

#### Patrons

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#### Convenors

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#### CO-ORDINATORS

Mrs. M.Jayanthi	HOD Computer Science
Dr. P.Pavithra	HOD Commerce
Mr. P.Maheswaran	HOD Management
Dr.K.Karuppusamy	HOD Research

#### Members

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Dr. T.Jaishree, Asst.Professor in Commerce
Mrs. M.G.Banumathi, Asst. Professor in Management
Dr. P.Anandan, Asst. Professor in Management
Dr. R. Ravikumar, Asst. Professor in Computer Science
Mrs.S.Suganya, Asst. Professor in Computer Science

### TERF'S ACADEMY

#### (TIRUPUR EDUCATION AND RESEARCH FOUNDATION)

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.

### Department of Computer Science

The establishment of the Department of Computer Science occurred in 2006. In 2007, the department expanded to include B.Sc. (Information Technology) and B.C.A programs, with an approved capacity of 120 students. The department transitioned to a Research department in 2011 with the commencement of the M.Phil program.

The Department has modern laboratory facilities and strong industry connections, offering interdisciplinary project-based learning and a unique academic curriculum. The faculty is knowledgeable and experienced, and knowledge transfer is facilitated through a wide range of extra curricular activities. Graduates of the computer science program enjoy promising job opportunities due to the field's broad applicability and flexibility. The demand for qualified computer science professionals is high in both domestic and international markets, presenting significant potential for career advancement as the industry continues to grow. This course equips students with the skills needed for careers such as software programmers, database administrators, technology consultants, and systems analysts.



## TERF'S ACADEMY COLLEGE OF ARTS & SCIENCE

(Affiliated to Bharathiar University, Coimbatore & 2F, 12B status  
Approved by UGC, Delhi)

Kovilpalayampudhur, Avinashipalayam (Po), Tirupur - 638 660.

திருப்பூர் கல்வி ஆராய்ச்சி கலை மற்றும் அறிவியல் கல்லூரி, திருப்பூர்



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

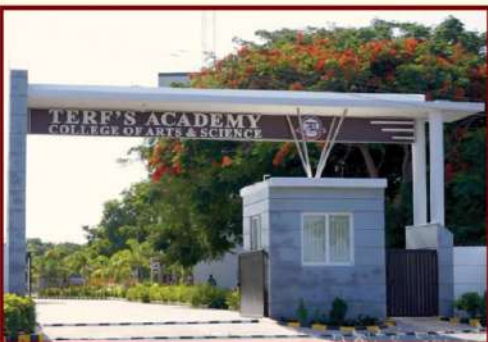
On

*Interdisciplinary Insights :  
Exploring Contemporary Research in  
Computer Science, Commerce and  
Management*

Organised by

**DEPARTMENT OF COMPUTER SCIENCE  
TERF's Academy College of Arts & Science**

8<sup>th</sup> February, 2025  
(Saturday)



## Call for Papers

Original research papers, case studies, and creative concepts pertaining to, but not limited to, the following conference subjects were encouraged to be submitted:

### Track 1: Computer Science

1. Artificial Intelligence and Machine Learning Techniques
2. Big Data Analytics and Block Chain Technology
3. Computer Graphics, Vision and Animation
4. Graph Mining, Data Mining and Data Warehouse
5. Networks, IoT and Cyber Security
6. Cluster, Cloud, & Grid Computing
7. Computational Biology & Bio Informatics
8. Data Science and Data-Centric Programming
9. Data Modeling & Semantic Engineering
10. Data, Text, Web Mining, & Visualization

### Track 2: Commerce

1. Role of chatbots in customer service
2. Integrating commerce & Technology
3. Mobile commerce & App-based online shopping
4. Ecopreneurship, its sustainable development
5. Minority Entrepreneurship
6. Neuromarketing – understanding consumer psychology
7. Key steps for start-ups
8. Tariffs & Trade wars : Business Impact
9. Provocation in the Digital Economy
10. Financial Literacy and Saving behavior

### Track 3: Management

1. Brand Building in management
2. Product Development & Innovation
3. Customization in online shopping
4. Leadership styles & Business success
5. Work Life balance in modern business
6. International Logistics & supply chain
7. Data-driven decision making in management
8. Digitalization in Human Resource
9. Culture & Ethics in Business
10. Pros & Cons of Employer Employee Relationship

## About the Conference

The global business landscape has changed in the recent decades with the digital transformation framework that has outlined the VUCA world [Volatility, Uncertainty, Complexity and Ambiguity]. Conventional business models have been reshaped to enhance customer experiences and foster innovation to stay competitive 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 intergrate the digital transformation in business.

## Conference Objective

- 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.

## Research Paper Format and Guidelines

- Authors should submit their abstract with keywords (maximum 250 words) and full research paper (maximum 5000 words).
- Include the Title, author's name, designation, affiliation, address, email address and mobile number on the title page.
- Research papers should be formatted in A4 size, Times New Roman font, font size 12 and 1.5 line spacing.
- Format references according to APA guidelines.
- Ensure that the level of plagiarism is below 20%.
- Full Papers and abstracts must be sent by email.
- After the payment, the registration will be confirmed.
- Publication consideration will only be given to research papers that are accepted and delivered at the conference.
- Every contribution will go through a thorough peer review procedure conducted by our council of experts.

## Publication of Papers

Abstracts and Full length papers may be sent to the conference@terfsacademy.edu.in. Accepted papers will be published in the conference proceedings and would be published as a book chapter in the book with ISBN and all the accepted papers will be submitted to the Scopus Indexed journal for publication in ISSN.

## Important Dates

Last Date for Abstract Submission	: 20.12.2024
Last Date for Registration	: 13.01.2025
Last Date for Submission of Full Papers	: 24.01.2025
Date of the Conference	: 08.02.2025

## Registration Link QR Code

<https://forms.gle/NK7emkJYfwvbPvceA>



## Registration Fee Details

PG Student	- ₹ 150/-
Research Scholar	- ₹ 300/-
Academic Participant	- ₹ 250/-
Industry Participant	- ₹ 1000/-
Conference is on Hybrid mode. Online Presentation Accepted.	

## Payment Details

Bank Name	: AXIS BANK
Beneficiary Name	: TERF'S Academy College of Arts & Science, Tirupur
Branch	: Tiruppur
Account Number	: 922010025322343
IFSC Code	: UTIB00000210

The Registration fee can be paid through  
NEFT (or) G-Pay

## Contact

Mr. S.Sivasubramaniam	- 97900 88881
Mrs. M.Jayanthi	- 97156 90820
Dr. P.Pavithra	- 99760 65665
Dr. K.Karuppusamy	- 96595 76010
Mr. P.Maheswaran	- 99652 02808
Dr. R.Ravikumar	- 87548 83489

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