REGISTRATION FEE :

- ◆ **Foreign Delegates** : Rs.1500
- ◆ **Corporate People** : Rs. 500
- ◆ **Faculty Members** : Rs. 250
- ◆ **Research Scholars** : Rs. 200
- ◆ **Students** : Rs. 150
- ◆ **Inabsentia (For Faculty)** : Rs.300

- • **No TA/DA will be provided to the participants**
- • **Registration fee is not refundable at any circumstances.**
- • **Registration fee include Lunch, Refreshments & Conference Kit**

UPI	Gpay - 63819 49822	
A/C Pay	Account No	: 58730100010165
	Account Name	: Mrs. Devi P
	Account Type	: SB
	Bank	: Bank of Baroda
	Branch	: Veppampalayam
	IFSC Code	: BARB0VEPPAM
		("0" stands Zero)

Scan & Pay   Scan For Registration

PRESENTATION MODE:

1. Authors can choose to present their paper in either **offline (on-stage) or online mode**
2. Authors presenting online must complete their registration through the provided **Google Form.**
3. The o**nline link and time slot** for presentations will be shared with the presenters **prior to the conference day.**

REGISTRATION MODE :

The participants can register their entry through Google Forms. Spot Registration is available only with Prior Information.

Link for registration :

https://forms.gle/odNVc8b2wz5egeS37

(The soft copy for the call letter is available in our college website)

ORGANIZING COMMITTEE

Chief Patron : **Thiru. V.Shanmugan**
Chairman,
Sri Nandha Educational Trust, Erode.

Patron : **Thiru. S.Nandakumar Pradeep**
Secretary,
Sri Nandha Educational Trust, Erode.
Thiru. S.Thirumoorthi
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Nandha Educational Institutions, Erode.
Dr. S.Arumugam
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Nandha Educational Institutions, Erode.
Dr. S.Manoharan
Principal,
Nandha Arts and Science College, Erode.
Dr. V.C.Srinivasan
Administrative Officer,
Nandha Arts and Science College, Erode.

Convenor : **Dr. V. K.Veerakumar**
Associate Professor & Head
Department of Commerce CA (PG)

Organizing Secretary : **Dr. T. KUMAR**
Assistant Professor & Head
Department of Commerce CA (UG)

ORGANIZING COMMITTEE MEMBERS

Dr. K.S.Sudha, Assistant Professor
Dr. K.Chandra, Assistant Professor
Dr. G.Sasikaladevi, Associate Professor
Ms. A.Gokilamani, Assistant Professor
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Ms. M.Nanthini, Assistant Professor
Ms. P.Nandhini, Assistant Professor
Ms. K.Priya, Assistant Professor
Mr. V.Anandhakumar, Assistant Professor
Ms. P.Nivetha, Assistant Professor
Ms. G.Keerthana, Assistant Professor

FOR REGISTRATION ASSISTANCE

Participation :

Dr. T.Kumar (+91) 99650 22630

Presentations & Publication :

Dr. D.Rajakumari (+91) 99949 59301

conferencenasc2025@gmail.com

NANDHA ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)

Approved by UGC 12(f) & 12(B) Re-Accredited with "B+" Grade by NAAC
Affiliated to Bharathiar University, Coimbatore & AICTE Approved
Koorapalayam Pirivu, Pichandam Palayam (PO),
Erode – 638 052, Tamilnadu, India.
Phone: 04294 – 222788 | E-Mail: nandhaarts@gmail.com
website : www.nandhaarts.org

One Day International Conference
(Hybrid Mode)
on

"DIGITAL TECHNOLOGY IN BUSINESS PROCESSES :
Driving Trends and Challenges Ahead"

ICDT-BP 2025

Friday, 24th Jan, 2025

Organized
by

PG & Research Department of Commerce (CA)

NANDHA ARTS AND SCIENCE COLLEGE

(AUTONOMOUS), Erode - 52.

ABOUT THE COLLEGE

Sri Nandha Educational Trust was founded in 1992 by Thiru.V.Shanmugan, B.Com., as the Chairman cum Managing Trustee and his family members as trustees, to mould many young minds towards excellence through education. The management of Sri Nandha Educational Trust started Nandha Arts and Science College in the year 2000, barring the moto of **Learn, Serve & Succeed.** In Erode our college regained as unique position owing to its continuous efforts.

ABOUT THE DEPARTMENT

The Department of Commerce with Computer Applications was established in the academic year 2001 with a B.Com(CA) degree and upgraded to a postgraduate degree of M.Com(CA) in 2009. The department offers programs to meet the significant increase in demand for computer professionals with an accounting background. It provides both the technical skills for computer applications, accounting, and business skills of a commerce degree. It enhances students' knowledge of both the business and IT sectors and gives them considerable flexibility in their career choices. In the year 2015, the department was affiliated with an M.Phil Research degree with full-time (FT) and part-time (PT) and in 2024, department again uplifted into Post Research (Ph.D) affiliation with Full – Time and Part-Time approval. Around 400 students are currently pursuing their UG and PG courses in our department. Every year, final-year students of both UG and PG courses are provided with internship opportunities in corporate industries for learning and earning while undergoing their studies. Separate placement training is provided by mapping the current industrial needs, and 43 students were offered from IT-BPO sectors, banking and insurance, marketing, and other sectors

ABOUT THE CONFERENCE

In today's hyper-connected world, digital innovations are redefining the e-commerce landscape, empowering businesses to deliver personalized experiences, optimize operations, and drive customer satisfaction. From artificial intelligence to blockchain technology, these innovations are transforming how businesses interact with consumers, creating seamless, efficient, and engaging shopping experiences. E-commerce has revolutionized the way businesses and consumers interact, transcending traditional boundaries of time and geography. With the rapid advancement of technology, digital innovations have become the cornerstone of the e-commerce ecosystem, enabling businesses to deliver personalized experiences, optimize operations, and drive growth. This conference seeks to explore the transformative role of digital innovations in reshaping e-commerce, focusing on emerging trends, cutting-edge technologies, and strategies that define the future of online trade.

CALL FOR PAPERS

The conference provides a platform to the young academicians to prove their presentation skills in the interesting areas of the conference theme. It is preferred to get original and unpublished research work from the researchers, academicians, corporate delegates, field experts and students of various institutions. The participants are insisted to submit their manuscripts in digital format as per the guidelines. We invite the academicians and researchers to submit their manuscripts pertaining to the following suggested themes:

1. Artificial Intelligence and Machine Learning in Business Decision-Making
2. The Role of Big Data Analytics in Business Planning
3. Digital Payment Systems and E-Commerce Innovations
4. Digitalization and its Impact on Traditional Business Practices
5. Cybersecurity Challenges in the Digital Era
6. Fin-tech inclusions and their impact on E-Business.
7. Digital Transformation in Banking and Financial Services
8. Virtual Reality (VR) and Augmented Reality (AR) in Customer Experiences
9. Ethical Considerations and Data Privacy in Digital Business
10. E-commerce Innovations and Emerging Business Models
11. Blockchain Technology and its Role in Business Management
12. The Impact of Big Data Analytics on Business Decision-Making
13. Cybersecurity Challenges in Digital Business Operations
14. Social Media Marketing and Consumer Engagement
15. Internet of Things (IOT) in Enhancing Operational Efficiency
16. Ethical Considerations in Digital Business Transformation
17. Sustainable Business Practices through Digital Solutions
18. Digital Transformation in Small and Medium Enterprises (SMEs)
19. Regulatory and Legal Frameworks for Digital Businesses
20. Future Trends in Digital Technology for Global Business Expansion

IMPORTANT DATES

Last Date for Abstract Submission	Last Date for Full Paper Submission and Registration	Conference Date
18.01.2025	21.01.2025	24.01.2025

Guidelines for the Paper Submission:

1. Original and unpublished research work that should not exceeding 3000 words or 5 pages including references, tables and figuers can be submitted.
2. Abstract should contain five key words not exceeding 300 words.
3. Abstract and Full paper must contain Author's Name, Designation, Official Address, E-mail Id and Mobile Number.(Mandatory)
4. The authors are requested to send the abstract and full paper in the following Format : **Font : Times New Roman, Font Size : 12 , Line Spacing 1.5 and All Side Margin Set to 3 CM**
5. Maximum of two authors will be entertained for a paper.
6. Each author should register their entry separately.
7. The participants can choose their presentations either offline or online mode(Instruction will be given in Google form).
8. Conference is held through **hybrid mode.**
9. The best paper presenter will be awarded.
10. Certificates will be provided only for the registered participants.
11. All the selected papers will be published in the conference proceedings with ISBN number.
12. The paper submission must be made in both Word File and PDF format sent through the following mail ID.

conferencenasc2025@gmail.com

CONFERENCE PUBLICATIONS

All reviewed conference paper will be published in the book proceeding (Abstract/Full Paper) with ISBN.

PAPER	SOFT COPY	BOOK PRINT
Publication in ISBN Book	Rs.300	*Rs.600

*A print copy of one set will be provided for one article