



VIRUDHUNAGAR HINDU NADARS' SENTHIKUMARA NADAR COLLEGE



ESTD:11-08-1947

An Autonomous Institution, Affiliated to Madurai Kamaraj University

Accredited with 'A+' Grade (5th Cycle) by NAAC

Ranked 95th in College Category by NIRF 2024

Virudhunagar- 626 001, Tamil Nadu.

DEPARTMENT OF COMMERCE (CA) SF

ONE DAY INTERNATIONAL CONFERENCE

On

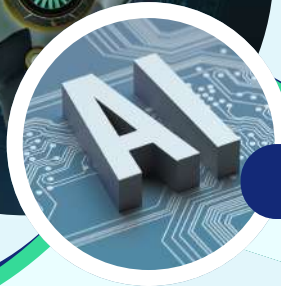
THE GENERATIVE AI IN ECOMMERCE,
EDUCATION, BANKING AND FINANCE
(HYBRID MODE)



28.02.2025

9:30AM-3:30PM

COE Hall



Register Now



ABOUT THE COLLEGE

Virudhunagar Hindu Nadars' Senthikumara Nadar College, the sanctum of knowledge was founded in 1947. Ever since, the awe-inspiring institution with its celestial vision has been shaping every generation to reach skylights in their lives. The Institution has attained an eminent status with 26 UG, 15 PG and 11 Ph.D programme. The UGC granted Autonomous status to the institution in 2012. The college is accredited with A+ Grade by NAAC in the fifth cycle of accreditation. The institution has secured 95th rank in NIRF Ranking 2024 in college category by the Ministry of Human Resource Development, New Delhi. To add few more feathers to its cap, the college has been recognised as a DST – FIST sponsored college and DBT STAR College. Today after 78 years of its inception, VHNSN College has grown from strength to strength, scaling new heights and crossing many milestones on the academic road. The College of 150 acre campus comprises of sufficient infrastructure, to satisfy the need of curricular, co-curricular and extra-curricular activities.

ABOUT THE DEPARTMENT


The department of Commerce CA (SF) was instituted in 2009 with enormous vision to flourishing knowledge in the field of commerce with computer application. The department of Commerce CA (SF) is offering B.Com (CA) and M.Com (CA) Courses.

ABOUT THE CONFERENCE

Artificial Intelligence (AI) is revolutionizing industries worldwide with e-commerce, education, banking and finance being among the sectors undergoing profound transformations. Through generative AI, e-commerce platforms can create tailored product suggestions based on individual preferences, streamline customer support with AI-powered chatbots for real-time assistance. As Generative AI continues to evolve, its impact on e-commerce will only grow stronger. AI also automates grading and scheduling to free up teachers' time, and interactive tools make learning more engaging. Generative AI in banking and finance plays a pivotal role by enhancing data analysis, predicting trends and fraud risks, and improving customer engagement. This conference aims to explore the integration of AI in these key industries, addressing innovations, challenges and opportunities.

CALL FOR PAPER

Original research papers are invited from the authors for publication in the **International Journal of Current Science Research (IJCSR) e-ISSN:2454-5422** and **International Journal of Business and Economics Research (IJBER) e-ISSN:2455-3921**. All papers will be accepted for publication after checking plagiarism.



AI in Banking and Finance

- AI-Powered Risk Management
- Fraud Detection and Prevention
- Personalized Banking Services

AI in Information Technology and Management

- AI in Cybersecurity
- Intelligent Data Management
- Cloud Computing
- The Future of AI in IT

AI in e-Commerce

- Personalization and Customer Experience
- Predictive Analytics in eCommerce
- Marketing and Advertising
- AI for Pricing Strategies

AI In Education

- AI Tools for Creating Presentation
- AI Tools for PDF Reading
- AI Tools for Research Activities

Paper Submission

Font: Times New Roman,

Font Size : 12(New document) , 18(Title) ,
10(Author & Corresponding Author Details),
Line Space:1.5

- Full paper along with the abstract can be submitted to the email:

ccaconference25@gmail.com

- For Hard Copy, Additional Cost of **Rs.350/-** Per Book.
- Soft Copy will be sent to your registered mail.
- Two Authors are allowed for each Paper.
- Last Date for Submission of Paper: **25-2-25.**
- **Best Paper Award will be given**

Registration Fees: (Including GST 18%)

CATEGORY	PARTICIPATION ONLY	WITH PUBLICATION
Faculty	350	700
Research Scholars	300	700
Students	250	500

PAYMENT DETAILS

The registration fee is to be paid to the Account

Name: Treasurer VHNSN college Paripalana Sabai

Bank Account Number: 004100050150154

Bank Name: Tamilnad Mercantile Bank Ltd.

Branch: Virudhunagar

IFSC Code: TMBL0000004

Resource Persons

Session-I



Dr. Ferdin Joe John Joseph

Global Training Advisor,
Alibaba Cloud,
Singapore.

Title: Introducing Alibaba
Cloud for Generative AI



Mr. Gavaskar S^{M.Tech(IT)}

Assistant Professor(Ad-Hoc),
Alibaba Cloud MVP,
Department of CSE,
SRM University,
Andhra Pradesh.

Title: Generative AI In
e-Commerce and Banking.

Session-III



Mr. M Maheswarakumar

Sr.Consultant,
HCL Tech, Madurai Cloud
Infrastructure Architect.

Title: Generative AI In
Finance Sector



Mr. M. Sivasankar^{M.Sc.,M.Phil.,SET}

Asst.Prof of Commerce (CA) SF,
V.H.N.S.N College (Autonomous)
Virudhunagar.

Title: Generative AI In Education

Session-IV



Thiru U.S.M. Sampathkumar
President



Thiru A.S.P.K.R.R. Ramasamy
Vice-President



Tmt. S. Daisy Rani
Vice-President



Thiru O.M.S.R.J. Mahesh Babu
Secretary & Correspondent



Thiru M.D. Kumaran
Treasurer



Chairman
Dr. A. Sarathi
Principal



Co-Chairman
Dr. A. Kalidass

Co-ordinator, SF - Programmes

Organising Secretary

Dr. J. Vimal Priyan
Head & Assistant Professor

Convenor

Mr. V.M. Kannan
Assistant Professor

Conference Co-Ordinator

Mr. A. Nagavaratharajan
Associate Professor



Further Contact
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Organising Members

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Mrs. B.Abirami., Asst. Prof.

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Dr. G. Ram Raj., Asst. Prof.

Mrs. R. Maheswari., Asst. Prof.

Mrs.M.Saraswathi., Asst. Prof.

Mrs.R.Mercy., Asst. Prof.

Dr.V.Karthigai Selvan., Asst. Prof.

Mr.M.Naveenraj., Asst. Prof.