

KEYNOTE SPEAKERS



Prof. P. RAJENDRA,
Assistant Professor in Marketing,
Department of Management Studies &
Research Centre, B.M.S. College of Engineering,
Bengaluru - 560 019, Karnataka.



Dr. M. UMASANKAR,
Associate Professor,
Department of Professional Studies,
CHRIST (Deemed to be University),
Bengaluru - 560 029, Karnataka.



Mr. NOBEL KUPPUSAMY,
Vice President,
SoundHound AI, Inc.
Texas, USA.



Ms. RAJESWARI DESINGURAJAN,
Associate Director,
UBS Financial Services,
New York, USA.

Registration Fee

- ♦ Foreign Delegates : Rs.1500 (\$14)
- ♦ Corporate Experts : Rs. 500
- ♦ Faculty Members : Rs. 250
- ♦ Research Scholars : Rs. 200
- ♦ Students : Rs. 150

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REGISTRATION MODE

The participants can register their entry through Google Forms. Spot Registration is also available. The link for registration: <https://forms.gle/3KgjTwXBdN4r4VRf8> The participants should fill the Google form on or before **22nd Jan 2026**. The prescribed fee can be paid in cash (on spot) [OR] remitted through online mode.

Note: E-Certificate, Lunch, Refreshment and Conference Kit will be provided.

No TA/DA will be provided to the participants.

Online Payment Details:

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|--------------------|--|
| UPI | Gpay - 63819 49822 |
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For further communication contact:

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Department of Commerce with Computer Applications

The Management, Principal and Staff members are cordially invite you to the

One Day International Conference

(Hybrid Mode)

on

“Technological Transformation in Commerce:
Trends and Challenges for Small-Scale Enterprises ”

(ICTT–SSE 2026)

Friday, 23rd January, 2026



Venue: NASC Auditorium

PROGRAMME SCHEDULE

Registration : 9:00 am to 10:00 am

Inaugural Session

Time : 10:00 am

Prayer Song

Lighting of Kuthuvilakku : **Mrs. S. Banumathi Shanmugan,**
Trustee, Sri Nandha Educational Trust, Erode.

Welcome Address : **Dr. V.K. Veerakumar,**
Associate Professor & Head,
PG and Research Department of Commerce CA,
Nandha Arts and Science College (Autonomous), Erode.

Presidential Address : **Thiru. V. Shanmugan,**
Chairman,
Sri Nandha Educational Trust, Erode.

Inaugural Address : **Dr. N. Raman,**
Principal,
Hindusthan College of Science and Commerce,
Ingur, Perundurai.

Felicitation : **Thiru. S. Nandhakumar Pradeep,**
Secretary, Sri Nandha Educational Trust, Erode.

Thiru. S. Thirumoorthi,
Secretary, Nandha Educational Institutions, Erode.

Dr. S. Manoharan,
Principal,
Nandha Arts and Science College (Autonomous), Erode.

Dr. V.C. Srinivasan,
Administrative Officer,
Nandha Arts and Science College (Autonomous), Erode.

Vote of Thanks : **Dr. K.S. Sudha,**
Assistant Professor,
PG & Research Department of Commerce CA,
Nandha Arts and Science College (Autonomous), Erode.

TECHNICAL SESSION

10:30 am to 11:00 am : **Session I**
"Commerce 2030: Surviving the AI Tsunami - A Playbook
for Small Enterprises"

Keynote Address : **Prof. P. RAJENDRA,**
Cum Rapporteur
Assistant Professor in Marketing,
Department of Management Studies & Research Centre,
B.M.S. College of Engineering, Bengaluru - 560 019, Karnataka.

11:00 am to 11:15 am : **Break**
11:15 am to 12:00 pm : **Session II (Virtual Mode)**
"Future of Commerce: Why your customer Won't be Human "

Keynote Address : **Mr. NOBEL KUPPUSAMY,**
Cum Rapporteur
Vice President,
SoundHound AI, Inc. Texas, USA.

12:00 pm to 12:45 pm : **Session III**
"Digital Disruption in Commerce: Navigating Technological
Change in Small-Scale Enterprises"

Keynote Address : **Dr. M. UMASANKAR,**
Cum Rapporteur
Associate Professor,
Department of Professional Studies,
CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka.

12:45 pm to 01:45 pm : **LUNCH BREAK**
01:45 pm to 02:45 pm : **Session IV (Virtual Mode)**
"Artificial Intelligence and Automation in Commercial Operations"

Keynote Address : **Ms. RAJESWARI DESINGURAJAN,**
Cum Rapporteur
Associate Director,
UBS Financial Services, New York, USA.

" PAPER PRESENTATION "
(Online and Offline Presentation)

Time : 11:15 am Onwards Platform : Google Meet (For Online) Venue : Board Room

VALEDICTORY SESSION

Time : 3.00 pm Onwards

Welcome Address : **Dr. T. Kumar,**
Assistant Professor & Head, Department of Commerce CA,
Nandha Arts and Science College (Autonomous), Erode.

Presidential Address : **Dr. S. Manoharan,**
Principal,
Nandha Arts and Science College (Autonomous), Erode.

Vote of Thanks : **Ms. A. Gokilamani,**
Assistant Professor, Department of Commerce CA,
Nandha Arts and Science College (Autonomous), Erode.

National Anthem