



# IDHAYA COLLEGE FOR WOMEN

(Accredited by NAAC with "A" Grade (CGPA:3.15) & ISO 9001:2015 Certified Institution)  
(Recognized by UGC with 2(f) & 12(B), Affiliated to Akagappa University, Karaikudi)

AROCKIA NAGAR, SARUGANI - 630 411, Sivagangai Dt. - 630 411.

Date : 10.08.2023

## DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS INTERNATIONAL CONFERENCE

Date : 10.08.2023  
Venue : Auditorium  
Topic : E-Commerce 360°  
No. of Beneficiaries: 331

The Conference started with Tamilthai Vazhthu. **Miss.R.Sangeetha III. B.Com CA** welcomed the gathering. The session starts with the lighting the lamp by the reputed dignitaries. **Mr. G. Guru** Bank manager, Indian Bank, Sarugani Branch, inaugurated the session with his inaugural address. **Dr. C. Jothi Mary**, Principal, presided over the session with her presidential address. **Dr. R. Vijayalakshmi**, Head of the department felicitated the gathering.

The main aim of this conference was to bring together leading academicians, researchers and students to exchange and share their experiences and research outputs on all aspects of Commerce. It was also meant to provide a premier interdisciplinary platform to present and discuss the most recent innovations, trends, and concerns as well as practical challenges in the field of Commerce.

### Session I

**Resource: Dr.Jeyaraj Sonai Singaram**, Faculty of Accounting and Finance, Guangxi Minzu University, School of International Education, Guangxi University for Nationalities, China

**Title: "Trends in Accounting"**

**Time: 10.30 to 11.30 am.**



The following points were discussed

- To identify the trending IT advances which are influencing the accounting industry
- To discuss opportunities created by the latest technologies
- To portray new perils to the profession
- To identify the new skills that today's accountants need to be expert in this field.

### **Paper Presentation:**

**Chair Person: Dr. Jeyaraj Sonai Singaram & Dr. G. Nedumaran**

After this session nearly 20 students were presented their papers.

### **Session II**

**Resource: Prof. G. Nedumaran**, Faculty of Management, Department of Commerce, Alagappa University, Karaikudi,

**Title: "Digital Transformation in Marketing"**

**Time: 2 – 3 pm**

The following points were discussed

- Constructing Brand Value and Awareness.
- Improve SEO Person Techniques.
- Marketing with the help of Electronic Mail.
- Produce unique and relevant Insights regularly.
- Reduce cost prices for New Customers.

### **List of College participated in the International Conference:**

1. Anandha college, Devakottai
2. Sree Sevugan Annamalai College, Devakottai
3. Seethalakshmi Achi College for women, Pallathur,
4. Government Arts and Science College, Thiruvadanaai,
5. Government Arts and Science College, Sivagangai,

6. Government Arts and Science College, Paramakudi,

7. Syed Ammal Arts and Science College, Ramnad,

8 Dr. Zakir Husain College, Ilayangudi,

9. S.S.A Arts and Science College, A. Thekkur

Nearly 196 student participants from the nearby colleges and 135 students from our department took part in the conference.

### **Valedictory Session:**

The session starts with the prayer and the participation certificates were issued to all the participants of various Colleges. Students were eagerly participated and gave the feedback about the Conference.

Miss. **M.Suvetha III B.Com CA** delivered the vote of thanks. The Conference ended with National Anthem.



**The Principal**  
**Idhaya College for Women**  
**Arockia Nagar - Sarugani**  
**Sivagangai Dt - 630 411**



*[Handwritten Signature]*  
**The Principal  
Idhaya College for Women  
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