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.

The courses B.COM (CA)., BBA., B.SC (CS)., BCA., B.SC MATHS (CA) was started in 2006.

B.SC (IT) was introduced in 2007. PG Course M.Com (CA) was introduced in the year 2010. Another section of B.COM CA was added in the year 2017. The college was upgraded as a research institution with the introduction of M.Phil and Ph.D in 2016. B.Com PA was introduced in 2022. B.Com and M.SC CS is introduced in 2025.

To meet the growing needs of the business society, there is greater demand for sound development of commerce education. Through teaching, research, and service, the College of Commerce is dedicated to developing tomorrow's leaders, managers, and professionals. This course highlights how professional accounting principles work within a business context.

An excelling department committed to produce professionals with high caliber by accelerating management education. The department plays a very crucial role in motivating young budding talents in realizing their potential. Very active in promoting the talent of youngsters, excellent performance with rich and diversified experience faculty team.

The programme provides students with a thorough education in a range of IT skills, computer networks and security, web development techniques. Its main aim is to provide Quality, technical education to tomorrow's techno crafts and software professionals to expose them to recent development, to motivate them towards success and prepare them to face the future challenges, with confidence and courage.

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

3rd National Conference
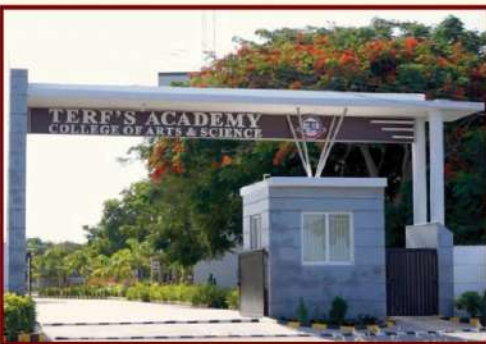
On

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

Organised by

DEPARTMENT OF COMMERCE
TERF's Academy College of Arts & Science

7th February, 2026
(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: Commerce

1. AI & Omnichannel Retail: Personalization beyond boundries
2. Q-Commerce Revolution: Building ultra-fast supply chains
3. Macro Economic Stability & Business Cycle Dynamics
4. FinTech & AI: Shaping the future of Digital Finance
5. Branding and Brand Loyalty in the Digital Age
6. Role of AI in Startup Innovation & Entrepreneurship or Opportunities & Challenges of AI adoption in Small Businesses.
7. Robo Advisors and their Impact on Investment Decisions
8. Global Trade and Geopolitics

Track 2: Management

1. Emotional Intelligence and Employee Engagement
2. Strategic Agility in a Volatile Business Environment
3. Business Model Innovation in the Digital Age
4. Role of AI in Management or Digital Transformation in Small Management Practices
5. Brand Management in a Globalized World
6. Women in Leadership Roles - Breaking the Glass Coiling
7. Trending Methodology and Pedagogy in Business Schools.
8. HR Analytics & Data-Driven HR Practices

Track 3: Computer Science

1. Quantum Computing & Big Data
2. Internet of Things (IoT)
3. Deep Learning Techniques for Natural Language Processing
4. Cyber Threat Intelligence: Techniques for Predictive analysis and Risk Assessment
5. Data Privacy Preservation Techniques in Big Data Analytics
6. Robotics
7. Transfer Learning: Techniques for Knowledge Transfer in Neural Networks
8. Automated Machine Learning (AutoML) Platforms for Simplifying Data Analysis

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 wil be confirmed.
- Presentation is mandatory either online or offline
- 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	: 30.12.2025
Last Date for Registration	: 30.12.2025
Last Date for Submission of Full Papers	: 24.01.2026
Date of the Conference	: 07.02.2026

Registration Link   QR Code

https://forms.gle/QKfaXh473BeA3Rxh9

Registration Fee Details

PG Student	- ₹ 150/-
Research Scholar	- ₹ 250/-
Academic Participant	- ₹ 250/-
Industry Participant	- ₹ 1000/-

Payment Details

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

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

Contact

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

www.terfsacademy.edu.in