

K.S. Rangasamy College of Arts and Science (Autonomous)

Newsletter

JUNE 2024- DECEMBER 2024

PG & Research Department of Commerce

DEPARTMENT LEVEL/ INSTITUTE LEVEL ACTIVITIES

SL.NO	DATE	PROGRAMME/ EVENT	TITLE	VENUE	RESOURCE PERSON\ CHIEF GUEST
1.	24.6.2024 to 30.6.2024	Students Induction Programme for the Academic year 2024-2025	Role of Accounting Package in Commerce	Kanini Karutharangam	Mahesh David Kumar D Senior Trainer C Cube Technologies Erode
		Students Induction Programme for the Academic year 2024-2025	Soft Skill requirements for the Present Industry	Kanini Karutharangam	Sanchana Muruganatham Human Resource Manager Jambar Team Building Pvt Ltd Singapore
		Students Induction Programme for the Academic year 2024-2025	Role of E- Commerce for Indian Economy	Kanini Karutharangam	Moulishkumar Capgemini Backend Reporter (Associate) Bangalore
2.	23.07.2024	Association Inaugural Ceremony	Association Inaugural Ceremony & Fresher's Day Programme	KSR Hall	CA. A.K.Srinivasan, Director, AKS Academy, Salem
					Er. Vijay Ravi, Director, AKS Academy, Salem,

3.	24.07.2024	Guest Lecture	"ITR Forms and GST Filing	Sangam Hall	Mr.Parameswaran M.Com.,C.F.A Auditor, Salem
4.	27.07.2024	Skill Enhancement Programme	" General Awareness of Compleitive Exams"	B.Ed Seminar Hall	Mr.Prabakaran M., M.Tech., M.B.A ETS IAS Academy, Erode
5.	08.08.2024	National Seminar	“Capital Markets, Mutual Funds & Career Opportunities”	Dhenuka H all	Mr. Thyagarajan Balasubramaniyan, Director and CEO, Stratadigm Education and Training Private Ltd, Ms. Hemalatha Mohan, Senior Faculty, Stratadigm Education and Training Private Ltd,
6.	24.08.2024	IIC Activities	" How to plan for Start-up and Legal &Ethical Steps"	III B.Com Class Room	Mr.K.Sivasubramani, Assistant Professor, Department of Master of Business Administration. KSR College of Engineering (Autonomous), Tiruchegode
7.	28.08.2024	International Symposium on	"Start-up India Mission Towards – 2047"	Dhenuka Hall	Dr. Dhanuskodi Rengasamy Professor and Head Department of Accounting , Finance and Economics Curtin University, Malaysia Dr.L.Karthikeyan Director Nehru College of Management Coimbatore

8.	27.09.2024	International Conference on	"Industry 5.0 on Global Competitiveness - Strategies for MSMEs to remain Competitive"	Sangam Hall	Mr.E.Parthiban Managing Partner LEO Taps & Fitting Sri Balaji Plastics Coimbatore. CA Shree Predeep.S Chartered Accountant Shree Predeep & Associates Erode. Mr.Rajesh Kumar Palanisamy Training Coordinator - CBE Zonal MSME Technology Development Centre (CFTI) Chennai. Dr.A.Tamilarasu Professor of Accounting and Finance Department of Accounting and Finance(CBE) Gambella University Ethiopia
9.	20-12-2024	Special Lecture programme	Project Success Trough Libraries	M-205	Dr. M.Suresh Librarian , KSRCAS
10.	26-12-2024	Special Lecture programme	MSMEs	E-210	Dr. M.Jayanth Assistant Professor School of Management, SASTRA Deemed University, Thanjavur

STUDENT INDUCTION PROGRAMME ON“ROLE OF ACCOUNTING PACKAGE IN COMMERCE”

Photo gallery – 26/06/2024



Honoring the Chief Guest by Dr. S. Maheskumar & Dr.K.Visvanathan



Special Address Delivered By Chief Guest CMA Subramaniam Kumar, ICAI

STUDENT INDUCTION PROGRAMME ON“SOFT SKILLS REQUIREMENTS FOR THE PRESENT INDUSTRY”

Photo gallery – 27/06/2024



Honoring the Chief Guest by Dr. M. Devisri Head, B.Com B&I



Special Address Delivered By Chief Guest



Interactive session among B.Com (CA) Students

Association Inauguration & Fresher's day

Photo gallery – 23/07/2024



Honouring Chief Guest by Principal, KSRCAS



Lighting Lamp by Office Bearers



Special Address Delivered By Chief Guest



Admiring Audience

Guest Lecture "ITR Forms and GST Filing"- 2024 Photo Gallery – 24/07/2024



Honoring the Chief Guest by Dr. S. Maheskumar & Dr.K.VisvanathanSpecial Address Delivered By Chief Guest



Admiring Audience

**Skill Enhancement Programme" General Awareness of Compleitive Exams"- 2024
Photo Gallery – 27/07/2024**



Honouring Chief Guest by Dr.K.Ramesh, KSRCAS



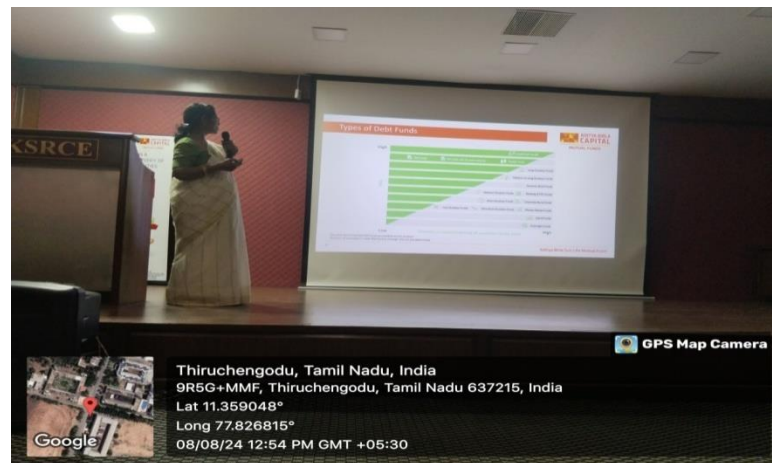
Admiring Audience

National Level Seminar on “Capital Markets, Mutual Funds, & Career Opportunities”

Photo Gallery – 08/08/2024



Honoring Chief Guest by CSO KSREI, Principal KSRCAS

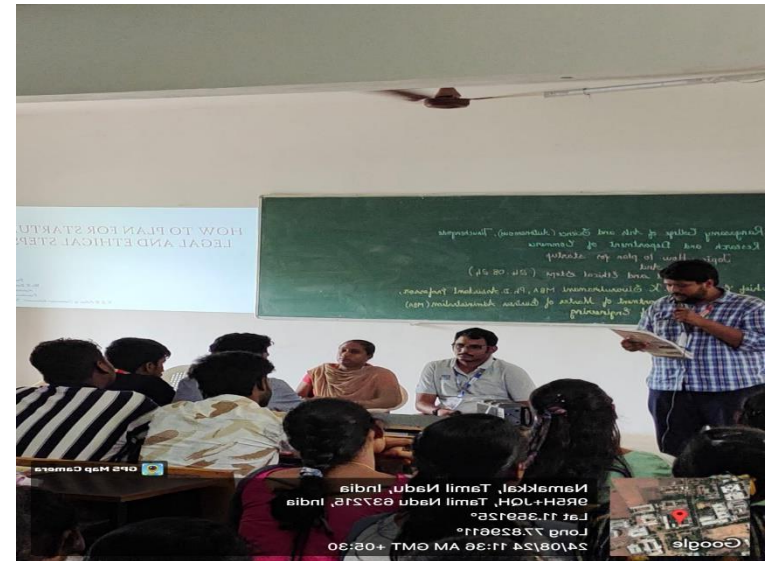


Admiring Audience

IIC Activity “How to Plan for Start -up and Legal & Ethical Steps” Photogallery – 24/08/2024



Honoring the Chief Guest by Dr. S. Maheskumar & Dr.K.Visvanathan



Special Address Delivered By Chief Guest



Admiring Audience

International Symposium on Startup India- Mission Towards 2047

Photo gallery– 28/08/2024



Honoring the Chief Guest by Principal, KSRCAS (A)



Special Address by Chief Guest Dr.M.Karthikeyan

International Conference on "Industry 5.0 on Global Competitiveness -Strategies for MSMEs to remain Competitive"

Photo Gallery– 27/09/2024



Special Address Delivered By Chief Guest



Admiring Audience

Special Lecture Programme on “Project Success Trough Libraries”

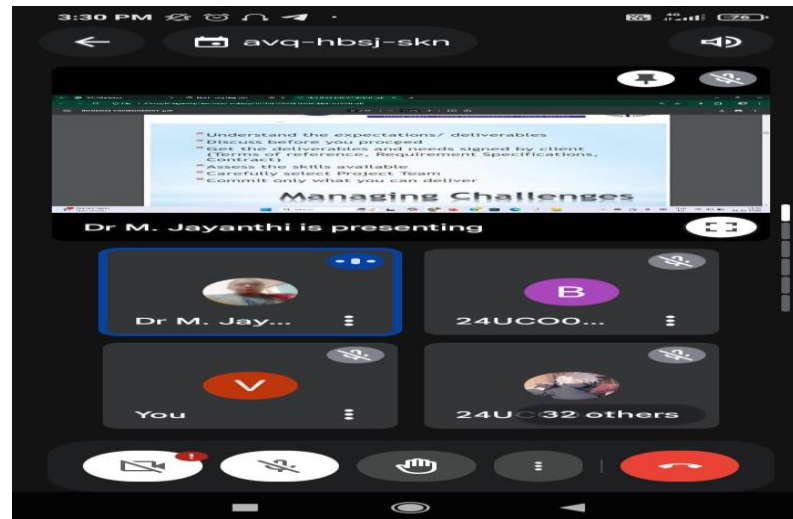
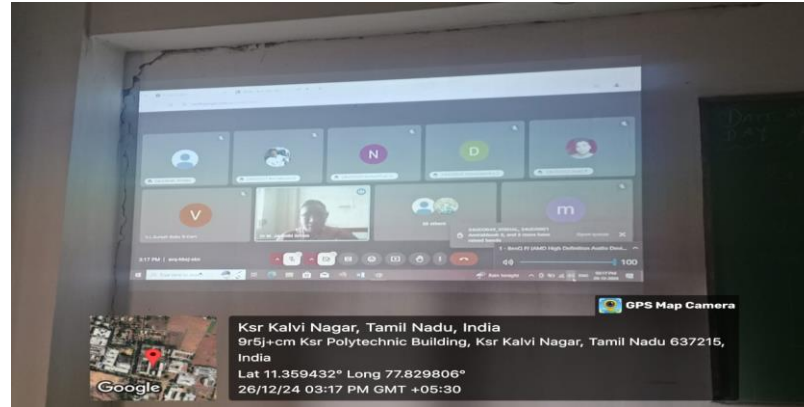
Photo Gallery– 20/12/2024



Admiring Audience

Special Lecture programme on " MSMEs"

Photo Gallery– 26/12/2024



Online Interaction

FACULTY ACTIVITIES

SL.N O.	NAME OF THE FACULTY	CONFERENCE/WORKSHOP/ DP/ WEBINAR/ SYMPOSIUM TITLE	PRESENTATION/ PARTICIPATION	INSTITUTION/ UNIVERSITY	DATE
1.	Dr.K.Visvanathan	Webinar - DELNET: Resources & Services	PARTICIPATION	K.S. Rangasamy College of Arts and science (Autonomous), Tiruchengode	13.08.2024
2.	V.L.Sureshbabu	Webinar - DELNET: Resources & Services	PARTICIPATION	K.S. Rangasamy College of Arts and science (Autonomous), Tiruchengode	13.08.2024
3.	Ms.M.Nalini	Webinar - DELNET: Resources & Services	PARTICIPATION	K.S. Rangasamy College of Arts and science (Autonomous), Tiruchengode	13.08.2024
4.	Ms.E.Kirubha	Webinar - DELNET: Resources & Services	PARTICIPATION	K.S. Rangasamy College of Arts and science (Autonomous), Tiruchengode	13.08.2024
5.	Ms.M.Mohanaal	FDP: Indian Knowledge System	PARTICIPATION	Nandha Arts and Science College(Autonomous), Erode	30.09.2024 to 06.10.2024
6.	Ms.M.Nalini	FDP: Women's Healthy, Wealthy and Secured Life	PARTICIPATION	K.S. Rangasamy College of Arts and science (Autonomous), Tiruchengode	11.11.2024 to 15.11.2024
7.	Ms.M.Mohanaal	FDP: Women's Healthy, Wealthy and Secured Life	PARTICIPATION	K.S. Rangasamy College of Arts and science (Autonomous), Tiruchengode	11.11.2024 to 15.11.2024
8.	Dr.K.Visvanathan	FDP: Dimension of OBE and NEP	PARTICIPATION	K.S. Rangasamy College of Arts and science (Autonomous), Tiruchengode	18.11.2024 to 22.11.2024
9.	Mr.V.L.Sureshbabu	FDP: Dimension of OBE and NEP	PARTICIPATION	K.S. Rangasamy College of Arts and science	18.11.2024 to

				(Autonomous), Tiruchengode	22.11.2024
10.	Ms.M.Nalini	FDP: Dimension of OBE and NEP	PARTICIPATION	K.S. Rangasamy College of Arts and science (Autonomous), Tiruchengode	18.11.2024 to 22.11.2024
11.	Dr.R.Venkatesh	FDP: Dimension of OBE and NEP	PARTICIPATION	K.S. Rangasamy College of Arts and science (Autonomous), Tiruchengode	18.11.2024 to 22.11.2024
12.	Ms.M.Mohanaal	FDP: Dimension of OBE and NEP	PARTICIPATION	K.S. Rangasamy College of Arts and science (Autonomous), Tiruchengode	18.11.2024 to 22.11.2024
13.	Dr.T.Krishnaraj	FDP: Dimension of OBE and NEP	PARTICIPATION	K.S. Rangasamy College of Arts and science (Autonomous), Tiruchengode	18.11.2024 to 22.11.2024
14.	Ms.M.Nalini	FDP on Research Methodology and funding opportunities.	PARTICIPATION	Gokul Global University Gujarat	09.12.2024 to 14.12.2024
15.	Mr.V.L.Sureshababu	Chalkboard to chatbot - An Impact of AI tools in teaching and learning	PARTICIPATION	K.S. Rangasamy College of Arts and science (Autonomous), Tiruchengode	23.12.2024 to 29.12.2024
16.	Dr.K.Visvanathan	Empowering Education: Teaching Pedagogy, Research and Innovation Skills	PARTICIPATION	Selvam Arts and Science College (Autonomous), Namakkal	25.11.2024 To 29.11.2024

RESEARCH

SL. NO.	NAME OF THE FACULTY	RESEARCH PAPER TITLE	JOURNAL TITLE	PUBLICATION & INDEXING & ISSN	ISSUE, MONTH & YEAR
1.	Dr.K.Visvanathan	Impacts of Artificial Intelligence Implementation in the Banking Industry.	International Journal of Commerce and Management Research	ISSN-2455-1627	Volume 10, Issue 4, 2024, Page No. 94-97
2.	Dr.K.Visvanathan	Investment pattern changes in the modern era: Opportunities and challenges	Asian Journal of Management and Commerce 2024; 5(2): 406-411	2708-4523	5(2): 406-411
3.	Dr.R.Venkatesh	Ethics and Principles in Social Responsibilities of an Entrepreneurship	International Journal of Research Publication and Reviews, Vol 5, no 10, pp 3351-3354 October 2024	ISSN 2582-7421	Vol 5, no 10, pp 3351-3354
4.	Dr.K.Visvanathan	Exploring the Impact of Artificial intelligence and Machine Learning on Modern Commerce	Library Progress International Vol.44 No.3. Jul-Dec 2024	ISSN 0970-1052	Vol.44 No.3. Jul-Dec 2024

BOOK CHAPTER/BOOK PUBLISHED

SL.NO.	NAME OF THE FACULTY	TITLE OF THE BOOK/ BOOK CHAPTER	PUBLISHER	ISSN/ISBN	ISSUE, MONTH & YEAR
1.	Dr.K.Visvanathan	Balancing the Scales : AI in Macro Economic Decisions	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
2.	Mr.V.L.Sureshbabu	AI driven Content Marketing : Creating Personalized	11th International Conference on Artificial	ISBN: 978-93-	29.08.2024

		Experience	Intelligence in Commerce, Economic and Management(AICEM)	92649-59-2	
3.	Ms.M.Nalini	AI in Resource Allocation : Micro Economic Insights and Policy Implication	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
4.	Ms.M.Nalini	AI in Strategic Management	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
5.	Ms.E.Kirubha	The role of AI in shaping Macro Economic Policy: Opportunities and Implication.	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
6.	Dr.R.Venkatesh	AI and Economic Growth in Macro Economic Development in Rural Area.	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
7.	Ms.M.Mohanaal	AI Integration in Marketing Management	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
8.	Dr.T.Krishnaraj	AI in Finance: Revolutionizing the Future of Financial Management	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
9.	Ms.R.Bharathiroja	AI in Employer Retention: Strategies for a Data Driven Approach.	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024

10.	Dr.K.Visvanathan	AI: Future Trends and Technologies in AI	One day International Conference on Global Business Perspectives in the Era of Artificial Intelligence	ISBN:978-93-341-1826-1	19.09.2024
11.	Mr.V.L.Sureshbabu	AI - Driven in Sustainable Business Model Information	One day International Conference on Global Business Perspectives in the Era of Artificial Intelligence	ISBN:978-93-341-1826-1	19.09.2024
12.	Ms.M.Nalini	AI enhanced Decision making process	One day International Conference on Global Business Perspectives in the Era of Artificial Intelligence	ISBN:978-93-341-1826-1	19.09.2024
13.	Ms.E.Kirubha	AI 2030: Predicting the Technological Advancement in Innovation	One day International Conference on Global Business Perspectives in the Era of Artificial Intelligence	ISBN:978-93-341-1826-1	19.09.2024
14.	Dr.R.Venkatesh	Culture and social Implications of AI in Business	One day International Conference on Global Business Perspectives in the Era of Artificial Intelligence	ISBN:978-93-341-1826-1	19.09.2024
15.	Ms.M.Mohanaal	AI in Supply Chain Risk Management and Mitigation	One day International Conference on Global Business Perspectives in the Era of Artificial Intelligence	ISBN:978-93-341-1826-1	19.09.2024
16.	Dr.K.Visvanthan	Investment pattern changes in the modern era: Opportunities and challenges	Asian Journal of Management and Commerce	2024;5(2): 406-411	October 2024
17.	Dr.R.Venkatesh	Ethics and Principles in Social Responsibilities of an Entrepreneurship	International Journal of Research Publication and Reviews.	Vol5,no 10,pp3351-3354	October 2024
18.	Dr.K.Visvanathan	Actions, Big Impact: SDG Adoption and Agility for Sustainable Growth	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024

19.	V.L Sureshababu	Digital Transformation Roadmaps for MSMEs	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
20.	M.Nalini	Leveraging Big Data Analytic for MSMEs Decision Making	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
21.	E.Kirubha	Navigating Cyber security Threats: Challenges and MSMEs in Industry	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
22.	R. Venkatesh	Innovation and Export promotion Policies: Government support for MSMEs in Global Markets	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
23.	M.Mohanaal	Adopting of AI and Machine Learning in MSMEs Operations	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
24.	Dr.T.Krishnaraj	Building Sustainable Digital Roadmap for MSMEs Resilience and Competitiveness	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024

STUDENTS ACTIVITIES

SL.NO	NAME OF THE STUDENT/ NO.OF STUDENTS PARTICIPATED	CLASS	CONFERENCEWORKS HOP/FDP/ WEBINAR/ SYMPOSIUM TITLE	PRESENTATION/ PARTICIPATION	INSTITUTION /UNIVERSITY	DATE
1.	Lavanya S	II M.Com	AI in Resource Allocation :Micro economic insights and policy implication	PRESENTATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024
2.	Mr.M.Anand	II M.Com	Balancing the Scales : AI in Macro Economic Decisions	PRESENTATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024
3.	Mr.Gokulnath	II M.Com	AI driven Content Marketing : Creating Personalized Experience	PRESENTATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024
4.	Ms.K.Geethanjali	I M.Com	AI in Strategic Management	PRESENTATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024
5.	Ms.V.Lipika	I M.Com	The role of AI in shaping Macro Economic Policy: Opportunities and Implication.	PRESENTATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024
6.	V.Sangaranarayanan	II M.Com	AI and Economic Growth in Macro Economic Development in Rural Area.	PRESENTATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024
7.	Mr.M.Sanjay	II M.Com	AI Integration in Marketing Management	PRESENTATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024
8.	Ms.S.Srisuba	II M.Com	AI in Finance: Revolutionizing the Future of Financial	PRESENTATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024

			Management			
9.	Mr.M.Ruthikroshan	II M.Com	AI in Employer Retention: Strategies for a Data Driven Approach.	PRESENTATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024
10.	Mr.T.Muniraj	II M.Com	The Role of AI in Enhancing Marketing Management for E-Commerce	PRESENTATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024
11.	Mr.S.Kalaiarasan	II M.Com	Balancing the Scales: Exploring the Pros and Cons of AI Integration in Macro Economics	PRESENTATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024
12.	Ms.S.Vaishnavi	I M.Com	AI in Insurance Sector	PRESENTATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024
13.	Ms.P.Monisha	I M.Com	AI in Supply Chain Management	PRESENTATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024
14.	Mr.J.Kartheepan	I M.Com	AI in Loan Processing	PRESENTATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024
15.	Mr.P.Mohanraj	I M.Com	AI in combating cyber threats in banking and finance	PARTICIPATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024
16.	Ms.M.Yogasakthi	II M.Com	The Impact of AI on Personalization and Market Segmentation in Digital Marketing	PARTICIPATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024

17.	Mr.Thavapriyan	I M.Com	AI in Consumer Behaviour Analysis	PARTICIPATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024
18.	Mr.B.Oblushisukumar	I M.Com	AI in Opinion mining for social media mointoring	PARTICIPATION	K S R College of Arts and Science for Women Tiruchengode	20.08.2024

RESEARCH

SL. NO.	NAME OF THE FACULTY	RESEARCH PAPER TITLE	JOURNAL TITLE	PUBLICATION & INDEXING& ISSN	ISSUE, MONTH & YEAR
	NIL		NIL	NIL	

BOOK CHAPTER/BOOK PUBLISHED

SL.NO .	NAME OF THE STUDENT	TITLE OF THE BOOK/ BOOK CHAPTER	PUBLISHER	ISSN/ISBN	ISSUE, MONTH & YEAR
1.	Mr.M.Anand	Balancing the Scales : AI in Macro Economic Decisions	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
2.	Mr.Gokulnath	AI driven Content Marketing : Creating Personalized Experience	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
3.	Ms.S.Lavanya	AI in Resource Allocation : Micro Economic Insights and Policy Implication	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
4.	Ms.K.Geethanjali	AI in Strategic Management	11th International Conference on Artificial Intelligence in Commerce, Economic and	ISBN: 978-93-92649-59-2	29.08.2024

			Management(AICEM)		
5.	Ms.V.Lipika	The role of AI in shaping Macro Economic Policy: Opportunities and Implication.	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
6.	V.Sangaranarayana n	AI and Economic Growth in Macro Economic Development in Rural Area.	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
7.	Mr.M.Sanjay	AI Integration in Marketing Management	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
8.	Ms.S.Srisuba	AI in Finance: Revolutionizing the Future of Financial Management	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
9.	Mr.M.Ruthikroshan	AI in Employer Retention: Strategies for a Data Driven Approach.	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
10.	Mr.T.Muniraj	The Role of AI in Enhancing Marketing Management for E-Commerce	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
11.	Mr.S.Kalaiarasan	Balancing the Scales: Exploring the Pros and Cons of AI Integration in Macro Economics	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024

12.	Ms.S.Vaishnavi	AI in Insurance Sector	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
13.	Ms.P.Monisha	AI in Supply Chain Management	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
14.	Mr.J.Kartheepan	AI in Loan Processing	11th International Conference on Artificial Intelligence in Commerce, Economic and Management(AICEM)	ISBN: 978-93-92649-59-2	29.08.2024
15.	Naveenkumar.K.L & Naveen .T	AI in Supply Chain Management	One Day International Conference on "Global Business Perspectives in the era of artificial intelligence"	ISBN: 978-93-341-1826-1	19.09.2024
16.	Vasanth.B & Tharun.P	Future Trends and Technologies in AI	One Day International Conference on "Global Business Perspectives in the era of artificial intelligence"	ISBN: 978-93-341-1826-1	19.09.2024
17.	Sakith.M & Sutharsan	AI Strategy for Economic Growth	One Day International Conference on "Global Business Perspectives in the era of artificial intelligence"	ISBN: 978-93-341-1826-1	19.09.2024
18.	Kishoore.N & Vijay Adhithya.A	AI Enhanced Cybersecurity in Financial Institutions	One Day International Conference on "Global Business Perspectives in the era of artificial intelligence"	ISBN: 978-93-341-1826-1	19.09.2024
19.	Gowtham.Y & Deepanchakravarthi.M	Ethical and Responsible AI Implementation	One Day International Conference on "Global Business Perspectives in the era of artificial intelligence"	ISBN: 978-93-341-1826-1	19.09.2024
20.	Bhuvesh.V & Hariharamanikandan.S	AI in Customer Engagement and Marketing	One Day International Conference on "Global Business Perspectives in the	ISBN: 978-93-341-1826-	19.09.2024

			era of artificial intelligence"	1	
21.	Pragadhish.N & Pavithra Raja.S	AI customer Engagement and Marketing	One Day International Conference on "Global Business Perspectives in the era of artificial intelligence"	ISBN: 978-93-341-1826-1	19.09.2024
22.	Praneetha.S & Priyadharshini.B	AI in Financial Services	One Day International Conference on "Global Business Perspectives in the era of artificial intelligence"	ISBN: 978-93-341-1826-1	19.09.2024
23.	Nandhiga.S.L & Kiruthika.M	AI for Economic Development	One Day International Conference on "Global Business Perspectives in the era of artificial intelligence"	ISBN: 978-93-341-1826-1	19.09.2024
24.	Guruprakash.C & Bharath Vaaj	AI in Financial Services	One Day International Conference on "Global Business Perspectives in the era of artificial intelligence"	ISBN: 978-93-341-1826-1	19.09.2024
25.	Rajesh.M & Vignesh.V	AI in Supply Chain Management	One Day International Conference on "Global Business Perspectives in the era of artificial intelligence"	ISBN: 978-93-341-1826-1	19.09.2024
26.	Balavamshitha.P & Rithikasri.S	AI in Healthcare and Life Sciences	One Day International Conference on "Global Business Perspectives in the era of artificial intelligence"	ISBN: 978-93-341-1826-1	19.09.2024
27.	S.N.Mukilan	AI in Customer Engagement and Marketing	One Day International Conference on "Global Business Perspectives in the era of artificial intelligence"	ISBN: 978-93-341-1826-1	19.09.2024
28.	B.Obulisukumar	AI in Supply Chain Risk Management and Mitigation	One Day International Conference on "Global Business Perspectives in the era of artificial intelligence"	ISBN: 978-93-341-1826-1	19.09.2024
29.	N.K.Kishore	Future trends and Technologies in AI	One Day International Conference on "Global Business Perspectives in the era of artificial intelligence"	ISBN: 978-93-341-1826-1	19.09.2024

30.	J.Kartheepan	AI driven in Sustainable business model Innovation	One Day International Conference on "Global Business Perspectives in the era of artificial intelligence"	ISBN: 978-93-341-1826-1	19.09.2024
31.	R.Ranjith Kumar	Business Sustainability Strategies Challenges and future direction	One Day International Conference on "Global Business Perspectives in the era of artificial intelligence"	ISBN: 978-93-341-1826-1	19.09.2024
32.	A.Jeevitha	AI enhanced Decision making process	One Day International Conference on "Global Business Perspectives in the era of artificial intelligence"	ISBN: 978-93-341-1826-1	19.09.2024
33.	M.Anand	Tax Incentives for MSME: Boosting Innovation and Growth	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
34.	M.Gokulnath	Artificial Intelligence and the Evolution of Supply chain strategy in the Digital Era.	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
35.	S.Kalaiarasan	Cyber Resilience for MSMEs Strategies for thriving in Industry 5.0	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
36.	S.Lavanya	Consumer Expectation and MSME Adaptation Industry 5.0	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
37.	T.Muniraj	Public-Private partnerships: A Model for MSMEs Innovation in Emerging Economies.	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024

38.	V.Sangaranarayan	The impact of Industry 5.0 in Business Strategy Effects MAME Sector	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
39.	M.Sanjay	Collaboration and Networking in MSMEs for Global Competitiveness.	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
40.	M.Yogasakthi	Financial Risk Management in Digital Transformation of MSMEs	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
41.	Ms.S.Srisuba	Future trends in MSME Collaboration and Networking	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
42.	Ms.V.Lipika	Revolutionizing MSME Sustainability through industry 5.O technology	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
43.	Ms.S.Vaishnavi	Adopting of AI and machine learning in MSMEs Operations	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
44.	Ms.K.Malinika	Collaboration between Humans and Machines in MSME Operation	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
45.	Ms.A.Jeevitha	Leveraging Big Data Analytic for MSME Decision Making	International conference on " Industry 5.0 on Global competitiveness - Strategies	ISBN: 978-93-341-2460-	October 2024

			for MSMEs to remain competitive	6	
46.	Mr.J.Kartheepan	Managing MSMEs Adjustment Strategies for Sustainable Growth and Customer Expectations	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
47.	Ms.K.Geethanjali	Leveraging Big Data Analytic for MSME Decision Making	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
48.	Ms.P.Monisha	Financing and Investing Strategies for MSMEs transformation	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
49.	Mr.S.N.Mukilan	Building resilience in MSMEs through industry 5.0 Technologies	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
50.	Mr.N.K.Kishore	Digital Transformation Roadmaps for MSMEs	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
51.	Mr.B.Obulisukumar	AI Employment training and skill development in MSMEs for industry 5.0	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
52.	Mr.P.Mohanraj	Role of IOT in enhancing MSMEs productivity in transforming small businesses: How IOT enhances productivity in MSMEs	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024

53.	Mr.S.Ranjithkumar	Digital transformation roadmaps for MSMEs	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
54.	Mr.S.Abdul kalam	Adopting AI and machine learning for competitive advantage in MSMEs	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
55.	Mr.N.Thavapriyan	The role of IOT in boosting productivity for MSMEs	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
56.	Sira Girish.C Dinesh Kumar.M	The Leveraging Impact of Investing to Accelerate Digital Transformation in MSMEs	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
57.	Tharun.P Vasanth.B	Digital Skill Development as Investment: Financing Workforce Transformation for MSMEs	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
58.	Naveen.T Naveenkumar.K.L	Empowering MSMEs: Strategic Roadmaps for Digital Transformation	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
59.	Rajesh.M Vignesh.V	Navigating Cyber security Challenges for MSMEs in The Era of Industry5.0	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
60.	Sanjay.Y Kathirvel.P	Bridging The Gap: Government Policies Driving MSME Innovation	International conference on " Industry 5.0 on Global competitiveness - Strategies	ISBN: 978-93-341-2460-	October 2024

			for MSMEs to remain competitive	6	
61.	Gowtham.Y Bhuvesh.V	Business Model Transformation in the Age of Industry 5.0	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
62.	Guruprakash.C Bharath Vaaj.M	Digital Transformation Roadmaps for MSMEs	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
63.	Soundar.V.R Jeeva.R	Consumer Expectation And MSME Adoption in Industry 5.0	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
64.	Gnana Sambath.C Selvaraj.R	Digital Transformation Roadmaps for MSMEs: Strategies for Sustainable Growth	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
65.	Arulsivakishore.S Hariharamanikandan.S	Consumer Expectation and Ms Adoption in Industry 5.0	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
66.	Gowtham.A Giriavinesh.R	Business Model Transformation in the Age of Industry 5.0	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
67.	Surendar.B Thatchinamoorthi. K.P	The Role of IOT in Enhancing MSMEs Productivity	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024

68.	Pavithra Raja.S Pragadhis.N	Digital Transformation Roadmaps for MSMEs	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
69.	Kiruthika.M Nandhiga.S.L	Role of IOT in Enhancing MSMEs Productivity	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
70.	Praneetha.S Priyadharshini.B	Financing and Investment Strategies for MSMEs Digital Transformation	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
71.	Balavamshitha.P Rithikasri.S	Adoption of AI And Machine Learning in MSMEs Operations	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
72.	Sakith.M Sutharsan.T	The Role of Government Policies in Supporting MSMEs Innovation	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
73.	Deepanchakravarthi. M Vikash.R	Human Centric Cyber security in Industry 5.0 for MSMEs	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
74.	Shiva Hariram.M Thangam.K	Employee Training and Skill Development in MSMEs for Industry 5.0	International conference on " Industry 5.0 on Global competitiveness - Strategies for MSMEs to remain competitive	ISBN: 978-93-341-2460-6	October 2024
75.	Kishoore.N Vijay Adhithya.A	Consumer Expectation and MSMEs Adoption n Industry 5.0	International conference on " Industry 5.0 on Global competitiveness - Strategies	ISBN: 978-93-341-2460-	October 2024

			for MSMEs to remain competitive	6	
--	--	--	---------------------------------	---	--

FACULTY/STUDENTS' ACHIEVEMENTS(Awards/Accolades)

SL.N O	NAME OF THE FACULTY/ STUDENT	AWARD / TITLE	ORGANIZATION/COUNCIL	TITLE	DATE/ YEAR
1.	M.Ruthikroshan(I M.Com)	Best Presentation	K.S. Rangasamy College of Arts and science (Autonomous)& K S R College of Arts and Science for Women Tiruchengode.	Handloom Fashion Show Title Winner	22.08.2024
2.	M.Ruthikroshan(I M.Com)	Ist Place	Hindusthan College of Science and Commerce, Ingur, Perundurai	Group Dance	23.08.2024
3.	M.Ruthikroshan(I M.Com)	Ist Place	K.S. Rangasamy College of Arts and science (Autonomous), Tiruchengode.	Group Dance	23.07.2024
4.	S.Monisha(II B.Com)	-	Arulmigu Arthamareeswarar Arts and Science College,Tiruchengode	Mobile Photography	20.09.2024
5.	C.G.Samyukitha(II B.Com)	-	Arulmigu Arthamareeswarar Arts and Science College,Tiruchengode	Mobile Photography	20.09.2024
6.	M.Periyasamy(II B.Com)	-	Arulmigu Arthamareeswarar Arts and Science College,Tiruchengode	Quiz	20.09.2024
7.	R.Naveen(II B.Com)	-	Arulmigu Arthamareeswarar Arts and Science College,Tiruchengode	Logo Finding	20.09.2024
8.	S.Ranjana(I B.Com)	Third Place with Cash prize	Government of Tamil Nadu	State level Quiz	22.11.2024
9.	Thangam K(III B.Com)	Silver	The Chief Minister's Trophy(District Level Competition)	District Level Competition	September 2024



S.Ranjana(I B.Com)- State level Quiz Competition DATE: 22.11.2024



Thangam(III B.COM) The Chief Minister's Trophy(District Level Competition)DATE: September 2024