

Programme Schedule Day I - 24.08.2026
Inaugural Session - 10.00 AM to 11.00 AM

Mahrool Farwis

Senior Lecturer, Department of Accountancy & Finance, Faculty of Management and Commerce, South Eastern University of Sri Lanka

Dr. M.I.M. Riyath

Senior Lecturer, Department of Accountancy & Finance, Faculty of Management and Commerce, South Eastern University of Sri Lanka

Dr. D. Kumaresan

Professor and Director, School of Commerce, KSR College of Arts and Science for Women, Tiruchengode

Day II - 25.08.2026 10.00 AM

Dr. Razana Juhaida Johari

Director, Centre for Academic Leadership, Institute of Leadership & Development (ILD), Universiti Teknologi MARA & Professor of Accounting (Audit & Corporate Governance), Universiti Teknologi MARA Malaysia

Dr. K. Balasubramanian

Assistant Professor, School of Commerce, JAIN (Deemed-to-be University), Kochi, Kerala

Dr. R. Muthulakshmi

Associate Professor, School of Commerce, JAIN (Deemed-to-be University), Kochi, Kerala

Dr. S. Muthulakshmi

Associate Professor of Commerce, VHNSN College (Autonomous), Virudhunagar

Dr. L. Joshua Paul Moses

Head & Assistant Professor of Management Studies VHNSN College (Autonomous), Virudhunagar

Valedictory Function (02.35 PM – 03.30 PM)

Registration Fees for Paper Presentation

Student: Rs. 250/- (Including 18% GST)
Research Scholar, Faculty and Industrialist:
Rs. 450/- (Including 18% GST)

Registration fees for Publications Hard Copy:

ISBN Rs. 500/- (Including GST 5%)
E-ISSN Rs. 900/- (Including GST 5%)
Selected papers will be published in ISBN Edited Book / International Journal of Business and Economics Research (IJBER) **e-ISSN: 2455-3921. DOI Number will be provided for E-ISSN Journal**

VHNSN College Managing Board

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
Dr. A. Sarathi	Principal & Chairman

Conveners

Dr. S. Selvanathan Head & Assistant Professor	Dr. T. Suguna Assistant Professor of Management Studies
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Co-Ordinators

Mr. V.M. Kannan, Assistant Professor of Computer Science
Mr. R. Balaji, Assistant Professor of Commerce (SF)

Organising Committee Members

Dr. A. Gowsalya, Assistant Professor of Commerce (SF)
Mr. K. Raja Assistant Professor of Tamil (SF)

For Further Details Contact

Dr. S. Selvanathan Dr. T. Suguna
Cell : 9843439197 Cell : 7708676756
Email id: commercesf@vhnsnc.edu.in

Payment Details:

A/c Name : Treasurer, VHNSN COLLEGE
A/c Number : 004100140450032
Bank Name : Tamilnad Mercantile Bank Ltd.
Branch : Madurai Road, Virudhunagar
IFSC Code : TMBL0000004

***Please Convey your consent for participation on or before: 22.08.2026.**

Spot Registration also be accepted.
GPay / Online Payment Only Accepted.

Participants : Commerce, Management & Economics, Discipline UG/PG Students, Research Scholars, Faculties and Industrialists.

General Instructions : Registration Fees include Lunch and Refreshment. No T.A./D.A will be provided.



VIRUDHUNAGAR HINDU NADARS'
SENTHIKUMARA NADAR COLLEGE
(AUTONOMOUS)

(An Autonomous Institution, Affiliated to Madurai Kamaraj University)
Accredited with 'A+' Grade (5th Cycle) by NAAC
Virudhunagar 626001, Tamil Nadu

Department of Commerce (SF)

Organises

2nd International Conference

on

"Empowering India Through Advancing Sustainable Development Goals for Viksit Bharat@2047"

24.08.2026 & 25.08.2026

VIKASIT BHARAT@2047
Way Towards Self-Reliance



Venue: KPSVD Auditorium
Virudhunagar Hindu Nadars'
Senthikumara Nadar College (Autonomous)
Virudhunagar, Tamil Nadu, India

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 19 UG, 13 PG and 11 Ph.D Programmes. The UGC granted Autonomous status to the institute on 2012. The College is accredited with 'A+' Grade by NAAC in the fifth cycle of accreditation. To add few more feathers to its cap, the College has been recognized as a DST - FIST sponsored College and DBT STAR College. Today, in the 80th year of its inception, VHNSN College has grown from strength to strength, scaling new heights and crossing many milestones on the academic road. Even a casual glance at the campus of this college will speak volumes for its multidimensional development. The sprawling campus dotted with lush green trees, the imposing and massive buildings, sophisticated infrastructure with the state of art and technology, computerized laboratory, well-stocked and equipped library, committed and competent team of staff and the enlightened management has collectively transformed this great institution into a towering colossus, standing astride and the pinnacle of academic excellence. The College of 150 acre campus comprises of sufficient infrastructure, to satisfy the need of curricular and extra-curricular activities.

About the Department

The Department of Commerce (SF) was established in the year 2018 with 6 qualified and experienced faculty members dedicated in maintaining academic excellence and equipping students with various skills to face the challenges of today's business scenario. The Department frequently organizes various FDP Programmes, Health Awareness Programmes, Guest Lectures, GST Workshops, Enhancement of Communication Skills, Entrepreneurial Skill Development Programme and Research Development Programmes to develop the skills that are needed to evaluate potential career paths. The department has also conducted an International Conference in 2024 for the benefit of students and faculties.

About the Conference

Viksit Bharat 2047 is India's vision of becoming a developed nation by the centenary of its independence. A key initiative under this vision, the **Viksit Bharat Challenge**, encourages students, researchers, innovators, and young minds to present creative ideas and practical solutions for building a stronger, more inclusive, and globally competitive India. The International Conference provides an ideal platform to discuss innovative research, emerging challenges, and sustainable development strategies that contribute to realizing the vision of **Viksit Bharat 2047**.

Sub Themes : Marketing

Integrated marketing communication :

- Digital Transformation in Marketing and Advertising
- Digitalization of Business Relationships
- Cross-Channel and Omnichannel Marketing
- Digital Marketing and Advertising

Sub Themes : Finance

- Digital Banking and Mobile Applications
- Emerging Trends in Digital Payments
- Integration of Accounting with E-Wallets
- GST and Direct Tax Reforms

Sub Themes : Sustainable

- Sustainable Economic Growth and Inclusive Development
- Digital India and Technological Innovation
- Green Finance and Sustainable Investments
- MSMEs and Entrepreneurship for Viksit Bharat
- ESG Reporting and Corporate Sustainability
- Women's Empowerment and Gender Equality
- Smart Cities and Sustainable Urban Development
- Rural Development and Sustainable Agriculture
- Artificial Intelligence for Sustainable Development

- Social Innovation and Community Development
- Sustainable Supply Chain Management
- Sustainable Tourism Development

Sub Themes : Business

- Digitalization of Business
- Internet of Things (IoT)
- Corporate Governance and Corporate Social Responsibility (CSR)
- Entrepreneurship and Start-ups
- Supply Chain Management and Logistics
- Industry-Specific Business Practices

Sub Themes : Entrepreneurship and Digitalization

- Digitalization of Business
- Internet of Things
- Corporate Governance and Corporate Social Responsibility
- Entrepreneurship and Start-Up
- Supply Chain Management & Logistics
- Industry Specific Business Practices.

Note: Any other topics related to this conference title are accepted.

Guidelines for Full Paper Submission

Spacing: 1.5, Font: Times New Roman, Font Size: 12 Points, Margin of one inch all around.

Title Page: The title page of manuscript must include the title of the theme, names of authors including the Corresponding Author, Affiliations, Contact numbers & email id for author and Co-author(s).

Full paper along with the abstract should be submitted through E-mail commercesf@vhnsnc.edu.in on or before **22nd August 2026**.

Registration Link:

<https://forms.gle/DeK9yABrFDrpAcDz8>

Best Paper Award*

The Best Paper award will be given to Student/ Research Scholar / Faculty on the basis of the quality of the paper and their best presentation during the session.

*Online / Offline presentation available. Only offline presenters will be considered for Best Paper Award.

 **Register**

