

**Seminars/Conferences/Workshops/FDP Attended/Presented
(2022-23)**

S.No	Name of the Faculty	Date	Nature of Event	Level	Theme/Topic	Details of Organizer	Presented /Attended	Title of the paper (If presented)
1	P.Karthika	27.8.22	Workshop	National level	Implementation of OBE(Outcome Based Education) in Commerce Education	Department of Commerce (Business Analytics), G.Venkataswamy Naidu College, Kovilpatti.	Attended	-
2	Dr.S.Poongodi	02.11.22 & 03.11.22	Seminar	National level	Challenges and Opportunities of Business in the Digitalized Era	School of Commerce, K.S.R. College of Arts and Science (Autonomous), Tiruchengode.	Presented	Business Trends in the Digital Era
3	Dr.V.Thilagavathi	02.11.22 & 03.11.22	Seminar	National level	Challenges and Opportunities of Business in the Digitalized Era	School of Commerce, K.S.R. College of Arts and Science (Autonomous), Tiruchengode.	Presented	The Impact of Digital Technology in Business
4	Dr.M.Lalitha	02.11.22 & 03.11.22	Seminar	National level	Challenges and Opportunities of Business in the Digitalized Era	School of Commerce, K.S.R. College of Arts and Science (Autonomous), Tiruchengode.	Presented	Managing Business in the Digital Era
5	Ms.P.Karthika	02.11.22 & 03.11.22	Seminar	National level	Challenges and Opportunities of Business in the Digitalized Era	School of Commerce, K.S.R. College of Arts and Science (Autonomous), Tiruchengode.	Presented	Digital Marketing Opportunities and Challenges
6	Dr.A.Amudha	02.11.22 & 03.11.22	Seminar	National level	Challenges and Opportunities of Business in the Digitalized Era	School of Commerce, K.S.R. College of Arts and Science (Autonomous), Tiruchengode.	Presented	Digital Transformation in Business
7	Ms.S.Poongodi	02.11.22 & 03.11.22	Seminar	National level	Challenges and Opportunities of Business in the Digitalized Era	School of Commerce, K.S.R. College of Arts and Science (Autonomous), Tiruchengode.	Presented	Impact of Post Covid 19 in Tourism Industry

8	Ms.M.Umadevi	02.11.22 & 03.11.22	Seminar	National level	Challenges and Opportunities of Business in the Digitalized Era	School of Commerce, K.S.R. College of Arts and Science (Autonomous), Tiruchengode.	Presented	Driving Adoption of New Tools and Process in Digitalized
9	Dr.T.Renugadevi	02.11.22 & 03.11.22	Seminar	National level	Challenges and Opportunities of Business in the Digitalized Era	School of Commerce, K.S.R. College of Arts and Science (Autonomous), Tiruchengode.	Presented	Analyzing Challenges for Sustainable Supply Chain of Electric Vehicle
10	Dr.K.Kaleeswari	02.11.22 & 03.11.22	Seminar	National level	Challenges and Opportunities of Business in the Digitalized Era	School of Commerce, K.S.R. College of Arts and Science (Autonomous), Tiruchengode.	Presented	Influence on Social Media Advertising and Consumer Behaviour
11	Dr.S.Maheswari	02.11.22 & 03.11.22	Seminar	National level	Challenges and Opportunities of Business in the Digitalized Era	School of Commerce, K.S.R. College of Arts and Science (Autonomous), Tiruchengode.	Presented	Consumer Behaviour and Purchase intention for organic food
12	Ms.V.Bhuvaneswari	02.11.22 & 03.11.22	Seminar	National level	Challenges and Opportunities of Business in the Digitalized Era	School of Commerce, K.S.R. College of Arts and Science (Autonomous), Tiruchengode.	Presented	Role of Social Media on Mobile Banking Adoption Among Consumers
13	Dr.C.Indirani	02.11.22 & 03.11.22	Seminar	National level	Challenges and Opportunities of Business in the Digitalized Era	School of Commerce, K.S.R. College of Arts and Science (Autonomous), Tiruchengode.	Presented	Digital Platforms for Business to Business Market
14	Dr.S.Poongodi	04.11.22	Seminar	National level	Digital Innovation in Business and Economy – Opportunities and Challenges	PG Department of Commerce and Commerce with Computer Applications, Navarasam Arts and Science College for Women, Arachalur	Presented	Digital Communication
15	Dr.V.Thilagavathi	04.11.22	Seminar	National level	Digital Innovation in Business and Economy – Opportunities and Challenges	PG Department of Commerce and Commerce with Computer Applications, Navarasam Arts and Science College for Women, Arachalur	Presented	Digital Transformation

16	Dr.M.Lalitha	04.11.22	Seminar	National level	Digital Innovation in Business and Economy – Opportunities and Challenges	PG Department of Commerce and Commerce with Computer Applications, Navarasam Arts and Science College for Women, Arachalur	Presented	E-Commerce
17	Ms.P.Karthika	04.11.22	Seminar	National level	Digital Innovation in Business and Economy – Opportunities and Challenges	PG Department of Commerce and Commerce with Computer Applications, Navarasam Arts and Science College for Women, Arachalur	Presented	Digital Communication
18	Dr.A.Amudha	04.11.22	Seminar	National level	Digital Innovation in Business and Economy – Opportunities and Challenges	PG Department of Commerce and Commerce with Computer Applications, Navarasam Arts and Science College for Women, Arachalur	Presented	Digital Marketing and Advertising
19	Dr.K.Kaleeswari	04.11.22	Seminar	National level	Digital Innovation in Business and Economy – Opportunities and Challenges	PG Department of Commerce and Commerce with Computer Applications, Navarasam Arts and Science College for Women, Arachalur	Presented	Digital Marketing and Advertising
20	Dr.S.Maheswari	04.11.22	Seminar	National level	Digital Innovation in Business and Economy – Opportunities and Challenges	PG Department of Commerce and Commerce with Computer Applications, Navarasam Arts and Science College for Women, Arachalur	Presented	Digital Technology
21	Ms.M.Umadevi	26.12.22 to 31.12.22	FDP	International	Prominent Challenges in Computer Vision, Data and Intelligence	Department of Computer Science, Navarasam Arts and Science College for Women, Erode	Attended	-
22	Dr.V.Thilagavathi	23.02.23 to 24.02.23	Conference	International	Creativity and Innovation – Enhance Business	PG & Research Department of Commerce, Sri	Presented	A Study on Growth of Digital Marketing in India

					Growth and Succession	Vasavi College, Erode		
23	Dr.M.Lalitha	23.02.23 to 24.02.23	Conference	International	Creativity and Innovation – Enhance Business Growth and Succession	PG & Research Department of Commerce, Sri Vasavi College, Erode	Presented	A Study on Growth of Digital Marketing in India
24	Dr.C.Indirani	23.02.23 to 24.02.23	Conference	International	Creativity and Innovation – Enhance Business Growth and Succession	PG & Research Department of Commerce, Sri Vasavi College, Erode	Presented	Customer Attitude and Satisfaction Towards Purchase and Use of Electric Bikes in Erode District
25	Dr.S.Poongodi	10.03.23	Conference	National level	Digi Marketing-Digi Payments: Recent Transformation in Indian Business	PG & Research Department of Commerce (CA), Nandha Arts and Science College, Erode.	Presented	Customer Perception on Digi-Marketing
26	Dr.V.Thilagavathi	10.03.23	Conference	National level	Digi Marketing-Digi Payments: Recent Transformation in Indian Business	PG & Research Department of Commerce (CA), Nandha Arts and Science College, Erode.	Presented	Digital Transformation and business sustainability
27	Dr.M.Lalitha	10.03.23	Conference	National level	Digi Marketing-Digi Payments: Recent Transformation in Indian Business	PG & Research Department of Commerce (CA), Nandha Arts and Science College, Erode.	Presented	Recent Trends in E-Commerce
28	Ms.P.Karthika	10.03.23	Conference	National level	Digi Marketing-Digi Payments: Recent Transformation in Indian Business	PG & Research Department of Commerce (CA), Nandha Arts and Science College, Erode.	Presented	Digital Cash and Consumer Behaviour
29	Dr.A.Amudha	10.03.23	Conference	National level	Digi Marketing-Digi Payments: Recent Transformation in Indian Business	PG & Research Department of Commerce (CA), Nandha Arts and Science College, Erode.	Presented	Dynamics of Digital Marketing
30	Ms.S.Poongodi	10.03.23	Conference	National level	Digi Marketing-Digi Payments: Recent Transformation in	PG & Research Department of Commerce (CA), Nandha Arts and	Presented	Digital Payments Methods & Gateways

					Indian Business	Science College, Erode.		
31	Ms.M.Umadevi	10.03.23	Conference	National level	Digi Marketing- Digi Payments: Recent Transformation in Indian Business	PG & Research Department of Commerce (CA), Nandha Arts and Science College, Erode.	Presented	Recent Trends in E-Commerce
32	Dr.T.Renugadevi	10.03.23	Conference	National level	Digi Marketing- Digi Payments: Recent Transformation in Indian Business	PG & Research Department of Commerce (CA), Nandha Arts and Science College, Erode.	Presented	Digital Cash and Consumer Behaviour
33	Dr.K.Kaleeswari	10.03.23	Conference	National level	Digi Marketing- Digi Payments: Recent Transformation in Indian Business	PG & Research Department of Commerce (CA), Nandha Arts and Science College, Erode.	Presented	Customer Perception on Digi-Marketing
34	Dr.S.Maheswari	10.03.23	Conference	National level	Digi Marketing- Digi Payments: Recent Transformation in Indian Business	PG & Research Department of Commerce (CA), Nandha Arts and Science College, Erode.	Presented	Recent Trends in E-Commerce
35	Ms.V.Bhuvanewari	10.03.23	Conference	National level	Digi Marketing- Digi Payments: Recent Transformation in Indian Business	PG & Research Department of Commerce (CA), Nandha Arts and Science College, Erode.	Presented	Digital Marketing – Impact in Indian Economy
36	Dr.C.Indirani	10.03.23	Conference	National level	Digi Marketing- Digi Payments: Recent Transformation in Indian Business	PG & Research Department of Commerce (CA), Nandha Arts and Science College, Erode.	Presented	Digital Platform in Business – Pros & Cons