

Sustainable Business and Technological Advancement: Utilizing Digital Tools for Robust Business Approaches and Equitable Growth

Editors

Dr. S.Selvanathan

Mrs. A.N.Bhuvaneshwari

Dr. R.Sivajothi



2026

Sustainable Business and Technological Advancement: Utilizing Digital Tools for Robust Business Approaches and Equitable Growth

Editors

Dr. S.Selvanathan

Head & Assistant Professor of Commerce (SF)
Virudhunagar Hindu Nadars' Senthikumara Nadar College
(Autonomous)
Virudhunagar, Tamil Nadu, India

Mrs. A.N.Bhuuaneswari

Assistant Professor of Commerce (SF)
Ayya Nadar Janaki Ammal College (Autonomous)
Sivakasi, Tamil Nadu, India

Dr. R.Sivajothi

Assistant Professor of Commerce
Virudhunagar Hindu Nadars' Senthikumara Nadar College
(Autonomous)
Virudhunagar, Tamil Nadu, India

2026