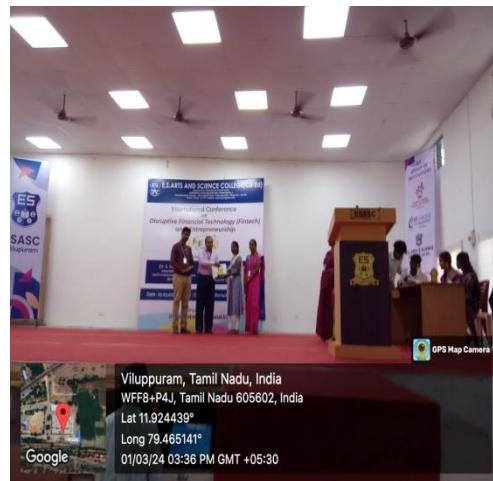


Department of Commerce

Three staff members & one student participated and presented a paper in the International Conference “Disruptive FinTech & Entrepreneurship” held on 01.03.2024 at ES Arts & Science College (Co-Ed), Villupuram. S.Gayathri from II M.Com got II prize in paper presentation.



<p>PROGRAMME SCHEDULE</p> <p>09:15 am – 10:00 am : Registration 10:00 am – 10:30 am : Inaugural Session</p> <p>Lighting of Lamp : Dignitaries on the Dais Welcome Address : Prof. P. Rajalakshmi Head of Commerce</p> <p>Special Address : Dr. R. Muralidharan Principal, ESSK</p> <p>Presidential Address : Shri. S. Senthil Kumar Chairman, ESSK Group of Institutions</p> <p>Introduction of Chief Guest : Dr. S. Selvakumar Devi - Commerce ESSK Group of Institutions</p> <p>Inaugural Address : Dr. S. Manikandan Associate Professor, MATS Institute of Management Bengaluru.</p> <p>Technical Session - I 10:30 am – 11:45 am : Dr. S. Manikandan Associate Professor</p> <p>11:45 am – 12:00 pm : Tea Break</p> <p>Technical Session - II 12:00 pm – 01:15 pm (Online Mode) : Dr. Manjula Veenabhadrappa Department of Business Studies University of Technology & Applied Science, Oman</p> <p>01:15 pm - 2:00 pm : Lunch Break</p> <p>Technical Session III 02:00 pm – 03:00 pm : Paper Presentation</p> <p>03:00 pm – 03:30 pm : Valediction</p> <p>Vote of Thanks : Ms. P. Lavanya Assistant Professor, ESSK</p> <p>National Anthem</p>	<p>CHIEF PATRONS</p> <p>Shri. E. Sureshkannan Chairman, ESSK Group of Institutions</p> <p>Shri. S. Senthil Kumar Chairman, ESSK Group of Institutions</p> <p>Shri. S. Manikandan Head of Commerce, ESSK Group of Institutions</p> <p>PATRON Dr. R. Muralidharan Principal, ESSK</p> <p>CO - PATRONS Dr. R. Venkatesh Vice Principal, ESSK</p> <p>Dr. S. Selvakumar Associate Professor & Head of Commerce, ESSK</p> <p>CONVENOR Prof. P. Rajalakshmi Associate Professor of Commerce, ESSK</p> <p>ORGANIZING MEMBERS Dr. S. Geetha Kumar Assistant Professor, Department of Commerce ESSK</p> <p>Mr. S. Dharmaraj Assistant Professor, Department of Commerce ESSK</p> <p>Mr. M. Deep Kumar Assistant Professor, Department of Commerce ESSK</p> <p>Ms. P. Lavanya Assistant Professor, Department of Commerce ESSK</p> <p>ADVISORY COMMITTEE Dr. C. Sathish Associate Professor & Head of Commerce MATS Institute of Management Bengaluru</p> <p>Dr. S. Manikandan Associate Professor & Head of Commerce MATS Institute of Management Bengaluru</p> <p>Dr. S. Chandrasekhar Associate Professor & Head Department of Arts and Science Government College of Arts and Science Villupuram</p> <p>Dr. B. Nandha Kumar Assistant Professor & Dean Faculty of Business and Commerce, University of Jaffna, Trincomalee, Sri Lanka</p> <p>Prof. Dr. Raveendran Professor Raj Business School, Faculty of Management Sciences Durban University of Technology, ML Surfer Campus Durban, Africa</p>	<p>E.S. ARTS AND SCIENCE COLLEGE (Co-Ed) Patronized by Government of Tamil Nadu (Affiliated to Annamalai University & R.S.No. 355/1) E.S.K. Group of Institutions, Villupuram - 605 401.</p> <p>The Management, Principal, Faculty and Students Cordially invites you to grace the occasion</p> <p>Department of Commerce Organizing International Conference on Disruptive Financial Technology (Fintech) and Entrepreneurship</p> <p>01st March, 2024</p>	<p>ABOUT THE GROUP ESSK Educational Chain was established in the year 1983 by the Government of Tamil Nadu, Government of Kerala and Kerala Education Society, Trivandrum. ESSK Group of Institutions is an institution of Excellence to promote and impart education through advanced and innovative education with Vision National Annual College for Women, E.S. Arts & Science College (Co-Ed), ESSK College of Planning & Management Studies, ESSK College and National Annual College of Education. To promote the young entrepreneurs and startups ESSK Ventures was initiated and it is functioning effectively.</p> <p>ABOUT THE INSTITUTION E.S. Arts and Science College is a multidisciplinary institution started in the academic year 2016. Currently, it is affiliated to Annamalai University, Chidambaram. The objective of the college is to emerge as an institution of Excellence by providing quality education to the next poor and the first generation learners of the region to empower them and to make them more employable and economically strong among the world leaders. The premier institution is the only college located within the Villupuram Metropolitan Link. The college was established on 10th July 2016 with the under graduate degree courses (BA (English), B.Com (General), B.Sc. (Physics), B.Sc. (Mathematics) and B.Sc. (Computer Science) with 300 students. Within a span of six years, the college has grown to offer 16 under Graduate Courses and 1 has started Online Courses. The last year students completed and some institutions at ESSK help the students to ascertain their potential and accord to the requirements and the development of our nation.</p> <p>Offering courses in the following streams</p> <table border="0"> <tr> <td>Arts</td> <td>B.A. English, B.A. History</td> </tr> <tr> <td>Physical Science</td> <td>B.Sc. Physics, B.Sc. Chemistry</td> </tr> <tr> <td>Life Science</td> <td>B.Sc. Botany, B.Sc. Biotechnology</td> </tr> <tr> <td>Computer Science</td> <td>B.Sc. Mathematics, B.Sc. Computer Science, B.Sc. Artificial Intelligence</td> </tr> <tr> <td>Media & Design</td> <td>B.Sc. Visual Communication, B.Sc. Interior Design and Decor</td> </tr> <tr> <td>Commerce</td> <td>B.Com (General), B.Com (Computer Applications), B.Com (Open Electives), B.Com</td> </tr> </table>	Arts	B.A. English, B.A. History	Physical Science	B.Sc. Physics, B.Sc. Chemistry	Life Science	B.Sc. Botany, B.Sc. Biotechnology	Computer Science	B.Sc. Mathematics, B.Sc. Computer Science, B.Sc. Artificial Intelligence	Media & Design	B.Sc. Visual Communication, B.Sc. Interior Design and Decor	Commerce	B.Com (General), B.Com (Computer Applications), B.Com (Open Electives), B.Com	<p>ABOUT THE DEPARTMENT The Department of Commerce was established in the year 2016. The Department aims at providing quality education in Commerce through the graduate programme. Highly qualified professors with recent teaching experience in their respective departments, in-house conferences among the students to make themselves experts in the field of Accounting, Entrepreneurship skills, Stock Exchange, Trade, Management etc....</p> <p>The Department also creates a great platform for the students to fulfil their career by organizing campus interviews and guidance for higher education. The Department enhances practical knowledge in the students by conducting various extracurricular activities of experts and professionals from different organizations. Apart from regular classroom teaching, the department made the students by arranging learning training at various reputed institutions and companies to make them more adaptable to the industrial world.</p> <p>ABOUT THE CONFERENCE A new wave of technological innovation, popularly called "Fintech", is accelerating radical transformation in the financial sector. Fintech leverages the explosion of big data of individuals and firms, advances in Artificial Intelligence, Computing Capabilities, Mobile-Phone Automation (MFA), Distributed Ledger and Cloud Technologies. Copywriting and many more disruptive innovations, which till recent years were hard to comprehend.</p> <p>The Digital India has provided the needed impetus to Fintech, propelling the beneficiaries to develop and share knowledge resources for better digital data management to optimize their overall performance and contribution to various economic activities. It has opened a floodgate for Fintech innovations in India. Indian securities market has embraced Fintech in the market segments which are creating linkage between Regulatory Sandboxes, ICDS (India's Cash Offerings) and Digital Companies.</p> <p>The Digital India has provided the needed impetus to Fintech, propelling the beneficiaries to develop and share knowledge resources for better digital data management to optimize their overall performance and contribution to various economic activities. It has opened a floodgate for Fintech innovations in India. Indian securities market has embraced Fintech in the market segments which are creating linkage between Regulatory Sandboxes, ICDS (India's Cash Offerings) and Digital Companies.</p>	<p>CALL FOR PAPERS Papers are invited on the following topics, but not limited to:</p> <ul style="list-style-type: none"> Automation in Accounting Softwares Role of Artificial Intelligence in Technology and Accounting Online Collaboration and Remote Workforce Digital Transformation Entrepreneurship Accounting Software <p>GUIDELINES FOR PAPERS</p> <ul style="list-style-type: none"> • Paper Size - A4 (short) - one column, extend - two columns with single line spacing • Font Type - Times New Roman • Font Size - 10, leading - 14, Center - 12 • Soft copy of the above paper limited to 4 pages in word format to be sent through: commercescpm@gmail.com <p>IMPORTANT DATES:</p> <p>Last Date for Submission of paper : 25.02.2024 Acceptance of Publication : 25.02.2024 Last Date of the Registration : 25.02.2024 Date of Conference : 01.03.2024</p> <p>REGISTRATION FEE: Participation : Rs. 200 Registration : Rs. 200 Mode of Payment : Registration Fee should be paid by Online Mode by Scanning the QR Code</p> <p>For More Information Prof. P. Rajalakshmi - 98448 22660, 63816 08997</p>
Arts	B.A. English, B.A. History																
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Phone : 04146 - 211779. Email id : esscvpm@gmail.com

Department of Commerce
International Conference
on
Disruptive Financial Technology (Fintech) and Entrepreneurship

CERTIFICATE

This is to Certify that Dr / Mr / Ms MADHUSRI RAJESH BEBINA ASSISTANT PROFESSOR
OF COMMERCE, KRISHNA SAMY COLLEGE OF BUSINESS STUDIES has participated / presented a paper title
A STUDY ON IMPACT OF DIGITAL MARKETING in the International Conference on
Disruptive Financial Technology (Fintech) and Entrepreneurship
organized by the Department of Commerce, E.S. Arts and Science College (Co-Ed), Villupuram on 01st March 2024.

Prof. P. Rajalakshmi
Convenor

Dr. R. Muralidharan
Principal

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This is to Certify that Dr / Ms / Mr MADEHA SARAHAJALAKSHMI ASSISTANT PROFESSOR
OF COMMERCE, VALRGE OF ARTS & SCIENCE has participated / presented a paper title
SWATCHH BHARAT MISSION LEVERAGING AI FOR CLEAN FUTURE OF INDIA in the International Conference on
Disruptive Financial Technology (Fintech) and Entrepreneurship
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Prof. P. Rajalakshmi
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This is to Certify that Dr / Mr / Ms P.T. B. SATHURAI
KRISHNASAMY COLLEGE OF BUSINESS STUDIES FOR WOMEN has participated / presented a paper title
AN EXPLORATION OF FINANCIAL TECHNOLOGIES IN ENTREPRENEURIAL CONTEXTS in the International Conference on
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