of embracing innovative thinking and technological integration in commerce education and practice.

This collection of papers not only highlights pioneering research but also reflects the vibrant intellectual atmosphere fostered within our college community. It showcases how innovation and entrepreneurship are becoming the cornerstones of modern commerce, enabling businesses to adapt, grow, and remain competitive in an ever-evolving global economy.

Arul Anandar College has always been dedicated to providing a nurturing environment where students and scholars can explore new ideas and develop skills essential for success in the digital era. The contributions in this journal embody the dynamism, creativity, and scholarly excellence that our department proudly upholds.

I wish to sincerely thank the institutional leadership: Rev. Dr. Basil Xavier S.J., Rector; Rev. Dr. A. Antonysamy S.J., Secretary; and Rev. Dr. M. Anabrasu S.J., Principal, for their unwavering encouragement, blessings, and invaluable support toward this publication.

Furthermore, I extend my heartfelt gratitude to Dr. A. Sundararaj, Deputy Principal, Dr. K. Ramya, Head - B.Com. (CA). and Co-Chief Editor, Mr. A. Stephen Jeyaraj, Head – B.Com. and Co-Chief Editor, Dr. R. Sarulatha, Vice President of B.Com. (CA)., and Mr. S. Michael Naveen Kumar, Vice President of B.Com., and all the faculty members of the Department of Commerce and the Department of Commerce with Computer Applications for their continuous guidance and support.

I specially thank to Dr.BGR publications, “International Journal of Business and Economics Research” for their research assistance and publication support toward this special issue.

I extend my heartfelt congratulations to the all the authors and publication in-charge for their commitment to advancing knowledge and practice in this vital field. It is my earnest hope that the insights contained in this special issue will inspire further research, foster collaboration, and empower the next generation of technopreneurs and commerce leaders.