



KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
Re-accredited by NAAC with A⁺ Grade -
4th Cycle
College of Excellence – UGC
Coimbatore – 641 029, Tamil Nadu, India



School of Commerce & Management

Organises

National Seminar

on

**DRIVING DIGITAL INNOVATION IN COMMERCE: A VISION FOR VIKSIT
BHARAT @ 2047**

March 3, 2026

Sponsored by



**INDIAN COUNCIL OF SOCIAL SCIENCE RESEARCH
(ICSSR – SRC)**
Ministry of Education, Hyderabad

For Details – Visit: www.kongunaducollege.ac.in

Venue: Conference Hall

About the College

Kongunadu Arts and Science College, Coimbatore, established in 1973, is an aided institution under the Government of Tamil Nadu and is affiliated with Bharathiar University. The college has been autonomous since 2004 and is approved by the University Grants Commission (UGC) and the All India Council for Technical Education (AICTE). It has been re-accredited by the National Assessment and Accreditation Council (NAAC) with an A+ grade in its fourth cycle and has been awarded the prestigious College of Excellence status by the UGC. The institution offers a wide range of academic programmes, including 14 research programmes, 14 postgraduate programmes, 24 undergraduate programmes, 7 diploma courses, 28 certificate courses, and 6 postgraduate diploma courses.

About the Seminar

The National Seminar on **"Driving Digital Innovation in Commerce: A Vision for Viksit Bharat @ 2047"** focuses on the growing importance of digital technologies in transforming the commerce and business landscape of India. As the country moves towards its goal of becoming a developed nation by 2047, digital innovation will play a vital role in enhancing efficiency, transparency, and global competitiveness. The seminar highlights the influence of the **4th Industrial Revolution**, which includes technologies such as Artificial Intelligence, automation, Big Data, block chain, and digital platforms that are reshaping trade, finance, marketing, and supply chain management.

The seminar aims to provide a platform for academicians, researchers, students, industry professionals, and policymakers to discuss emerging trends and challenges in digital commerce. It emphasizes the integration of digital tools in business practices, the importance of digital skills and innovation-driven education, and the need for supportive policy frameworks. Also, the seminar will focus on the digital empowerment of MSMEs and Start-ups, along with discussions on cyber security, data privacy, and ethical use of technology. Overall, the seminar seeks to promote inclusive and sustainable digital transformation in commerce aligned with the vision of **Viksit Bharat @2047**.

Sub-themes of the Seminar

1. Digital Commerce Ecosystem and Role of AI, Block chain, and IoT in Revolutionizing Trade and Finance
2. FinTech Innovations and Financial Inclusion Strategies
3. Data Privacy, Cyber security, and Ethical AI in Commerce
4. E-Commerce Platforms and D2C Models: Opportunities and Challenges

Call for Papers

We cordially invite academicians, researchers, industry experts, NGOs, and students to contribute original research papers for presentation at this National Seminar. Papers should provide innovative perspectives, empirical research, or case studies relevant to the seminar theme and sub-themes.

Participants are requested to submit an abstract of no more than 300 words, along with 3–5 keywords. Full papers should be between 6,000 and 7,000 words, including references, tables, and figures. Each paper should include the following sections: Title, Abstract, Introduction, Objectives, Methodology, Results and Discussion, Conclusion, and References (APA 7th Edition).

All submissions must be original, unpublished, and not under consideration elsewhere. Plagiarism of up to 10% is permitted. **AI-generated content is not allowed.** Only **two co-authors** are permitted per paper. All accepted papers will be published in the seminar proceedings with an **ISBN**. Soft copy of the proceedings will be shared to the authors. **Please submit your abstract and full paper submission to:**

kasccomseminar2026@kongunaducollege.ac.in

Important Dates

Last Date for Abstract Submission	:	20.02.2026
&Full Paper Submission	:	
Conference Date	:	3.03.2026

Registration Details

All participants and authors are requested to register for the conference using the Google form. Authors can include their co-authors by adding their details in the same form and making the total payment for all listed authors. Accommodation will be provided for outstation participants. Please mention your accommodation needs when submitting the Registration form.

Registration link: <https://forms.gle/1ePhTRMmYnUtthTH9>

Payment Details

Participants

Industry Experts/NGO	:	Rs. 500
Research Scholars and Academician	:	Rs. 400
Students	:	Rs. 250
Participation without paper presentation (for all categories)	:	Rs. 200

Registration fees include Seminar kit, certificate, & refreshments & lunch. No TA/DA is allowed. **Mode of Payment: Gpay: 94430 42109**

RESOURCE PERSONS



Dr. Rajesh C
Principal
Acharya Bangalore B School
(Autonomous)
Bangalore

**Digital Commerce Ecosystem
and Role of AI, Block chain,
and IoT in Revolutionizing
Trade and Finance**



Dr. Bhavani M R
Professor and Registrar
(Evaluation),
Chanakya University, Bengaluru

**FinTech Innovations and
Financial Inclusion Strategies**



Dr. P Syamsundar
Principal i/c
Kumaraguru School of Business
Kumaraguru Institutions
Coimbatore

**Data Privacy, Cyber Security,
and Ethical AI in Commerce**



Dr. D Vijaya Lakshmi
Assistant Professor
Department of Commerce
(Aided)
PSGR Krishnammal College for
Women, Coimbatore

**E-Commerce Platforms and
D2C Models: Opportunities and
Challenges**

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Principal, KASC

Chief Patron
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Dept. of Commerce PA

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Academic Coordinator

Conference Convenor

Dr. B Divya Priya
Associate Professor,
Coordinator of Research

&
All HoDs and Faculty members
School of Commerce & Management

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