

Dr. Amali Arockia Selvi

Principal

Morning Star Arts and Science College for Women, Pasumpon



Message

Respected Chief Guest, Guest of Honour, Esteemed Speakers, Delegates, Faculty Members, and Students, It is a privilege to welcome you all to the Two-Day International Conference on “Role of Digital Transformation in Commerce and Management”, organized by our Departments of Commerce and Commerce Computer Applications.

Digital transformation is not just a technological advancement it is reshaping how businesses operate, decisions are made, and value is created. This conference provides a platform for scholars, researchers, and professionals to exchange ideas, explore innovations, and discuss emerging trends in commerce and management. As Bill Gates says,

“Information technology and business are becoming inextricably interwoven. I don’t think anybody can talk meaningfully about one without talking about the other.”

I commend our faculty and organizing team for bringing together experts and participants from across the globe. The insights shared here will empower our students and professionals to embrace digital technologies, adapt to change, and excel in their fields. As Alvin Toffler reminds us,

“The illiterate of the 21st century will not be those who cannot read and write, but those who cannot learn, unlearn, and relearn.”

May this conference inspire lifelong learning, innovation, and responsible leadership, shaping the future of commerce and management. I extend my gratitude to all speakers, participants, and organizers and wish the conference great success.

Thank you.

Rev. Sr. Alphonse Ananthi

Secretary

Morning Star Arts and Science College for Women, Pasumpon



Message

Respected Chief Guest, Guest of Honour, Distinguished Speakers, Delegates, Faculty Members, and Students, It is a moment of great pride and joy for me to extend a very warm welcome to each one of you on the occasion of this Two-Day International Conference on “Role of Digital Transformation in Commerce and Management”, organized by our Departments of Commerce and Commerce Computer Applications.

In today’s rapidly evolving world, digital transformation is no longer an option it is a necessity. It has reshaped the way we conduct business, manage resources, and interact with stakeholders.

This conference is a remarkable platform where scholars, practitioners, and students come together to exchange ideas, explore emerging trends, and deepen our understanding of digital innovations in commerce and management. The integration of digital tools like AI, data analytics, cloud computing, and blockchain in business operations has empowered organizations to be more agile, transparent, and efficient. As Bill Gates reminds us,

“Information technology and business are becoming inextricably interwoven. I don’t think anybody can talk meaningfully about one without talking about the other.”

I am confident that the deliberations and insights shared during this conference will not only enhance academic knowledge but also equip our students and professionals with the skills to adapt to the digital age. I extend my heartfelt gratitude to our faculty, organizing committee, and supporting staff for their dedication in making this conference a grand success. To our esteemed speakers and participants from across the globe, your presence enriches this gathering and inspires the next generation of commerce and management leaders. Let this conference be a journey of learning, innovation, and collaboration, where ideas meet action and knowledge transforms into opportunity.

May this conference empower us all to embrace change, harness technology, and drive excellence in commerce and management.

Thank you, and I wish you a fruitful and enlightening two days ahead.

Rev. Sr. Alphonse Fathima

Superior

Morning Star Arts and Science College for Women, Pasumpon



Message

It gives me immense pleasure to felicitate the organizers, speakers, and participants of the Two-Day International Conference on “Role of Digital Transformation in Commerce and Management,” conducted by the Departments of Commerce and Commerce Computer Applications.

Digital transformation is more than technology; it is a powerful force redefining the way businesses function, decisions are made, and value is created. This conference provides a unique platform for scholars, practitioners, and students to share knowledge, explore innovations, and discuss emerging trends in commerce and management. From AI and data analytics to cloud computing and blockchain, technology continues to open new avenues for research, entrepreneurship, and strategic growth. As Bill Gates observes,

“Information technology and business are becoming inextricably interwoven. I don’t think anybody can talk meaningfully about one without talking about the other.”

I commend the faculty and organizing team for their dedication in bringing together distinguished experts and participants from across the globe. The deliberations of this conference will empower our students and professionals to embrace change, leverage digital technologies, and drive excellence. May this conference inspire innovation, collaboration, and responsible leadership, shaping the future of commerce and management. I wish the event every success and hope it proves to be both enlightening and enriching for all.

Dr. Savarimuthu
Former Vice Chancellor & Professor
St.Eugene University, Lusaka, Zambia



Message

It is my great privilege and honour to felicitate this prestigious International Conference on “The Role of Digital Transformation”, organized by the Department of Commerce and Commerce with Computer Application, *Morning Star Arts and Science College for Women, Pasumpon*.

Digital transformation has become a powerful force reshaping businesses, education, governance, and society at large. Conferences like this serve as an important platform for academicians, researchers, industry experts, and students to exchange innovative ideas, research insights, and practical knowledge that contribute to academic excellence and societal progress.

I sincerely appreciate the dedicated efforts of the organizing committee, faculty members, and students whose commitment and teamwork have made this international conference possible. Bringing together intellectual minds under one roof reflects the institution’s vision towards promoting research culture and global academic collaboration.

I extend my warm welcome to all distinguished resource persons, researchers, presenters, and participants who have joined this academic gathering. Your valuable contributions and scholarly discussions will certainly enrich our understanding of digital transformation and its impact on modern commerce and management practices.

I congratulate the Management, the Principal, and the Department for organizing such a meaningful and timely conference. May this event inspire innovative thinking, collaborative research, and future academic partnerships.

Once again, I offer my heartfelt felicitations and wish the conference a grand success.

Thank you.

Dr. Stanislaus Irudaya Selvam

Assistant Professor

Fu.Jen Catholic University, Taiwan



Message

In today's rapidly evolving global landscape, digital transformation has shifted from being a technological option to an essential driver of growth. It is far more than adopting new software or introducing a new application. Rather, it represents a fundamental rethinking of how organizations and leaders harness technology, processes, and people to create meaningful value.

The book *Role of Digital Transformation in Commerce and Management*, which brings together a rich collection of conference papers and insights, arrives at a pivotal moment. Industries everywhere are navigating the challenges of integrating artificial intelligence (AI), cloud computing, and automation into their core operations. In this environment, the digital ecosystem has become increasingly complex, calling for a comprehensive guide that thoughtfully bridges theory and practice.

The contributors to this volume offer valuable perspectives for understanding and overcoming the managerial and organizational hurdles that accompany digital change. Their work provides both depth and clarity, making this book a timely resource for anyone seeking to lead with confidence in a digital-first world. I sincerely hope this book reaches far and wide, serving students, researchers, and business leaders alike. May it inspire them to harness the power of digital innovation and build resilient, future-ready organizations.

Dr. Rajanarayanan

Associate Professor

Central University of South Bihar



Message

It gives me immense pleasure to extend my heartfelt appreciation for organizing the International Conference on “Role of Digital Transformation in Commerce and Management (RDTCCM)”. I sincerely congratulate Morning Star Arts and Science College for Women, in association with Dr. B.G.R. Publication, for taking this commendable initiative to create a vibrant academic platform. In the present era, digital transformation is reshaping the landscape of commerce and management at an unprecedented pace. Conferences of this nature play a crucial role in bringing together academicians, researchers, industry experts, and students to exchange knowledge, share innovative ideas, and discuss contemporary challenges and opportunities. The focus on areas such as fintech, e-commerce, analytics, and digital innovation is both timely and highly relevant. I truly appreciate the efforts of the organizing committee in meticulously planning this conference and providing an opportunity for intellectual engagement and collaborative learning. Such initiatives not only enrich academic discourse but also inspire young scholars to contribute meaningfully to research and development. I am confident that this conference will serve as a significant milestone in promoting research excellence and interdisciplinary dialogue. It will undoubtedly pave the way for new insights and practical solutions in the field of commerce and management. I extend my sincere best wishes for the grand success of this conference and congratulate all those involved in making this event a reality.

Dr. Dayana Amala Jothi.A

Assistant Professor and Head of Commerce

Morning Star Arts and Science College for Women, Pasumpon



Convener Message

It is with great pleasure that I present the International Journal of Business and Economic Research, featuring selected papers from the International Conference on “The Role of Digital Transformation in Commerce and Management,” organized by the Department of Commerce and the Department of Commerce with Computer Applications. Digital transformation is a driving force reshaping commerce, management practices, and economic systems. Emerging technologies such as Artificial Intelligence, Big Data Analytics, Cloud Computing, Blockchain, and Digital Platforms are revolutionizing how organizations operate, compete, and create value. This conference was conceived as a dynamic academic forum to explore these transformative developments and bridge the gap between theory and practice.

We were honoured to host enthusiastic participation from academicians, researchers, and scholars from diverse institutions and regions. The conference provided a vibrant platform for intellectual exchange, innovative research presentations, and insightful discussions on topics including digital finance, e-commerce, digital marketing, fintech innovations, supply chain digitization, HR analytics, and data-driven decision-making in management. This special issue of the International Journal of Business and Economics Research compiles peer-reviewed research papers that capture contemporary trends, empirical findings, and conceptual advancements in digital transformation within commerce and management. The contributions highlight both opportunities and challenges, emphasizing the importance of strategic adaptation, ethical data practices, skill development, and sustainable digital integration.

I extend my sincere gratitude to the distinguished keynote speakers, session chairs, organizing committee members, reviewers, and all participants whose dedication made this conference a resounding success. I also commend the editorial team for their meticulous efforts in compiling and publishing this journal issue. I trust this publication will serve as a valuable resource for researchers, policymakers, industry practitioners, and students alike, inspiring further scholarly inquiry into the dynamic intersection of digital transformation and business management. Let us continue to collaborate, innovate, and contribute meaningfully to the evolving digital economy.



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Guest Editorial Board

Chief Editor

Dr. Dayana Amala Jothi.A.

*Head and Assistant Professor of Commerce
Morning Star Arts and Science College for Women
Pasumpon, Kamuthi – 623604*

Email ID: dayana.cic@gmail.com

Specialized in Accounting and Management



Dr. Amali Arockia Selvi. J.

*Principal and Professor
Morning Star Arts and Science College for Women
Pasumpon, Kamuthi – 623604*

Email ID: amaliselvi@gmail.com

*Specialized in Data Computing and Human Resource
Management.*



Co-Chief Editor

Dr. Savarimuthu

*Former Vice Chancellor
St.Eugene University, Lusaka, Zambia
Email ID: savari19@gmail.com*

Specialized in Human Resource Management



Dr. Rajamarayanan

*Associate Professor, Department of Commerce
Central University of south bihar
Fatehpur, Gaya-824236*

Email ID: rajnarayanan@gmail.com

Specialized in Human Resource and Marketing



S.No	Guest Editors
1	<p>Dr. Stanislaus Irudaya Selvam Assistant Professor Fu.Jen Catholic University, Taiwan frirudayaselvam@gmail.com</p>
2	<p>Dr. Ashok Sadhwani Instructor International Trade UCLA Extension, Los Angeles and Visiting Lecturer Chulalongkorn University, Bangkok, Thailand ashok@asmara.com</p>
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4	<p>Dr. Arockia Michael Mercy.P. Vice Principal & Assistant Professor Madonna Arts and Science College for Women, Madurai arockiapackia@gmail.com</p>
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6	<p>Dr. V. Saveriammal Secretary and Principal, Auxilium Arts and Science College for Women, Chittampatti, Madurai - 625 122 saveriammal@gmail.com</p>

7	<p>Dr. R.Veeramani</p> <p>Assistant Professor of Commerce</p> <p>Thiru Muthuramlinga Thevar Memorial College, Kamuthi.</p> <p>rveeramani281@gmail.com</p>
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10	<p>Dr. S.Arun Prasad,</p> <p>Head & Asst.Prof.</p> <p>Department of Business Administration</p> <p>Arul Anandar College, Karumathur, Madurai.</p> <p>arunprasad@gmail.com</p>
11	<p>Dr. Mettilda Buvaneswari.G</p> <p>Dean of Arts, Associate Professor of SW</p> <p>Head Department of PG and Research</p> <p>Cauvery college for women, Trichy</p> <p>narmetm@gmail.com</p>
12	<p>Dr. B.Selvarajan</p> <p>Professor – Department of Management Studies</p> <p>OAAMAVMM School of Management</p> <p>Alagar Kovil, Madurai</p> <p>Selvamba2004@gmail.com</p>

13	<p>Dr. J.Jeya Ani</p> <p>Assistant professor - Department of commerce</p> <p>St.Xavier's college (Autonomous)</p> <p>Palayamkottai,Tirunelveli</p> <p>nivu1112@gmail.com</p>
14	<p>Dr. N. Sangeetha</p> <p>Assistant Professor</p> <p>Department of Management Studies</p> <p>Bishop Heber College, Trichy.</p> <p>Sangeethamphil24@gmail.com</p>
15	<p>Dr. E. Sahaya Chithra,</p> <p>Asst Professor of Artificial Intelligence,</p> <p>St. Xavier's College (Autonomous), Palayamkottai</p> <p>sahayachithra@gmail.com</p>
16	<p>Dr. S Vijayalakshmi,</p> <p>Asst Professor of Visual Communication,</p> <p>St. Xavier's College (Autonomous), Palayamkottai</p> <p>sankaranvijayalakshmi@gmail.com</p>
17	<p>Dr. Sarlin Venotha</p> <p>Assistant Professor of Commerce</p> <p>Sr.Joseph's College, Trichy</p> <p>sarlinvinotha@gmail.com</p>
18	<p>Dr. S. R. Deepika</p> <p>Hod & Assistant Professor</p> <p>Velumanoharan Arts And Science College For Women, Ramnad</p> <p>drdeepika999@gmail.com</p>
19	<p>Dr. E.Palani</p> <p>Assistant Professor of Commerce</p> <p>Sri K.G.S Arts College, Srivaikuntam</p> <p>nivethathangasamy16@gmail.com</p>

20	<p>Dr. S.Bay Thangam.</p> <p>Head @ Selection Grade Assistant Professor.</p> <p>Pg@Research Department of Commerce.</p> <p>Pasumpon Muthuramalinga Thevar College, Melaneelithanallur.</p> <p>Affiliated To Manonmaniam Sundaranar University, Tirunelveli</p> <p>karthikakarthika7004@gmail.com</p>
21	<p>Dr. A.Jesuraj</p> <p>HOD & Assistant Professor</p> <p>Sadakathullah Appa College, Palayamkottai</p> <p>sarvasanthu01@gmail.com</p>
22	<p>Dr. M. Anthonysamy</p> <p>Assistant Professor of Commerce, CA</p> <p>Sacred Heart College (Autonomous), Tirupattur - 635601</p> <p>Affiliated to Thiruvalluvar University - Vellore, Tamil Nadu.</p> <p>antosamsdb86@gmail.com</p>
23	<p>Dr. A.Edwich Rose Mary</p> <p>Head and Assistant Professor, St. John's College, Palayamkottai, Affiliated to M S University, Abishekapatti, Tirunelveli, Tamil Nadu.</p> <p>edwichrose13@gmail.com</p>

S.No	Reviewers Details
1	K.Irudhaya Arul Mary Vice Principal Morning Star Arts and Science College for Women, Pasumpon idthayacic@gmail.com
2	C.Parvathi Assistant Professor & Head of Commerce CA Morning Star Arts and science College for Women, Pasumpon parvathichandran0507@gmail.com
3	P. Nithya Devi Assistant professor of Commerce CA Morning star arts and science college for women pasumpon sathishnithya356@gmail.com
4	A. Subathira Assistant professor of Commerce Morning star arts and science college women pasumpon guna27631@gmail.com
5	M. Nithya praba Assistant professor of Commerce Morning star arts and science college for women pasumpon nithiprabhanithya95@gmail.com
6	P. Jaya Divya Assistant professor of Commerce Morning star arts and science college for women pasumpon jeyadiyabcom2002@gmail.com
7	P.Jeevitha Assistant professor of Commerce Morning star arts and science college for women pasumpon mercypackia@gmail.com

8	G.vasuki Assistant professor of Commerce Madonna Arts and Science College for Women, Madurai mvasukig@gmail.com
9	S.Lalitha Assistant professor of Commerce CA Madonna Arts and Science College for Women, Madurai Lalitha6020@gmail.com
10	N.Gayathri Assistant Professor & Head of Commerce Madonna Arts and Science College for Women, Madurai Gayathrimithran21@gmail.com
11	C. Sowmiya Assistant Professor of Commerce Madonna Arts and Science College for Women, Madurai Csowniya2002@gmail.com
12	S.Anu Infancy Lurds Assistant Professor & Head of Computer Science Morning Star Arts and science College for Women, Pasumpon anuinfancylurds@gmail.com
13	T.Devadhai Assistant Professor of Computer Science Morning Star Arts and science College for Women, Pasumpon devacsc@gmail.com
14	M.Buvaneswari Assistant Professor of Computer Science Morning Star Arts and science College for Women, Pasumpon buvanabuvana569@gmail.com

15	<p>S.Visaali</p> <p>Assistant Professor of Computer Science</p> <p>Morning Star Arts and science College for Women, Pasumpon</p> <p>itsvasaali@gmail.com</p>
16	<p>M.Maria Roseline</p> <p>Programme Coordinator, Chetanalaya</p> <p>Revari, Haryana.</p> <p>roselinecic@gmail.com</p>
17	<p>Ms.R. Muthu,</p> <p>Assistant Professor of Social Work,</p> <p>St. Xavier's College (Autonomous), Palayamkottai.</p> <p>muthu@stxavierstn.edu.in</p>
18	<p>Mrs M Fathima Safana,</p> <p>Asst Professor of Social Work,</p> <p>St. Xavier's College (Autonomous), Palayamkottai</p> <p>fathimasafana@stxavierstn.edu.in</p>
19	<p>Ms. S. Nithya Shree</p> <p>Assistant Professor</p> <p>Velumanoharan Arts And Science College For Women, Ramnad</p> <p>nithyashree1433@gmail.com</p>
20	<p>M. SivaBharathy</p> <p>Assistant Professor, Infant Jesus College of Engineering,</p> <p>Affiliated to Anna University</p> <p>Keelavallanadu, Thoothukudi, Tamil Nadu</p> <p>sivabharathy@gmail.com</p>