TERF'S Academy College of Arts and Science, Tirupur

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About TERF'S

The founders wanted to reach and uplift the youth of this region with high quality education coupled with technology and social values. The college has grown over the years and has always upgraded its facilities on a continuous basis in order to provide quality education to its students. This will make them capable of facing the future with resilience and optimism. Also, the college instills the values of respect and trust in relationship which are the foundation for real success.

About the Department

The **Department of Commerce** was started in 2006. M.Com was introduced in the year 2010 and another section of B.Com CA was added in the year 2017 with a sanctioned strength of 100. The Department was upgraded as a research department with the introduction of M.Phil & Ph.D in 2016. B.Com PA was introduced in the year 2022.

Commerce is a well defined and highly diversified career stream that has immense future prospects and also offers exciting job opportunities for all students who pass out in various streams of commerce. The curriculum of the program covers the fundamentals and basic principles of all commerce related activities and environment. A successful completion of the program exposes the students to different business administration strategies and accounting principles. These are envisaged to make full use of the expertise gained to build up strong entrepreneurship and successfully fit into a company's financial backbone.

TERF'S ACADEMY
COLLEGE OF ARTS AND SCIENCE

(Affiliated to Bharathiar University, Coimbatore - 46. & 2f, 12B Status Accredited by UGC, Delhi.)
Kovilpalayampudur, Avinashipalayam (Po), TIRUPUR - 638660.
E-mail : terfsacademycas@gmail.com

திருப்பூர் கல்வி ஆராய்ச்சி கலை மற்றும் அறிவியல் கல்லூரி, திருப்பூர்

National Conference
on
Interdisciplinary Insights:
Exploring Contemporary Research in Commerce, Management and Computer Science

organised by

Post Graduate and Research Department
TERF'S Academy CAS

10th February 2024

Conference Sub Themes

Commerce

- ✦ Retail Trends in the Digital Age
- ✦ Marketing in the Age of Social Media
- ✦ International Trade and Economic Impact
- ✦ Consumer Behavior in the E-commerce Era
- ✦ FinTech and Future Banking Models
- ✦ Economic Policies and Global Markets
- ✦ E-commerce Logistics and Last-Mile Delivery
- ✦ Sustainable Supply Chain Management Practices
- ✦ Economic Effects of the COVID-19 Pandemic
- ✦ Sustainable Business Models and CSR

Management

- ✦ Leadership in the Digital Workspace
- ✦ Change Management in the 21st Century
- ✦ Innovations in Project Management
- ✦ Human Resource Challenges in the Digital Era
- ✦ Strategic Management in Uncertain Environments
- ✦ Supply Chain Risk Management
- ✦ Managing Multinational Teams
- ✦ Sustainability in Organizational Culture
- ✦ Crisis Management and Resilience
- ✦ Agile Management in IT Projects

Computer Science

- ✦ Quantum Computing and Its Commercial Applications
- ✦ Machine Learning for Predictive Analytics
- ✦ Data Privacy and Security in Cloud Computing
- ✦ Artificial Intelligence in Healthcare Management
- ✦ Cybersecurity Threats and Countermeasures
- ✦ Big Data Analytics for Business Intelligence
- ✦ Natural Language Processing in Customer Service
- ✦ Edge Computing in IoT Environments
- ✦ Blockchain for Supply Chain Transparency
- ✦ Human-Computer Interaction and User Experience

About the Conference

The global business landscape has changed in the recent decadeswith the digital transformation framework that has outlined theVUCA world [Volatility, Uncertainty, complexity, andAmbiguity]. Conventional business models have been reshaped toenhance customer experiences and foster innovation to staycompetitive in a rapidly evolving digital era. Consequently even as digital transformation is critical to business growth, it has brought in a whole new gamut of challenges along with the opportunities. For businesses to thrive in this scenario is a daunting task.However to adapt and evolve with the changing technology is an absolute necessity.This Conference aims to draw focus on the challenges, issues,advantages, and strategies to be adopted to integrate the digital transformation in business.

The objective of the Conference is

- ▶ To stimulate research in Digital Transformation in Business and also visualize the associated challenges and its possible solutions.
- ▶ To highlight the effective business transformation that has taken place globally in the contemporary business worlds.

Dates to Remember

Last Date for Registration – 19.01.2024
Submission of Abstract.   – 19.01.2024
Submission of Full Paper. – 25.01.2024
Date of the Conference.   – 10.02.2024

Guidelines for Submission

An Abstract not exceeding 250 words and full paper of 2000 words. Abstract and full paper must be typed in Times New Roman, Font Size 12, Line spacing 1.5
Full papers and abstract should be submitted through mail.

E-mail ID : conference.terfs@gmail.com

Papers submitted to the conference will be selected for publication by the review committee and their decisions are final. A fee of Rs. 500 to be paid for publication.

Registration Fee

Student – Rs. 150

Research Scholar – Rs. 300

Academic Participant – Rs. 500

Industry Participant – Rs. 1000

Conference is on Hybrid mode, Online Presentation Accepted.

Registration Link

The Registration to be made using Google form link

https://forms.gle/gs3admksN6fTzru66

Payment Details

Bank Name   : AXIS BANK
Beneficiary Name: TERF's Academy College
                         of Arts & Science, Tirupur
Branch   : Tirupur
Account Number : 922010025322343
IFSC Code   : UTIB0000210

The registration fee can be paid through NEFT (or) G-pay

Contact

Mr. S.Sivasubramaniam - 9790088881
Dr.C.Naveena Jasmine - 9698183900
Dr.P.Pavithra - 9976065665
Dr.K.Karuppusamy - 9659576010

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