

CHIEF PATRONS

Thiru.S.Namperumalsamy – President, Theni Kammavar Sangam

Thiru.B.Dhamocharan – Secretary, TKSCAS.

Thiru. R. Vasudevan - Treasurer, TKSCAS.

PATRON

Dr.R.S.Vetrivel, Principal, TKSCAS.

CONVENERS

Dr. L. Mythili, Head / Department of Commerce, Banking & Professional Accounting

Dr.S.Jeyalakshmi, Head / Department of Commerce with Computer Applications

Dr.R.Vijaya Rajya Synthia, Head / Department of Business Administration

ORGANIZING SECRETARIES

Dr.R. Vairam, AP/ Department of Commerce

Mr.V.Prabhukumar, AP/ Department of Commerce with Computer Applications

Mrs.R.Jeya, AP/ Department of Business Administration

COORDINATORS

Mrs. R.Selvanachiyar, AP/ Department of Commerce

Dr.P.Ramya, AP/ Department of Commerce with Computer Applications

Dr.C.Prabakaran, AP/ Department of Business Administration

ORGANIZING COMMITTEE MEMBERS

1.Mr. S.Kannan, AP/ Department of Commerce

2.Mr .M.Raveendran, AP/ Department of Commerce

3.Mr .N.Vijayaanth, AP/ Department of Commerce

4.Ms .T.Krishnapriya, AP/ Department of Commerce

5.Mrs .R.Naganandhini, AP/ Department of Commerce

6.Mr. C.Sundharam, AP/ Department of Commerce with Computer Applications

7.Mrs.A.Sunganyadevi , AP/ Department of Commerce with Computer Applications

8.Ms.P.Nandhini, AP/ Department of Commerce with Computer Applications

9.Ms.S.Saravanapriya, AP/ Department of Commerce with Computer Applications

10.Mr.M.Saran, AP/ Department of Commerce with Computer Applications

11 Mrs.D.Priyanka, AP/ Department of Business Administration

ADVISORY COMMITTEE

Dr.K. Manikandan., MA., Ph.D.,

Associate Professor /Department of Economics,
Gandhigram Rural Institute,
(Deemed to be University)Gandhigram - Dindugul

Dr. G. Suresh., M.Com., M.Phil., Ph.D.,

Assistant Professor/Department of Accounting & Finance,
Symbiosis Institute of Business Management, Bengaluru.

Dr.G. Rengarjan., M. Com., M.Phil., PGDCA., MBA., Ph.D.,

Associate Professor /Department of Commerce,
CMS College of Science and commerce,Coimbatore.

Dr. P. Ponramu., M.Com., MBA., LLB., M.Phil., Ph.D.,

Assistant Professor/Department of Commerce,
Sri Meenakshi Government College for Women, Madurai.

Dr. R. Aravind Rajasekar., B.E., DEVE.,

Managing Director, Miyas Food Chain, Madurai.

REGISTRATION DETAILS

S. No	Category	Participation	Presentation	Publication
1	Scholars & Academicians	₹ 250	₹ 350	₹ 750
2	Industrialist	₹ 500	₹ 750	₹ 1000
3	Students (UG & PG)	₹ 250	₹ 350	₹ 750

Registration Link:

<https://forms.gle/NejYUNRV2q55jwik7>

GPay : 9003737538

Contact : 8973369708
8098065251



THENI KAMMAVAR SANGAM
COLLEGE OF ARTS AND SCIENCE

Approved by Govt. of Tamil Nadu | Affiliated to Madurai Kamaraj University

Recognized under section 2(f) of the UGC Act, 1956

KODUVILARPATTI, THENI- 625 534.



NATIONAL CONFERENCE ON TRANSFORMING BUSINESS, COMMERCE AND ECONOMIC RESILIENCE WITH AI



NCTBCERAT'26

23rd JANUARY - 2026

ORGANISED BY

DEPARTMENT OF COMMERCE,
COMMERCE WITH COMPUTER APPLICATIONS
&
BUSINESS ADMINISTRATION

ABOUT THE COLLEGE

Theni Kammaavar Sangam College of Arts & Science is an offshoot of Theni Kammaavar Sangam. The institution was established with the noble objective of providing quality education to the socially and economically challenged sections of theni district at an affordable cost. The College was established in 2009 with four undergraduate courses. At present, the college offers 14 UG, 07 PG courses and Certificate courses such as PGDCA & DCA.

ABOUT THE DEPARTMENT

Departments of Commerce, Commerce with Computer Applications and Business Administration, were established in the year 2009 collectively strive to impart academic excellence and promote a culture of research, innovation, and professional integrity. These departments are committed to nurturing competent graduates and postgraduates with the knowledge and skills required to meet the evolving demands of global business and industry. The Department of Commerce with Banking and the Professional Accounting, established in 2014 and 2021 respectively, equips learners with advanced competencies in accounting, auditing, taxation, and financial management. The curriculum is carefully structured to meet the expectations of the corporate world and the evolving requirements of professional pathways in the accounting domain. It also provides specialized knowledge in banking operations, financial services, investment systems, and regulatory frameworks. The programmes aim to prepare students for dynamic roles in the banking and financial services sector, fostering both theoretical understanding and practical expertise.

The Postgraduate Department offering M.Com and M.Com (Computer Applications) was established in 2017 with the objective of providing advanced academic training and research-oriented learning in the fields of commerce, finance, and applied computing. Since its inception, the department has consistently worked toward producing competent postgraduates equipped with specialized knowledge, analytical skills, and strong professional values.

THEME OF THE CONFERENCE

The National Conference on Transforming Business, Commerce, and Economic Resilience with AI aims to explore the pivotal role of Artificial Intelligence in reshaping modern business ecosystems and strengthening economic sustainability. The theme focuses on identifying AI-driven innovations that enhance decision-making, operational efficiency, financial intelligence, customer experience, and strategic growth within the domains of commerce and business management.

The conference provides a platform for academicians, researchers, industry experts, and students to discuss emerging AI applications—ranging from predictive analytics, automation, and digital finance to supply chain intelligence and entrepreneurial innovation. Through knowledge sharing and collaborative dialogue, the conference seeks to highlight how AI can drive resilient, adaptive, and future-ready economic systems. The departments support the theme by showcasing AI-driven studies, commercial insights, financial analyses, and technology-enabled business solutions.

Their collective involvement strengthens the conference by promoting innovation, interdisciplinary learning, and meaningful academic collaboration.

CONFERENCE SPEAKER



Dr. B. Muthu Pandian
Assistant Professor
Department of Commerce
School of Professional Studies
Sikkim University
(A Central University)
Gangtok, Sikkim (East).



Dr. R. Alagesan
Dean of Students Affairs
Assistant Professor
Department of Economics
Mannar Thirumalai Naicker
College (Autonomous),
Madurai.

FORMAT & SUBMISSION GUIDELINES

- Abstract** : Must be between 200-300 words.
Format : Use standard A4 with two-column format.
Font : Times New Roman (14 pt for the title and 12 pt for the main text), with 1.5 line spacing.
File : Submit in MS-Word compatible text format.
Format : The paper should be 5 – 8 pages long.
Length : The manuscript must not have been previously published or accepted elsewhere.
Originality :
Selection : Paper will be peer-reviewed by the committee and the accepted paper will be notified through e-mail.

Only selected participants will present their paper. The full paper should be submitted as per the given specifications to nctbcera126@gmail.com within the stipulated deadline.

The topics of interest for the **NCTBCERA1'26** focus on innovative, application-oriented, and research-driven contributions. Submissions from related emerging domains beyond the list below are also encouraged.

BUSINESS & COMMERCE WITH AI

- AI in Business Decision-Making
- AI-Driven Financial Analytics
- Digital Commerce & E-Business Models
- Automation in Business Processes
- AI in Banking & Insurance
- AI-Based Supply Chain & Logistics
- Customer Relationship Management with AI
- Intelligent Marketing & Consumer Insights
- Predictive Analytics for Business Growth

ECONOMIC RESILIENCE & POLICY

- AI for Economic Forecasting
- AI in Public Policy & Governance
- Smart Cities & Digital Economy
- AI for Sustainable Development
- Risk Analytics & Crisis Management
- Economic Impact of Automation

AI TECHNOLOGIES & APPLICATIONS

- Artificial Intelligence
- Machine Learning
- Deep Learning
- Generative AI
- Explainable AI
- Reinforcement Learning
- Data Analytics & Data Science
- Big Data Applications
- Cybersecurity & AI
- FinTech & AI-Driven Financial Systems
- Blockchain & Digital Transactions
- Cloud / Edge / IoT Applications
- Robotic Process Automation (RPA)

MODERN COMMERCE & INNOVATION

- AI in Accounting & Auditing
- Retail Tech & Smart Commerce
- E-Governance and Digital Transformation
- AI-Enabled HRM & Workforce Analytics
- AI in Operations & Quality Management
- Sustainable and Green Business Technologies
- AI-Driven Entrepreneurship & Start-up

IMPORTANT DATES

- Abstract Submission** : 25.12.2025
Last date for Full paper submission : 05.01.2026
Last date for Registration : 15.01.2026
Last Date for Camera Ready & Submission : 20.01.2026
Conference : 23.01.2026