

K.M.G COLLEGE OF ARTS & SCIENCE (AUTONOMOUS)

PG & RESEARCH DEPARTMENT OF COMMERCE

Academic Year Report 2024 - 2025

The PG & Research Department of Commerce organized One Day National Level Seminar on “The Role of Artificial Intelligence and Fin – Tech in the Internet Driven Economy” held on 24th September 2024. Chief Guest : **Dr. V P Sriram** delivered a Special Lecture on the Topic : Application of Artificial Intelligence in the Internet Driven Economy and in the afternoon session **Dr. V Selvam** delivered a lecture on the Topic : Time to Fly High with Fin – Tech.

The PG & Research Department of Commerce has organized the “Tally Awareness Programme” held on 24-10-2024. The special address given by Mr. Sathish Kumar Murugesan Senior Manager VIS Education and Training Company and Mr. Vishnu S Marketing Executive VIS Educational and Training Company.

The PG & Research Department of Commerce & Central Footwear Training Institute (CFTI) collaborate organized a Skill Development Programme to SC/ST Student of B.Com, B.Com (CA) and B.B.A.

Dr. V Vinayagamoorthy attended one week faculty development programme on “Income Tax and GST” conducted by Thiruvalluvar University from 06.01.2024 to 12.01.2024.

Prof. Faheem Ahmed I M attended one week faculty development programme on “INSURANCE AND RISK MANAGEMENT” conducted by Thiruvalluvar University from 18.12.2024 to 24.12.2024.

Prof. Faheem Ahmed I M attended one week faculty development programme on “Microsoft Power BI Data” conducted by Thiruvalluvar University from 11 November 2024 to 15 November 2024.

Prof. Faheem Ahmed I M attended 5 days Online International faculty development on “Applied Statistical Analysis Using SPSS for Research and Academic Writing: Enhancing Research Impact from 14th October 2024 to 18th October 2024.

Dr. K Gomathy Published an article in “Role of Artificial Intelligence in Human Resources Management” Humanities and Social Science Studies, Vol 13 Issue 1 August 2024.

Dr. K Gomathy Published an article in “Work Stress Management in An Organization with the role of HRM” Humanities and Social Science Studies, Vol 13 Issue 1 August 2024

Dr. D Saravanan Published an article in “A study on exploring the influence of consumer behavior on purchasing decision for household appliance with special reference to Vellore Dist.” Humanities and Social Science Studies, Vol 13 Issue 1 August 2024

Dr. V Vinyagamoorthy Published an article in “Impacts of personality Disorder in Work Environment. Humanities and Social Science Studies, Vol 13 Issue 1 August 2024

Dr. K S Karuna Published an article in “A study on the Impact of Green Marketing on Consumer Behaviour in Tamil Nadu” Humanities and Social Science Studies, Vol 13 Issue 1 August 2024

Prof. Thenmozhi Published an article “An Emphirical study on the influence perceived benefits risk and trust towards E-Shopping Behaviour with special reference to Vellore District.” Humanities and Social Science Studies, Vol 13 Issue 1 August 2024

Prof. Faheem Ahmed I M Published an article “A study on job satisfaction of faculty members in self financing polytechnic college in Tirupattur Dist. Humanities and Social Science Studies, Vol 13 Issue 1 August 2024

Result Analysis:

- 1. M.Com – 100%**
- 2. III B.Com – 71%**