

# NCCSCM 2025

Proceedings of the Second National Conference on Computer Science, Commerce and Management for Interdisciplinary Insights

**TERF'S Campus**  
**8<sup>th</sup> February 2025**



**TERF'S ACADEMY**  
**COLLEGE OF ARTS & SCIENCE**

திருப்பூர் கல்வி ஆராய்ச்சி கலை மற்றும் அறிவியல் கல்லூரி

(Affiliated to Bharathiar University, Coimbatore & 2f, 12B status Accredited by UGC, Delhi)  
Kovilpalayampudhur, Avinashipalayam (Po), Tirupur - 638 660. Email : college@terfsacademy.edu.in  
Web : [www.terfsacademy.edu.in](http://www.terfsacademy.edu.in)

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Kovilpalayampudhur, Avinashipalayam (Po), Tirupur - 638 660. Cell : 9443387755 , 8056916660

Web : [www.terfsacademy.edu.in](http://www.terfsacademy.edu.in) Email : [college@terfsacademy.edu.in](mailto:college@terfsacademy.edu.in)

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# TERF'S ACADEMY

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### 2<sup>nd</sup> National Conference

8<sup>th</sup> February, 2025

### Schedule

Time	Session Details	Venue
10.00	Inaugural Photo	Seminar Hall
11.00	Session	Amphitheatre
11.10	Tea Break	Dinning Hall
11.30	<b>Session-I</b> <b>Session Chair</b>  Dr.P.Pavithra, Head of the Department, Dept. of Commerce,TERF'S Academy CAS  Dr.P.Anandan, Assistant Professor, Dept. of Management,TERF'S Academy CAS  Dr.R.Ravikumar, Assistant Professor, Dept. of Computer Science, TERF'S Academy CAS	Seminar Hall  G8  G7
01.00	Lunch	Dinning Hall
02.00	<b>Session-II</b> <b>Session Chair</b>  Dr.K.Karuppusamy Research Head, Dept. of Commerce,TERF'S Academy CAS  Mrs.M.G.Banumathi, Assistant Professor, Dept. of Management,TERF's Academy CAS  Mrs.M.Jayanthi, Head of the Department, Dept. of Computer Science, TERF'S Academy CAS	Seminar Hall  G8  G7
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# Computer Science

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## **BIG DATA ANALYTICS IN BLOCK CHAIN TECHNOLOGIES**

**Mrs.C.SARANYA,**

Assistant Professor, Department of Computer Science, Kangeyam Institute of Commerce, Nathakadalaiyur.

The importance of large datasets in the field of machine learning has become increasingly prominent in recent years. With the advent of big data, various scientific methodologies, particularly machine learning, have significantly depended on these datasets to address intricate challenges encountered in everyday life. Big data has significantly advanced the field of machine learning; however, its accumulation has led to substantial challenges for businesses, educational institutions, and various organizations that utilize it for diverse objectives. The primary issue arises from the inability to store vast amounts of data on personal computers with limited storage capabilities, necessitating the use of high-capacity servers. These servers are often owned by a select group of companies or individuals who possess the exclusive authority to modify the data they control whenever deemed necessary. The objective of this study is to promote further exploration into the integration of block chain technology with machine learning.

## **INTEGRATING NETWORK, IOT, AND CYBERSECURITY: CHALLENGES AND SOLUTIONS FOR A CONNECTED WORLD**

**Mrs. M.SENTHAMILSELVI,**

Assistant Professor, Department of Computer Science, Kangeyam Institute of Commerce, Nathakadalaiyur

The integration of network systems, Internet of Things (IoT) devices, and cyber security presents a significant challenge for modern digital infrastructures as global connectivity through IoT continues to expand. This study explores the complex relationships among these three domains, emphasizing the issues arising from vulnerabilities in IoT devices and the pressing need for robust cyber security measures. IoT devices serve as critical entry points for cyber threats. Additionally, it explores the impact of IoT on traditional cyber security frameworks, emphasizing the shift from perimeter-based security to more dynamic and adaptive security models. The study also evaluates the significance of essential cyber security measures in safeguarding IoT networks, which include encryption, authentication, intrusion detection, and anomaly detection through machine learning techniques.

## **EMOTION AND EMOJI INTERPRETATION USING RECURRENT NEURAL NETWORKS**

**Mr.N.GANAPATHI RAM and Dr.S.KARTHIKEYAN**

Assistant Professors, Department of Computer Science, Rathinam College of Arts and Science, Coimbatore.

In the 21st century, our interactions predominantly occur through online communication. To facilitate effective and nuanced exchanges, many individuals utilize emoji's and emoticons, which serve as essential tools for conveying tone and emotion, significantly influencing text analysis. The incorporation of these symbols simplifies data analysis and survey processes. However, interpretation is crucial, as users' thought processes can lead to varying interpretations. To mitigate these issues, it is essential to translate emoticons and emoji's into text, fostering a more effective communicative environment. This paper employs the Natural Language Processing method utilizing Recurrent Neural Networks (RNNs) to achieve descriptive conversion, enabling the transformation of emoji's and emoticons into coherent and meaningful text.

## **EMPLOYING MACHINE LEARNING TECHNIQUES TO FORECAST EMPLOYEE DISAGREEMENT**

**Dr. K. SOUNDARRAJ,**

Assistant Professor, Department of Computer Science, Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore.

**Mr. G. RAGUPATHY,**

Assistant Professor, Department of Computer Science, United College of Arts and Science, Coimbatore.

Employee attrition refers to the natural reduction in the employees in an organization due to many unavoidable factors. Employee attrition results in a massive loss for an organization. A research study needs to be implemented to find the causes of employee attrition and a learning framework to predict employee attrition. This research study aimed to analyze the organizational factors that caused employee attrition and the prediction of employee attrition using machine learning techniques.

## **IMPACT OF AI IN EDUCATIONAL SECTOR**

**Dr.M.SATHYA HOD and Ms.A.MITHRAA,**

Assistant Professor, Department of Computer Science, Theeran Chinnamalai College of Arts and Science for Women, Tiruppur.

Theeran Chinnamalai College of Arts and Science for Women, Tiruppur, Tamilnadu.

Artificial intelligence (AI) is increasingly integrated into various facets of education, revolutionizing traditional learning environments. This review explores the role of AI in Education, in particular by focusing on its impact in the city of Tirupur, a key industrial center in Tamilnadu, India. The study explores how AI tools and technologies are being used to improve teaching methods, streamline administrative processes, and personalize students' learning experiences. The analysis is contextualized based on existing research on the role of AI in distance learning, with reference to Tirupur's specific challenges and opportunities.

## **STUDY ON ARTIFICIAL INTELLIGENCE AND ITS VARIOUS APPLICATIONS**

**Ms.S. ANUSHREKHA,**

Assistant Professor, Shree Venkateshwara Arts and Science (Co-Ed) College, Gobi.

It is the science and planning of making astute machines, especially sharp PC programs. It is associated with the equivalent task of using computers to get a handle on human understanding, but man-made insight doesn't have to keep itself to methodologies that are normally recognizable. While no consensual significance of Man-made thinking (mimicked insight) exists, computerized reasoning is broadly depicted as the examination of computations that think about understanding, reason and movement. Today, how much data that is made, by the two individuals and machines, far overwhelms individuals' ability to hold, translate, and make complex decisions considering that data. Man-made intellectual prowess approaches the justification behind all PC learning and is the inevitable destiny of all confusing route. This paper examines features of man-made mental ability, show, implications of computerized reasoning, history, applications, advancement and achievements. Expressions machine learning, deep learning, neural networks, Natural Language Processing and Data Base Structure.

## **CYBER SECURITY IN FOG COMPUTING: CHALLENGES AND SOLUTIONS**

**V.SURESH KUMAR,**

Head & Assistant Professor, Department of Computer Applications  
Shree Venkateshwara Arts and Sciences (Co-Education) College, Gobichettipalayam, Erode.

Haze figuring is an arising worldview that broadens distributed computing by bringing information handling and stockpiling nearer to the organization edge. This approach diminishes dormancy, upgrades continuous direction, and further develops asset proficiency, especially in Web of Things (IoT) conditions. Notwithstanding, the decentralized idea of haze processing presents new network safety challenges, including information breaks, unapproved access, and disseminated disavowal of-administration (DDoS) assaults. This paper investigates the joining of network protection systems inside haze figuring to guarantee information security, secure correspondence, and danger identification. Furthermore, the job of haze processing in getting basic applications, including savvy urban areas, medical services, and modern mechanization, is analyzed. By utilizing progressed security systems, haze figuring can give a powerful and versatile answer for cutting edge networks while relieving online protection chances.

## **DATA FUSION OPTIMIZED APPROACH USING K-MEANS LAPLACIAN CLUSTERING**

**Mrs.A.AMUTHA, Mrs.P.V.SRIPRIYA and Mrs.G.PRAMELA,**  
Assistant Professors in Computer Science, AVP College of Arts and Science, Tirupur.

Clustering refers to the process of organizing data into groups of similar entities. Each group, known as a cluster, comprises objects that exhibit similarities among themselves while differing from those in other clusters. In the realm of pattern recognition, data analysis focuses on predictive modeling, which involves using training data to forecast the behavior of unseen test data. This process is often termed learning. A clear distinction is typically made between two types of learning problems: (i) supervised learning (classification), which utilizes labeled data (training patterns with known category labels), and (ii) unsupervised learning (clustering), which relies solely on unlabeled data. Numerous algorithms can be categorized as either similarity-based or model-based. This soft clustering approach is often preferred, as it captures the uncertainties associated with data-to-cluster assignments.

## **HEART DISEASE PREDICTION SYSTEM USING WEB MINING**

**Mrs.M.JAYANTHI,**

Head & Assistant Professor in Computer Science, TERF'S Academy College of Arts And Science, Tirupur.

Data mining is discovering patterns and useful information from big datasets, thus helping businesses make data-driven decisions. Web mining is automatically finding and extracting information from Web documents and services using data mining techniques. The most effective way to organize the vast amount of data on the Internet is web mining, which allows you to search and extract relevant information based on your needs. The ability of web mining to provide a variety of necessary data types during the actual process is one of its distinctive features. To predict the risk level of heart disease, this study uses web mining techniques to create an effective Heart Disease Prediction System (HDPS). The algorithm makes predictions based on 15 medical characteristics, including age, gender, blood pressure, cholesterol, and obesity. As a training algorithm, a multi-layer neural network perceptron with HITS and page ranking algorithms was used.

## **IMPACT OF DIGITAL TWIN TECHNOLOGY ON AI, EDGE COMPUTING AND 6G NETWORKS**

**Mrs.S.SUGANYA,**

Assistant professor in Computer science, TERF'S Academy College of Arts and Science, Tirupur.

A virtual representation of a real object is called a digital twin. Throughout the object's lifecycle, it simulates behavior and keeps an eye on operations using real-time data sent by the object's sensors. From individual pieces of machinery in a factory to entire installations, like wind turbines and even entire cities, digital twins can mimic a wide range of real-world objects. Combining AI with digital twins (DT) improves the learning efficiency. Using the network, storage, and processing resources dispersed along the routes between data sources and a cloud computing centre, mobile edge computing offers a promising way to analyse and process a portion of data. One technology that could aid in the digitization of sixth-generation (6G) networks is the digital twin.

## **STUDY ON THE MONITORING OF AIR POLLUTION THROUGH THE USE OF INTERNET OF THINGS (IOT) TECHNOLOGY**

**Mrs.R.KAVITHA,**

Assistant Professor in Computer Science, TERF'S Academy College of arts and science, Tirupur.

Air pollution has become major problem for every nation, whether it is developed country and developing country. Nowadays air pollution problem very high impact Health issue have been growing rapidly especially in urban area of developing countries. People irritation of the throat, eyes, nose as well as some serious problems like lung cancer, heart disease, pneumonia. Recent news about air pollution in Delhi city very impact and people health issues like heart disease and respiratory problems. In this paper searching about an IoT based real time air pollution monitoring system is proposed to monitor the pollution level of various pollutant. Using the IOT based devices raspberry, arduino, arduino uno, zigbee, MCU.

## **WATER QUALITY MONITORING SYSTEM USING IOT TECHNIQUES**

**Mrs.V.SANGEETHA,**

Assistant Professor in Computer Science, TERF'S Academy College of Arts And Science, Tirupur.

One of the major substances that has a major impact on the ecosystem is water. However, all random applications of modern industrialization, human waste, and agriculture in agriculture have contributed to high exploitation and pollution water supply. Critical situations can be avoided and appropriate actions can be taken if the water pollution defect is detected early. According to the state of the world today, remote sensing and the Internet of Things (IoT) are employed in a variety of research fields to monitor, collect, and analyze data from distant sites. This paper proposes a low-cost, real-time water quality monitoring system for an Internet of Things setting. This system uses a variety of methods to measure chemical and physical parameters. We can test the water using a sensor called an Aurdino controller and Wi-Fi. By testing it this way, we know which water is safe to drink. This method allows for the analysis of data provided online and the real-time assessment of water body quality.

## **APPLICATIONS OF APPLIED INFORMATICS – A QUICK VIEW**

**Dr. R.RAVIKUMAR,**

Assistant Professor, Department of Computer Science, TERF'S Academy College of Arts and Science, Tirupur.

**Mr. S.SIVASUBRAMANIAM,**

Vice Principal, TERF'S Academy College of Arts and Science, Tirupur.

Applied Informatics covers the theory and applications of computer science in various scientific, technological, engineering and social fields. Its aim is to foster new interdisciplinary research with computer science fundamentals such as information theory, statistical modelling and machine learning at its core. This article focuses on the applications of Applied Informatics in various emerging scientific fields.

## **UNSUPERVISED ANOMALY DETECTION IN HIGH-DIMENSIONAL DATA USING ADAPTIVE CLUSTERING**

**Mr.P.DHAMOTHARAN,**

Ph.D. Scholar, Department Computer Science, Kamban College of Arts and Science, Sulthanpet.

The growing intricacy and volume of contemporary data present considerable obstacles to conventional anomaly detection techniques. This study introduces an innovative unsupervised anomaly detection method that employs adaptive clustering. Our approach, termed Adaptive Clustering-based Anomaly Detection (ACAD), is capable of effectively managing high-dimensional data by flexibly modifying the clustering parameters. ACAD comprises two primary elements: (1) a density-based clustering algorithm that organizes similar data points into clusters, and (2) an anomaly scoring system that detects data points exhibiting unusual behavior. Results from experiments conducted on various real-world datasets indicate that ACAD surpasses leading anomaly detection methods in both detection accuracy and computational efficiency.

# **A STUDY ON PRENATAL SCREENING FOR DOWN SYNDROME DETECTION AND PREDICTION USING MACHINE LEARNING ALGORITHM**

**U. PRIYA,**

Ph.D. Scholar, Department Computer Science, Rama Krishna College of Arts and Science, Coimbatore.

Individuals with Down syndrome are born with an additional chromosome, which constitutes a genetic condition. Typically, humans possess a total of 46 chromosomes, organized into 23 pairs within each cell. However, individuals with Down syndrome have an extra copy of chromosome 21, resulting in a total of 47 chromosomes instead of the usual 46. Although Down syndrome can often be diagnosed through clinical evaluation, chromosome analysis remains essential for confirming the diagnosis and identifying the specific type of chromosomal disorder

# **BLOCKCHAIN: A LITERATURE REVIEW ON SECURITY CONCERNs PRIVACY ISSUES AND INTEROPERABILITY IN HEALTHCARE SYSTEM**

**D.KALPANA,**

Research Scholar, Department of Computer Science, Sasurie College of Arts and Science, Tirupur.

**P.SARAVANAN,**

Assistant Professor, Department of Information Technology, Sasurie College of Arts and Science, Tirupur.

Block chain technology is widely recognized for its numerous innovative features. Its adoption has surged in recent years, primarily due to its capacity to facilitate secure and transparent record-keeping and data transfer. In contemporary society, health and medicine are integral to human existence. The paper discusses the challenges and future prospects of block chain in healthcare, which may contribute to advancing the field. This article will deliver a systematic review of block chain applications in EHR, with a primary focus on data security and privacy

## **SECURITY CHALLENGES AND MITIGATION STRATEGIES FOR IOT AND SENSOR NETWORKS**

**C.MAHESH SATHYA,**

Ph.D. Scholar, Department of Computer Science, Sasurie College of Arts & Science, Tirupur.

Wireless Sensor Networks (WSN) represent a cutting-edge technology with diverse applications and numerous appealing advantages, including cost-effective implementation and data transmission, unrestricted network access, and the capability for autonomous, long-term operation. As the demand for advancements in associated technologies such as cloud computing, near-field communications, and cellular mobile networks continues to grow, the Internet of Things (IoT) emerges as an increasingly compelling paradigm. This paper presents a thorough examination of security threats targeting WSN and IoT, alongside strategies for their prevention, detection, and mitigation. The proposed defense mechanisms are essential for fostering a secure IoT ecosystem and enhancing awareness by elucidating the specifics of these attacks. This paper aims to highlight and illustrate the implications of security challenges on WSNs from the perspective of IoT and its applications.

## **ANALYZING THE WILDLIFE CONSERVATION AND MONITORING PROBLEM SOLVING USING MACHINE LEARNING ALGORITHM**

**B.RAMALAKSHMI,**

Department of Computer Science and Engineering in Post Graduate,  
KIT-Kalaignarkarunanidhi Institute of Technology, Coimbatore.

**Dr.J.SENTHILKUMAR,**

Assistant Professor, Department of Computer Science and Engineering,  
KIT-Kalaignar Karunanidhi Institute of Technology, Coimbatore.

Inexpensive and accessible sensors are accelerating data acquisition in animal ecology. These technologies hold great potential for large-scale ecological understanding, but are limited by current processing approaches which inefficiently distill data into relevant information. Incorporating machine learning into ecological workflows could improve inputs for ecological models and lead to integrated hybrid modeling tools. This approach will require close interdisciplinary collaboration to ensure the quality of novel approaches and train a new generation of data scientists in ecology and conservation. Here, Tuia and colleagues discuss how collaboration between ecologists and data scientists can harness machine learning to capitalize on the data generated from technological advances and lead to novel modeling approaches.

## **DECODING OVERTHINKING IN YOUTH: A MACHINE LEARNING APPROACH TO COGNITIVE INSIGHTS**

**D.KIRUTHIKHA,**

Department of Computer Science and Engineering in Post Graduate,  
KIT-Kalaignarkarunanidhi Institute of Technology, Coimbatore.

**Dr.S.KARTHIKEYAN,**

Assistant Professor, Department of Computer Science,  
Rathinam College of Arts and Science, Coimbatore.

This study delves into the intricate domain of overthinking among young individuals by leveraging the capabilities of machine learning. Overthinking, a cognitive phenomenon characterized by the repetitive analysis of past events and the anticipation of future scenarios, has garnered increasing attention due to its potential impact on mental well-being and decision-making processes. This research aims to shed light on the patterns and factors associated with overthinking tendencies in youth using an innovative cross-disciplinary approach. Employing a dataset collected through comprehensive surveys and psychological assessments, coupled with advanced natural language processing and predictive modeling techniques, we seek to uncover hidden insights within the vast landscape of overthinking behaviors. Our methodology involves the initial development of a nuanced framework for categorizing and quantifying degrees of overthinking. Subsequently, machine learning algorithms are employed to analyze linguistic cues, behavioral markers, and contextual variables linked to overthinking tendencies. The objectives of this study are twofold: firstly, to establish a data-driven understanding of the multifaceted nature of overthinking in young minds; and secondly, to construct predictive models that can identify and potentially mitigate excessive overthinking patterns. The fusion of psychological expertise and machine learning prowess offers a unique vantage point, allowing us to map cognitive processes onto algorithmic insights. The findings hold potential implications for both psychological interventions and the development of digital tools aimed at fostering healthier thinking habits among youth.

# **Commerce**

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## **START-UP AWARENESS AMONG YOUNG ENTREPRENEURS IN ERODE DISTRICT: EXPLORING OPPORTUNITIES AND CHALLENGES**

**Dr. CHI.NANJAPPA**

Vice-Principal and Head, Department of Commerce (PG and Research)

**Mr.S.SATHISH, Assistant Professor,**

Shree Venkateshwara Arts and Science (Co-Education) College,  
Gobichettipalayam, Erode

In recent years, there has been a significant increase in the number of young entrepreneurs globally. However, despite the availability of various resources, government schemes, and educational programs, many young individuals, particularly in rural areas like Erode District in Tamil Nadu, still lack adequate awareness of the start-up ecosystem. This paper aims to investigate the level of start-up awareness among young entrepreneurs in Erode District and understand the challenges they face when launching their ventures. Through a combination of surveys and interviews, the study examines factors such as access to finance, mentorship, education, and government support programs that contribute to young entrepreneurs' success. The study concludes by offering recommendations for improving start-up awareness through educational reforms, mentorship programs, and better dissemination of government schemes.

## **ROLE OF CHATBOTS IN CUSTOMER SERVICE**

**Dr.D.JAYAMMA**, Assistant Professor in Commerce,

Gobi Arts and Science College, Gobichettipalayam

Customer service managers can increase productivity and efficiency by deploying chatbots, which can handle simple tasks and act as additional support agents. They can also answer multiple customer questions at once, allowing service teams to help more customers at scale. Chatbots are increasingly being implemented in e-commerce and e-services as their introduction opens up promising opportunities for improved customer service. The customer-facing functions of chatbots are dialogue, entertainment, problem-solving, trending, and customization. The positive impact of chatbots on service quality, which is the functional purpose of chatbots, and the potential of chatbots in customer service are attracting attention. This paper examines chatbots in this context, elaborating their functional aspects that quickly lead to significant improvements in service quality.

## **FINANCIAL LITERACY AND SAVING BEHAVIOUR**

**Dr. P. PARIMALADEVI**, Assistant Professor of Commerce,  
Gobi Arts & Science College, Gobichettipalayam

Financial literacy is the cognitive understanding of financial components and skills such as budgeting, investing, borrowing, taxation, and personal financial management. The absence of such skills is referred to as being financially illiterate. Being financially literate is a skill that brings forth an assortment of benefits that can improve the Standard living or individuals through an increase in financial stability. Developing financial literacy is a crucial life skill that can guarantee financial stability, lessen anxiety, and encourage the accomplishment of financial objectives. In recent decades, educational boards and ministries have focused on the development of soft skills, physical education, health, and vocational training. However, in our efforts to offer a more comprehensive and international education, financial education has been neglected. People who lack financial literacy are more likely to make bad investment decisions, get caught in debt traps, and fall prey to scams and predatory financial practices. They thus find it difficult to build assets, amass wealth, and enhance their financial well-being. This impedes economic growth and maintains income inequality. In order to empower people, lessen financial vulnerabilities, and promote economic growth, financial literacy must be promoted.

## **ECOPRENEURSHIP ITS SUSTAINABLE DEVELOPMENT**

**Mrs. MAHESWARI S**, Assistant professor in Commerce  
Gobi Arts & Science College, Gobichettipalayam

The most important factor for the proper functioning of an economic system is sustainability in relation to the environment. The ultimate goal of everyone is to live a happy and peaceful life, no matter how much the community has changed and how much money can be made from it. In recent times, the use of hazardous materials, combined with hazardous and harmful substances, has increased dramatically, putting people's lives at risk. Ecopreneurship, a new entrepreneurial field that aims to establish a sustainable way of living on the planet with a healthy atmosphere and more generosity towards people, has emerged as a partial solution to these problems. The term "eco preneurship" refers to the process in which a business idea is used to create a company that solves environmental problems. This article briefly explains the concept of entrepreneurship, its importance, the obstacles faced and some real-life examples of successful eco-entrepreneurs in India. Environmental projects are recommended for starting work, and it is known that young people are starting to appreciate stability.

## **ROLE OF CHATBOTS IN CUSTOMER SERVICE**

**Ms.N.SANTHANA LAKSHMI**, Assistant Professor, School of Commerce,  
A.V.P. College of Arts & Science, Tirupur

In the contemporary world, individuals are perpetually connected to technology. Mobile phones, laptops, and various business entities, including retail stores and government offices, maintain constant connectivity to the network. Consequently, the development of networks and smart applications is advancing rapidly. Internet connectivity has become an essential component of daily life globally. Businesses, educational institutions, and individuals across all age groups rely on networks and smartphones for their activities. As society accelerates, there is a growing demand for immediate transaction capabilities. To meet this need, numerous payment applications such as Google Pay, PhonePe, and WhatsApp Pay have been introduced. To enhance efficiency, mobile applications have become vital in everyday life, revolutionizing communication, work, shopping, entertainment, and more. In response to these demands, various Chatbots have also emerged.

## **RESEARCH PROPOSAL: EXPLORING EFFECTIVE MARKETING STRATEGIES FOR INCREASED CONSUMER ENGAGEMENT**

**V.RUTHRAKUMAR**, Assistant Professor,  
**D.PRAKASH**, Assistant Professor , Department of Commerce,  
Shree Venkateshwara Arts and Science College, Gobichettipalayam, Erode

In the highly competitive business landscape, understanding consumer behavior and identifying effective marketing strategies are pivotal for success. This research proposal aims to explore innovative approaches to marketing that maximize consumer engagement and drive brand loyalty. This research seeks to bridge the gap between traditional marketing practices and the needs of modern consumers, ensuring businesses remain competitive and relevant in a dynamic market environment.

### **Research Objectives**

To evaluate the effectiveness of digital marketing techniques (e.g., social media, SEO, content marketing). To identify the role of personalization and consumer data in driving engagement. To analyze the impact of emerging technologies (e.g., AI, AR/VR) on consumer behavior. To propose actionable strategies for improving marketing ROI.

## **FINANCIAL LITERACY AND SAVING BEHAVIOUR**

**MR.S.P.RAMTHAL**, Assistant Professor of Commerce,  
AG Arts and Science College, Avinasipalayam

Financial literacy is the knowledge and ability to manage your money in a way that will help you achieve stability and feel confident and stable. Key aspects of financial literacy are budgeting, saving, and debt management. Financial literacy is the acquisition of skills, knowledge, and behaviors that enable individuals to make informed decisions about money. Financial literacy, financial education, and financial literacy are used interchangeably. A financially illiterate person cannot plan their finances because they lack financial knowledge. A financially illiterate person is good at financial calculations, for example, they understand compound interest, which allows them to borrow money even with a low credit score. In most cases, unsophisticated people pay high fees for their loans.

## **MOBILE COMMERCE AND APP- BASED ONLINE SHOPPING**

**Mrs. MOHANAMBAL P**, Assistant professor in Commerce  
Gobi Arts & Science College, Gobichettipalayam

In recent years, the mobile phone industry has experienced explosive growth. The concept of accessing the Internet anytime, anywhere, with low-cost and relatively small IT infrastructure is the driving force behind m-commerce. With advances in wireless communication, mobile commerce has become a new paradigm of personal communication without location restrictions. Consumers can not think of executing tasks without an electronic channel, and accept daily life web transactions in a way that forcing companies to expand their services to mobile channels outside the electronic channel. I am. This study leads to the fact that mobile trade plays an important role and infects human life. The future of mobile commerce seems quite secure. Over the last few years, we have seen how the potential of mobile commerce has paved the way for new practices in business in today's world, and we are seeing positive signs of adapting the platform from mobile commerce to similar practices in India too

## **WORK LIFE BALANCE IN MODERN BUSINESS WOMEN EMPOWERMENT**

**DR.V.KARPAGAVALLI**, Head and Assistant Professor, Department of Commerce CA,

**DR.J.GAYATHIRI**, Associate Prof & Head, Department of Commerce,

Theeran Chinnamalai College of arts and Science for women, Tirupur.

The textile industry, particularly in Tirupur, has witnessed significant contribution of women to its workforce. This study aims to examine women empowerment in this sector, focusing on socio-economic factors, social benefits and personal development. Using primary data collected from 100 women workers in textile units in Tirupur, the study looks at various aspects of empowerment, including financial independence, skill development and decision-making ability. Key findings show that 65% of respondents achieved financial independence and 45% saw improvements in their technical skills. However, only 30 % of women have declared aggressive participation in the decision. Creating a process at work. Some women are acquiring policies at work Most of them always face problems in terms of sex because they are for education and health.

Expand wages and balance work and private life. The study also highlights the importance of training programs and policies to improve the status of women in this ever-growing industry. These findings suggest that government and corporate initiatives and commitment will help in empowering women in Tirupur's textile industry.

## **FINANCIAL LITERACY AND SAVING BEHAVIOUR**

**Mr.S.ARUNKUMAR**, Assistant Professor of Commerce,

Gobi Arts and Science College, Gobichettipalayam.

The ability to manage your finances in a way that promotes stability, self-assurance, and resilience is known as financial literacy. Budgeting, saving, and debt management are important components of financial literacy. Having the abilities, information, and attitudes necessary to make wise financial decisions is known as financial literacy. The terms financial knowledge, financial education, and financial literacy are interchangeable. People who lack financial sophistication are unable to make financial plans due to their inadequate understanding of finance. People who are financially sophisticated are adept at math; for instance, they know how compound interest works, which enables them to borrow money on bad credit. Unsophisticated people typically pay exorbitant fees for borrowing debt.

## **AUTOMATION AND MODERNIZATION IN THE INFORMATION TECHNOLOGY**

**Dr.J.GAYATHRI** Associate Professor & Head, Department of Commerce

Theeran Chinnamalai College Of Arts And Science For Women, Tirupur

**Dr.K.KARUPPUSAMY**, Assistant Professor and Head (Research) Department of Commerce,

TERF'S Academy College of Arts and Science, Tiruppur

Automation and modernization in information technology involve leveraging advanced technologies like artificial intelligence, machine learning, and cloud computing to streamline processes, enhance efficiency, and stay current with evolving industry standards. These initiatives often lead to improved productivity, reduced operational costs, and increased overall agility in adapting to changing business needs.

## **ECOMMERCE AND CUSTOMER SERVICE AUTOMATION WITH CHATBOTS: REVOLUTIONIZING CUSTOMER EXPERIENCE**

**DR.P.PAVITHRA**, Associate Professor & Head in Commerce CA,

**Ms.R.SUBHASHINI**, Assistant Professor,

TERF'S Academy College of Arts and Science, Tirupur.

Chatbots are software programs powered by artificial intelligence (AI) that mimic human speech when interacting with users, usually online. They are utilized in a number of sectors, such as customer service, sales, and support, and they can communicate with clients via text or voice. Businesses' interactions with customers have changed dramatically as a result of the incorporation of chatbots into e-commerce platforms. Chatbots, which use Artificial Intelligence (AI), Machine Learning (ML), and Natural Language Processing (NLP), have automated many customer service tasks and provided immediate, individualized, and scalable assistance. This study examines the technological underpinnings of chatbots, their uses throughout the customer journey, and the noteworthy advantages they provide, including reduced costs, improved customer satisfaction, and insights derived from data. It also draws attention to issues like privacy issues, technical.

## **NEUROMARKETING AND ITS CRITICAL NEED IN MODERN MARKETING STRATEGIES**

**Mr.B.YUVARAJ**, Assistant Professor in Commerce,  
TERF's Academy College of Arts and Science, Tirupur

Neuromarketing represents the convergence of neuroscience and marketing methodologies aimed at analyzing and comprehending consumer behavior on a profound, subconscious level. This paper investigates the emergence of neuromarketing, its methodologies, its growing significance within the competitive marketing arena, and its transformative impact on brand strategies and consumer engagement. By exploring how neuromarketing yields critical insights into emotional and cognitive reactions and evaluating various techniques such as eye-tracking, EEG, fMRI, and facial coding, this paper underscores the potential for businesses to leverage these approaches to enhance product development, advertising effectiveness, and brand loyalty. Furthermore, the paper addresses the ethical considerations associated with the use of such technologies and their potential long-term implications for the marketing sector.

## **FINANCIAL LITERACY AND SAVING BEHAVIOR**

**Dr.T.JAISHREE**, Assistant Professor in Commerce,  
TERF'S Academy College of Arts and Science, Tirupur

Financial literacy is increasingly acknowledged as an essential competency for individuals navigating a complex financial landscape. It empowers individuals to make more confident and effective decisions regarding their financial circumstances. This study evaluates the financial literacy levels among individuals and explores the correlation between financial literacy and financial behaviors. The findings indicate that individuals possess a moderate level of financial literacy. Furthermore, an examination of their financial behaviors revealed that most participants demonstrated moderately positive financial practices. It was also noted that enhanced financial literacy can improve individuals' capabilities to make well-informed decisions, ultimately fostering positive financial behaviors. Therefore, it can be concluded that elevating financial education levels encourages prudent economic conduct.

## **MINORITY ENTREPRENEURSHIP AND ITS IMPACT ON BUSINESS**

**Ms.G.NIVETHITHAA**, Assistant Professor, Department of Commerce

**Ms.R.D.MANIMEKALAI**, Assistant Professor in Commerce

TERF'S Academy College of Arts and Science, Tirupur.

Minority entrepreneurship has gained increasing attention in recent years due to its significant contributions to economic development, job creation, and the diversification of business landscapes. Despite the challenges faced by minority entrepreneurs, including limited access to capital, discrimination, and barriers to networks, minority-owned businesses have become crucial drivers of innovation and economic growth. Additionally, the paper explores how policy interventions and supportive frameworks can facilitate the growth of minority-owned enterprises. Minority entrepreneurship plays a crucial role in fostering economic growth, innovation, and social inclusion. In this paper, we define minority entrepreneurship as "the entrepreneur for a community, gender, personal quality, or talent". This definition expands beyond conventional racial or ethnic considerations and highlights diverse entrepreneurial experiences. The paper explores the challenges and opportunities faced by minority entrepreneurs, the impact of their contributions, and the role of policy and institutional support in fostering inclusive economic growth.

## **CUSTOMER PREFERENCE TOWARDS APP-BASED ONLINE SHOPPING A RESEARCH REVIEW**

**Mrs.G.YUGAPRIYA**, (Scholar), Assistant Professor

**Dr.K.KARUPPUSAMY**, Department of Research (Head),

TERF'S Academy College of Arts and Science, Tirupur

Over the past few decades, online shopping has grown exponentially, changing the preferences and behaviour of consumers. Innovative online shopping applications have been developed as a result of the quick expansion of e-commerce. That accommodate a range of customer preferences. Consumers now enjoy convenience, variety, and personalised experiences because to the growth of e-commerce platforms, mobile shopping apps, and technical advancements. Based on previous research studies, this review looks at the elements influencing consumers' choices for online buying. This study pinpoints important elements affecting consumer interaction and offers practical advice for enhancing app-based buying system.

## **INTEGRATING COMMERCE AND TECHNOLOGY: REVOLUTIONIZING BUSINESS**

**MOHAMMED NIYAF C**, Research Scholar (Commerce)

**Dr. JAISHREE.T**, Assistant Professor in Commerce,

TERF'S Academy College of Arts and Science, Tirupur

The swift integration of commerce and technology is reshaping the business environment, presenting both new opportunities and challenges. This amalgamation allows enterprises to utilize technological advancements, including artificial intelligence, blockchain, and the Internet of Things (IoT), to foster innovation, increase efficiency, and elevate customer experiences.

1. Digital Transformation: The integration of commerce and technology is crucial for digital transformation, enabling organizations to effectively adapt to changing market conditions and consumer demands.
2. E-commerce and Digital Payments: The adoption of online platforms and digital payment methods improves transaction efficiency, expands market reach, and enhances customer satisfaction.
3. Data-Driven Insights: The use of sophisticated analytics and data mining provides businesses with essential insights, informing strategic decision-making and promoting growth.
4. Innovative Business Models: The fusion of commerce and technology fosters the creation of innovative business models, such as subscription services and shared consumption. The combination of commerce and technology is vital for businesses to remain competitive, drive innovation, and achieve sustainable growth.

## **THE IMPACT OF MOBILE COMMERCE ON CONSUMER BEHAVIOUR AMONG WORKING WOMEN'S IN KERALA**

**ASHA P**, Research Scholar (Commerce)

**DR.P.PAVITHRA**, Associate Professor & Head in Commerce,

TERF'S Academy College of Arts and science, Tirupur

Mobile commerce has significantly transformed consumer behavior, largely due to the widespread availability of smartphones and mobile applications. This transformation allows consumers to engage in shopping at any time and from any location, providing unmatched convenience and accessibility. Consequently, shopping patterns have changed, with a notable rise in impulse buying driven by the effortless access to online retailers through mobile devices. Additionally, the integration of social media with mobile commerce platforms has fostered a more interactive and engaging shopping environment, allowing users to share their purchases and reviews within their social networks. However, this shift also poses challenges such as ensuring data security and privacy. This paper highlights influence of mobile commerce on consumer Behaviour among working women's in Kerala.

## **CUSTOMER SATISFACTION TOWARDS ONLINE TAXI SERVICE IN COIMBATORE CITY**

**Mrs.G. KARUPPATHAL**, Scholar, Department of Commerce  
Government Arts College, Udumalpet

In recent years, everything is changing online from classrooms to shopping. People are continuously searching for information, whether buying something or communicating with someone. In this instance, having a solid internet presence is critical. As a result, every business has an online presence on numerous social media platforms so that as many people as possible can contact them. Numerous taxi firms offer cab services online, and we find that booking a cab online at any time is more convenient. Accessing the service via the Internet allows us to track our journeys or positions, which is critical for our safety. The present study concentrated on the customer satisfaction towards online taxi services in Coimbatore city. For this purpose, 120 respondents were selected by adopting simple convenience sampling technique. Questionnaire was distributed to the respondents and the responses were tabulated and analyses using the statistical tools percentage analysis and chi-square test. The suggestions were made based the findings of the study.

## **INTEGRATING COMMERCE TECHNOLOGY FOR MODERN BUSINESSES**

**IRSHAD P**, Research Scholar (Commerce)  
**Dr. JAISHREE.T**, Assistant Professor in Commerce,  
TERF'S Academy College of Arts and Science, Tirupur

The swift advancement of commerce technology has significantly altered the business environment, equipping modern organizations with cutting-edge tools to improve operations, engage with customers, and foster growth. This paper examines the incorporation of sophisticated commerce technologies, including artificial intelligence, machine learning, blockchain, and omnichannel platforms, into current business frameworks. It highlights the strategic application of these technologies to enhance supply chain management, tailor customer experiences, and refine decision-making processes. Through the analysis of case studies and emerging trends, this study seeks to offer insights into how businesses can utilize commerce technology to maintain competitiveness and respond to the evolving demands of the global market.

## **ENTREPRENEURSHIP AND SUSTAINABLE DEVELOPMENT**

**JISHA K V**, Research Scholar (Commerce)

**Dr K.KARUPPUSAMY**, Department of Research,

TERF'S Academy College of Arts and Science, Tirupur

Through promoting innovation, generating employment, and accelerating economic growth, entrepreneurship is essential to advancing sustainable development. This essay investigates the relationship between sustainable development and entrepreneurship, looking at how business endeavours might support the Sustainable Development Goals (SDGs) of the UN. We go over the essential elements of sustainable entrepreneurship, such as how social and environmental factors are incorporated into company operations. We also draw attention to the opportunities and difficulties entrepreneurs have while creating sustainable company models. Our research emphasises how crucial it is to support sustainable business in order to create a more just and ecologically responsible future. Mobile usage has increased significantly in recent days, Mostly 90% of the people are using mobile phones. The usage of mobile phone had increased visibly in various ways, like communicating, internet browsing, Email, navigation, social media, mobile banking, productivity etc..

## **THE ROLE OF FINANCIAL LITERACY IN SAVINGS BEHAVIOUR OF KERALA**

**Mr. UNEEZ B**, Research Scholar (Commerce)

TERF'S Academy College of Arts & Science, Tirupur

**Dr.P .PAVITHRA**, Associate Professor & Head in Commerce,

TERF'S Academy College of Arts and science, Tirupur

Financial literacy is essential in influencing individual financial practices, especially in the area of savings. This research examines the connection between financial literacy and savings habits among Kerala expatriates residing in the Middle East. Utilizing a sample of 300 individuals and a survey methodology, the study assesses the impact of financial literacy alongside demographic factors, including gender, on savings behavior. The analysis of data was performed using the statistical software EDUSTAT, which facilitated a comprehensive and accurate evaluation of the results. The findings indicate a significant positive correlation between financial literacy and savings behavior, while differences in financial literacy were noted based on gender, although no such differences were found in savings behavior. These results highlight the importance of implementing targeted financial literacy initiatives to improve savings practices among expatriates.

**EXPLORING THE INFLUENCE -COMMERCE AND DIGITAL ENGAGEMENT ON CONSUMER BUYING PATTERNS IN THE FMCG SECTOR: A CASE STUDY OF KARUR DISTRICT, TAMIL NADU**

**S.D.ASHWINTHRAJ**, Research Scholar (Commerce)

**Dr.K.KARUPPUSAMY**, Assistant Professor and Head(Research)

TERF'S Academy College of Arts and Science, Tiruppur.

The Fast-Moving Consumer Goods (FMCG) sector in India is undergoing significant transformations, driven by the increasing adoption of digital technologies. E-commerce platforms, digital marketing strategies, and social media engagement have become integral to the way consumers make purchasing decisions. This paper explores how these digital shifts have influenced consumer buying patterns for FMCG products in Karur District, Tamil Nadu. Based on a primary survey of 300 consumers, the study reveals that a growing number of consumers in Karur are adopting e-commerce platforms for purchasing FMCG items. The influence of social media, online ads, and digital promotions is significantly reshaping consumer preferences and behaviors. The research highlights the role of convenience, price comparison, and trust in digital platforms as key factors driving purchasing decisions. The findings suggest that FMCG businesses must enhance their digital presence to stay competitive in a rapidly evolving market.

**THE STRENGTH AND PROSPECTS OF APP BASED SHOPPING IN INDIA**

**Mr. SAFVAN K**, Research Scholar (Commerce)

**Dr. JAISHREE.T**, Assistant Professor in Commerce,

TERF'S Academy College of Arts and Science

The emergence of app-based shopping has transformed the retail landscape in India, providing consumers with convenience, flexibility, and an extensive selection of products. For many, shopping is a favored activity, and this sentiment extends to online purchasing as well. This initiative aims to create a web-based interface that is user-friendly and simplifies the online shopping process, thereby enhancing consumer satisfaction. The proposed online shopping application seeks to resolve these issues by allowing users to utilize a search tool, develop various combinatorial search parameters for comprehensive searches, and engage with an interactive interface that facilitates swift navigation through different features. The app-based shopping sector in India holds considerable advantages and potential, fueled by the increasing penetration of smartphones, the rise in internet usage, and the convenience and customization that applications provide.

## **MINORITY ENTREPRENEURSHIP IN INDIA**

**Ms.K.RATHEESH KUMAR**, Research Scholar (Commerce)

**DR. P. PAVITHRA**, Associate Professor & Head, Commerce,  
TERF's Academy College of Arts & Science, Tirupur

Minority entrepreneurship plays a vital role in fostering economic growth, diversity, and social inclusion. Entrepreneurs from underrepresented communities, including racial, ethnic, and religious minorities, contribute significantly to innovation, job creation, and local economic development. However, they often face unique challenges such as limited access to capital, discrimination, and restricted market opportunities. Government policies, corporate initiatives, and community-driven programs are crucial in addressing these barriers and creating an inclusive business environment. By providing financial support, mentorship, education, and networking opportunities, minority entrepreneurs can overcome systemic challenges and achieve long-term success. Strengthening minority entrepreneurship not only promotes economic equity but also enhances cultural representation and social mobility, leading to a more diverse and sustainable business ecosystem.

## **FINANCIAL LITERACY AND SAVING BEHAVIOUR OF WORKING WOMEN AMONG PRIVATE SECTOR**

**Mrs.T.VIDHYA KRISHNA**. Research Scholar (Commerce)

**Dr.K.KARUPPUSAMY**, Department of Research (Head),  
TERF'S Academy College of Arts and Science, Tirupur

This research paper analyzes the financial literacy and saving behavior of working women, focusing on how financial knowledge impacts their ability to manage finances, make informed decisions, and develop sustainable saving habits. The study specifically examines the influence of financial literacy on the saving behavior of working women in the private sector, as their saving habits tend to be lower compared to their counterparts in the public sector. By evaluating key factors such as income, education, and financial planning practices, the research highlights the significance of financial literacy in promoting economic independence and financial security among women in the private sector. Statistical tools such as chi-square tests and correlation analysis were employed to interpret the findings. The study aims to provide insights into the relationship between financial literacy and saving habits among women in the private sector, particularly in Kerala, where working women are often less aware of available savings opportunities and challenges. It sheds light on their awareness of saving options and investment behavior based on their financial knowledge.

## **M-COMMERCE: SERVICE AND APPLICATIONS**

**S. GANESAN**, (Scholar), Assistant Professor of Commerce,  
Sri Ramakrishna Mission Vidyalaya College of Arts and Science, Coimbatore.  
**DR. P. PAVITHRA**, Associate Professor of Commerce CA,  
TERF's Academy College of Arts & Science, Tirupur

The purpose of the paper is to identify the services and applications of M-Commerce. In Mobile Commerce, buying and selling of goods and services are conducted using mobile devices, which are wireless handheld devices. Mobile commerce is the next generation of E-Commerce, enabling customers to access the internet from anywhere. Nowadays, people use mobiles not only for sending text messages or calling but also for other facilities such as web browsing, commerce, education, and so on. The network technology used in M-Commerce is based on the wireless application protocol. It helps in improving relationships with customers. As a result, M-Commerce is revolutionizing how businesses interact with consumers in the digital age.

## **A SURVEY ON MOBILE COMMERCE AND APP BASED ONLINE SHOPPING**

**Ms.R.MUTHU LAKSHMI** , II M.COM ,  
Chikkanna Government Arts College, Tirupur

The term "Mobile Commerce," or "M-Commerce," describes the buying and selling of goods via mobile devices and how simple it is for customers to do so. M-commerce encompasses digital wallets such as G Pay, phone pay, mobile device ticket booking, and brand research. Customers find mobile commerce to be incredibly persuasive and simple to purchase. New business owners can quickly launch a mobile device that is inexpensive and has a large audience. Nowadays, most of them use mobile devices because they are digital. Online shopping refers to purchasing goods via the internet. Many online stores have opened recently, which is both helpful and risky. Meesho, Amazon, Shopify, and Myntra are app-based online retailers that offer a large selection, user-friendly interfaces, and safe payment methods. The apps keep track of customer information, and users can freely voice any questions or comments in the designated section. Ultimately, it is essential to prioritize customer preferences and satisfaction.

## **MOBILE COMMERCE \$ APP-BASED ONLINE SHOPPING**

**VILVAJOTHIKA.A, II M.Com CA,  
SHARMILA.M, II M.Com CA, II M.Com CA,  
ABINAYA.L, II M.Com CA,  
TERF'S Academy College of Arts & Science, Tirupur**

The increasing prevalence of mobile shopping applications is not uniform across various purchasing contexts. To enhance our comprehension of the acceptance of mobile shopping via smartphones, this study builds upon and expands existing frameworks from the technology acceptance literature by investigating two previously overlooked dimensions. The research explores how various mobile and personal advantages (such as instant connectivity, contextual value, and hedonic motivation), customer traits (specifically habit), and risk dimensions (including financial, performance, and security risks) serve as precursors to mobile shopping acceptance. It posits that the significance of certain acceptance drivers varies depending on the perception of three mobile shopping attributes (location sensitivity, time criticality, and degree of control), while other drivers are believed to be relevant regardless of the context. From a managerial standpoint, the findings indicate which factors should be prioritized in the development of mobile shopping applications and highlight the varying importance of these factors across different application contexts.

## **TARIFFS & TRADE WARS : BUSINESS IMPACT**

**NAVEENKUMAR L, II MCOM CA,  
PREETHA S, II MCOM CA,  
TERF's Academy College of Arts and Science Tirupur**

The ongoing trade tensions and tariffs impositions have sparked intense debates among policymakers, economics, and business leaders. This paper examines the impact of tariffs and trade wars on businesses, with a focus on the economic, operational, and strategic implications. Our analysis reveals that tariffs and trade wars can have far-reaching consequences for businesses, including increased costs, disrupted supply chains, and altered competitive landscapes. Tariffs and trade wars have become increasingly prominent features of the global trade landscape. The ongoing trade tensions between the united states and china, as well as the brexit negotiations, have sparked concerns among businesses about the potential impact on their operations, profitability, and competitiveness.

# Management

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## **PRODUCT DEVELOPMENT AND INNOVATION: AN ANALYSIS OF THE IMPACT OF TRANSITION FROM FUEL-BASED VEHICLES TO E- VEHICLE**

**SATHYAPRIYADHARSHENI.V**

MBA, Bharathiar University, Coimbatore

**KAVINYAVIKASHINI.K**

MBA, Bharathiar University, Coimbatore

The transition from traditional fuel-powered vehicles to electric vehicles (EVs) signifies a significant transformation within the automotive sector, motivated by the demand for cleaner and more sustainable modes of transportation. This research examines the various stakeholders, product development initiatives, processes, and strategies employed to secure a competitive edge during this transition. Utilizing a mixed-methods approach, the study integrates a review of industry reports, academic literature, and case studies alongside an analysis of market trends and performance metrics. This comprehensive methodology offers insights into how the transition to EVs is altering market dynamics, compelling automakers to innovate in areas such as energy storage, efficiency, and design, while also addressing environmental issues and complying with governmental regulations. The analysis includes Tesla's transition from lithium-ion batteries to aluminium-iron batteries. Ultimately, the study concludes that the establishment of sustainable transportation systems will necessitate collaboration across various industries, robust policy support, customer satisfaction, and innovative approaches to harmonize technological advancement with environmental stewardship.

## **BRAND BUILDING IN BUSINESS: STRATEGIES, IMPACT AND CHALLENGES IN THE CONTEMPORARY SCENARIO**

**DR. N. KAVITHA,**

Head and Associate Professor, Department of BBA, Kangeyam Institute of Commerce,  
Nathakadaiyur

**PROF. E. SWATHI,**

Assistant Professor, Department of BBA, Kangeyam Institute of Commerce, Nathakadaiyur

Developing a brand is an essential endeavor for companies seeking to create a robust market presence, increase customer loyalty, and promote sustainable profitability. A strong brand establishes a unique identity, builds trust, and impacts consumer decisions. This research paper investigates the importance of brand development in business, analyzing primary strategies, obstacles, and practical case studies. Furthermore, the study examines current literature to illustrate the progression of branding concepts and their relevant applications in modern markets.

## **WORK-LIFE BALANCE AMONG INDIAN WOMEN ENTREPRENEURS CHALLENGES AND STRATEGIES**

**Dr.M.VELAPRIYA,**

Assistant Professor in Management, Kangeyam Institute of Commerce, Kangeyam.

For Indian women entrepreneurs, balancing work and personal obligations is a major challenge as they balance business obligations with household and social duties. In contrast to their male counterparts, they frequently have to balance both work and home responsibilities, which makes it challenging to keep a smooth balance. The study looks at the cultural, social, and economic factors that have shaped their entrepreneurial paths, highlighting the ways in which societal norms and traditional gender roles affect their capacity to successfully manage both domains techniques.

Furthermore, elements like government programs, networking opportunities, and family support are essential in enabling them to maintain their businesses while attending to their personal commitments. This study sheds light on how female entrepreneurs deal with these obstacles and create coping strategies to be successful in both fields by examining real-life stories. In the end, this study adds to the conversation on economic empowerment, gender equality, and the changing role of women-led businesses in India.

## **TRANSFORMATIONS IN BUSINESS MANAGEMENT**

**DR.G.POORNIMA**

Head and Assistant Professor, Department of Business Administration, Theeran Chinnamalai College of Arts and Science For Women, Tirupur.

Business Transformation is the process of fundamentally changing the systems, processes, people and technology across a whole business or business unit, to achieve measurable improvements in efficiency, effectiveness and stakeholder satisfaction. Business transformation is an umbrella term for making fundamental changes in how a business or organization runs. This includes personnel, processes, and technology. These transformations help organizations to compete more effectively, become more efficient, or make a wholesale strategic pivot. Business transformations are bold, seismic shifts that organizations make to accelerate change and growth beyond typical incremental advancements. The scope is broad and strategic, such as switching to new business or operating models. Organizations undertake business transformations to create additional value. It may mean unlocking the potential of employees, harnessing intellectual property and proprietary technology for other purpose, or becoming more efficient to maximize the company's potential.

## **ASSESSING WORK-LIFE BALANCE: FROM EMOTIONAL INTELLIGENCE AND ROLE EFFICACY OF CAREER WOMEN**

**Mrs. P.SATHYAKIRUBA,**

Assistant Professor, Department of BBA, Kangeyam Institute of Commerce,  
Nathakadaiyur.

**Dr. V.R.MALARVIZHI,**

Assistant Professor, Department of BBA (CA), Vellalar College For Women, Erode.

As women increasingly balance professional and personal responsibilities, achieving work life balance is critical for their well-being and job satisfaction. Emotional intelligence, defined as the ability to manage emotions effectively, plays a significant role in stress management and relationship building, which are essential for balancing work and life. Similarly, role efficacy, the belief in one's ability to perform roles effectively, influences how women handle competing demands. The study explores how both EI and RE contribute to enhance WLB by reducing role conflict and improving personal and professional satisfaction. Using surveys and interviews, the research aims to provide valuable insights into how women can develop skills to improve their WLB outcomes. It also highlights the importance of emotional and psychological factors in fostering work-life harmony. Results are expected to show that women with higher EI and RE report better balance and greater satisfaction. Implications for employers and career women will be discussed to promote supportive strategies and interventions.

## **INTERNATIONAL LOGISTICS AND SUPPLY CHAIN**

**V. V. SANTHOSKUMAR,**

Research scholar, Department of management, Park College of arts and science, chinnakarai

International logistics and supply chain management (ILSCM) is critical to the effective Flow of goods, services, and information across borders, which promotes global trade and Economic progress. As firms grow globally, ILSCM has gotten more complicated, necessitating. The flawless coordination of several processes such as procurement, transportation, warehousing, and distribution. The integration of new technologies, including as artificial intelligence, Block chain, and the Internet of Things (IoT), is altering traditional logistics systems by Increasing visibility, lowering costs, and increasing efficiency. Furthermore, geopolitical, Economic, and environmental concerns all have an impact on worldwide supply chains, necessitating the development of adaptable risk mitigation and resilience measures by firms. The Future of international logistics and supply chains will require more collaboration among Stakeholders, innovation in digital technology, and the adoption of sustainable practices.

## **WORK-LIFE BALANCE IN THE MODERN ERA, CHALLENGES AND OPPORTUNITIES OF FLEXIBLE WORK PRACTICES**

**MS.R.GIRIJA,**

Assistant Professor, School of Management, A.V.P. College of Arts and Science, Tirupur.

**Mr.P.MAHESHWARAN**

Assistant Professor& Head, Department of Management, TERF'S Academy College of Arts and Science, Tirupur.

Flexible Work Arrangements (FWAs) have emerged as a very important strategy for enhancing work-life balance. This abstract synthesizes findings from various studies to discover the versatile impact of FWAs on employees' ability to manage their specialized and personal responsibilities effectively. By examining different types of FWAs, including telecommuting, flextime, and job sharing, this research highlights both the benefits and challenges associated with these practices. The analysis reveals that FWAs significantly contribute to improved employee satisfaction, well-being, and productivity by providing greater independence in managing work schedules. However, challenges such as front line management, communication issues, and potential isolation can hinder the effectiveness of FWAs. This paper underscores the importance of understanding the varied experiences of employees across various sectors and offers practical recommendations for organizations aiming to optimize flexible work policies.

## **ENGAGING TO RETAIN: TRANSFORMING WORKPLACE CULTURE FOR LONG-TERM SUCCESS**

**Dr.S.SINDHUBAIRAVI,**

Head & Assistant Professor, School of Management, A.V.P. College of Arts and Science, Tirupur-641652.

**Ms.M.G.BANUMATHI,**

Assistant Professor, Department of Management, TERF'S Academy College of Arts and Science, Tirupur.

Cultural transformation is a critical process for organizations seeking to enhance employee engagement and retention, ultimately driving long-term success. This paper examines the interplay between workplace culture, employee behavior, and organizational performance. It posits that a positive workplace culture—characterized by inclusivity, transparency, and recognition—serves as the foundation for fostering employee loyalty and productivity. By aligning organizational values with strategic objectives, companies can create an environment where employees feel valued and motivated to contribute to shared goals. The paper outlines key strategies for effective cultural transformation, including leadership endorsement, employee involvement, transparent communication, and continuous assessment of cultural initiatives.

## **A STUDY ON THE ROLE OF TRANSPARENCY IN BUILDING BRAND TRUST**

**Dr.S. ELANGO,**

Associate Professor, Department of Management Science, .Hindusthan Institute of Technology, Coimbatore.

**DR.P. ANANDAN,**

Assistant Professor, Department of Management, TERF'S Academy of Arts and Science, Tirupur.

In today's competitive market landscape, brand trust has emerged as a critical factor influencing consumer loyalty and purchase decisions. Transparency, encompassing open communication, ethical business practices, and honest marketing, plays a pivotal role in shaping consumer perceptions and fostering long-term relationships with brands. This study explores the impact of transparency on brand trust by examining key dimensions such as corporate communication, supply chain visibility, data privacy, and ethical advertising. The study employs a mixed-methods approach, incorporating both qualitative and quantitative data to analyze consumer attitudes towards transparent business practices. Findings from this study are expected to provide insights into how brands can leverage transparency as a strategic tool to build trust and sustain competitive advantage. The implications of this research will be valuable for marketers, policymakers, and business leaders aiming to strengthen customer relationships in an era of increasing consumer awareness and demand for corporate accountability.

## **A STUDY ON THE EFFECT OF VIRTUAL REALITY ON LEARNING AND EDUCATION OF COLLEGE STUDENTS IN CHENNAI CITY**

**DR. C. NAVEEENA JASMINE,**

Associate Professor, Department of Commerce and Commerce PA, Hindustan College of Arts and Science, Coimbatore

**D. KISSVAR**

Research scholar, PG and research Department of commerce, TERF'S Academy College of Arts and Science, Tirupur

A promising tool for improving learning in a variety of educational contexts is virtual reality (VR) technology. The effects of using VR in college-level education are examined in this systematic review. In order to clarify how virtual reality affects college students' learning outcomes, engagement levels, and knowledge retention, the study synthesizes findings from previous research. They learn more about the topic thanks to virtual reality.

The purpose of this essay is to go over the advantages of virtual reality in the classroom. It states that, in comparison to traditional classroom instruction, virtual reality learning requires less teaching time. Both quantitative research and a theoretical approach have been used to comprehend the effects of virtual reality in the education sector. Students learn more about the subject thanks to virtual reality.

