

REGISTRATION LINK



<https://forms.gle/HDfyEBw8Nn1ixeVYz>

DETAILS OF REGISTRATION

- UG/PG Students Rs. 150/-
- Research Scholar & Academicians Rs. 300/-
- Industry Experts Rs. 500/-

Includes conference Kit, Certificate, Lunch & Refreshment

Spot Registration is also available

Registration fee doesn't include Paper Publication

PUBLICATION FEE

E-Soft copy of ISBN Proceedings - Rs. 150/-

Hard-Copy of Book Publication - Rs. 600/-

Please contact convener for payment

NOTE

Authors are requested to send the paper to the Mail ID: comconference25@aactni.edu.in

Last Date for Paper submission: 12/02/2025

Last Date for Registration : 15/02/2025

Last Date for Acceptance notification: 15/02/2025

Gpay Number: 9629737981

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ARUL ANANDAR COLLEGE (AUTONOMOUS)

Reaccredited by NAAC at 'A' Grade
(Affiliated to Madurai Kamaraj University)
Karumathur, Madurai- 625514

NATIONAL CONFERENCE on ROLE OF AI AND BLOCKCHAIN IN BUSINESS

Organized by
Department of Commerce with
Computer Applications

Date: 19 February 2025

Time: 10:00 a.m

Venue: Indoor Stadium



ARUL ANANDAR COLLEGE

Arul Anandar College, an Autonomous Jesuit Institution affiliated to the Madurai Kamaraj University has been Re-accredited by NAAC with 'A' Grade. AAC offers 17 UG courses, 9 PG courses, 3 Research Programmes and 16 Certificate courses. The college is a pioneer and forerunner in providing quality education to the rural poor and marginalized sections of society & situated 23 km away from Madurai city. The campus, spread over 48 acres, in the green rural setting, offers the students an ideal atmosphere to enhance their personal growth & knowledge.

DEPARTMENT OF COMMERCE

The Department of Commerce is one of the pioneers offering B.Com with Computer Applications in Madurai Kamaraj University since the Academic Year 1999. The overwhelming demand from the stakeholders paved way for introducing one more section from the Academic Year 2008-09. The Department of Commerce has grown remarkably since its inception in the year 1999. With 25 years of academic excellence it offers B.Com with CA, B.Com General and M.Com Courses. It also conducts a Certificate Course in Tally, Python for the employability of the students.

NATIONAL CONFERENCE

Blockchain and AI are the two most emerging technologies. Blockchain is versatile and is easy to apply where AI has surpassed all its limitation of experimenting performances in the lab. Both are embedded with the recent technological, through both have different roots.

Blockchain is considered a shared and permanent ledger that will be used for the encryption of data in the future. AI engine, on the other hand, enables an individual to analyze and make decisions from the collected data. It is worth mentioning that each technology has its multiple complecions, but Artificial Intelligence and blockchain together will provide many benefits.

On the other hand, Cryptocurrency is only on of the many applications of blockchain technology. It is built on a peer-to-peer topology that improves transaction transparency, data resilience, and security while lowering operational cost.

SUB-THEMES:

Data applications in Business
Artificial Intelligence in Marketing
Artificial Intelligence in Fraud Detection and Security
Artificial Intelligence in Sales
Artificial Intelligence in Customer Support
Artificial Intelligence in Product Development
Artificial Intelligence in Human Resources
Artificial Intelligence in Business Operations
AI in Finance and Accounting
Blockchain in Supply chain
Blockchain in Logistics
Blockchain in Retail

These subthemes provide a comprehensive breakdown of the skills and knowledge areas that entrepreneurs need to cultivate for success in today's rapidly changing business environment. Exploring each subtheme in detail during the conference will allow for a more targeted and actionable discussion on skill acquisition for Business Development

GUIDELINES FOR PAPER SUBMISSION

Paper to be submitted may be theoretical issues, new thoughts and methods, case studies etc. The paper should be original and unpublished. Author and co-author should register separately. The research paper should be prepared by keeping APA format of referencing and generally accepted format with font size 12, Times New Roman with line spacing of 1.5 and the paper should not exceed 8 pages. Authors are requested to send copy of the full version of the paper not exceeding 8 pages. Authors are requested to send copy of the full version of the paper not exceeding 2500 words inclusive of figures, tables and charts. Full paper with Abstract should contain Title, Name of Authors, Institution and Corresponding email with Mobile number.

PUBLICATION DETAILS

- All the papers will be blind-reviewed by the peer review committee with respect to their quality, originality, relevance and other aspect as well.
- Top 30 accepted papers will be published in the UGC CARE list journal as per the requirement, with an additional fee.
- The selected paper for publication should be revised, if needed, by the author as per the requirement of the publisher.
- All the rights of publication of papers presented in the conference shall rest with the conference organizers.
- All the accepted abstracts will be published in conference proceedings with ISBN