

FUTURE OF DIGITAL ECONOMY IN COMMERCE AND BUSINESS

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**MADONNA ARTS & SCIENCE
COLLEGE FOR WOMEN**

*Affiliated To Madurai Kamaraj University
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SECRETARY MESSAGE



Commerce is the great civilizer.
We exchange ideas when we exchange fabrics.

-Robert G. Ingersoll

Greetings to all !

Madonna Arts and Science College for Women is highly envisioned to educate and empower women, specially in rural areas and transform the society. Through various teaching strategies and skill trainings this goal is achieved. One such area is the Department of Commerce with Computer Application. The department head Mrs. Harunnisha with her team now has stepped into the promotion of Digital Economy through the International Conference titled , “Future of Digital Economy in Commerce and Business”. E-commerce is an exceptional career choice in 2026. With global online retail sales climbing past trillions of dollars, companies are investing heavily in digital infrastructure, data analytics, and user experience. This creates strong job security, competitive pay, and vast pathways for specialization. Generic stores struggle to survive without a distinct brand identity. Users reach a consensus that organic growth, community engagement, and niche focus outperform relying solely on paid ads. This poses the challenge of high customer acquisition costs meaning professionals who understand data-driven retention are in peak demand.

At the outset I believe that this international conference will develop career interest and profound professionals to the rising hope to the future.

I am happy to wish the organizers all the success of this Conference.

God Bless you all !

Rev. Dr. A. Mary Delphine CIC
Secretary

PRINCIPAL MESSAGE



International Conference on **The Future of Digital Economy in Commerce & Business**”

“The future belongs to those who understand that technology is not merely changing business—it is redefining the way we create value, connect people, and shape society.”

It gives me immense pleasure to extend my warm greetings to all the distinguished academicians, researchers, industry experts, entrepreneurs, scholars, and students participating in the International Conference on **“The Future of Digital Economy in Commerce & Business.”**

We are living in an era of unprecedented digital transformation, where Artificial Intelligence, data analytics, digital payments, e-commerce, blockchain, cloud computing, and emerging technologies are rapidly reshaping the world of commerce and business. The digital economy has moved beyond being a technological advancement; it has become a powerful force influencing business models, consumer behaviour, financial services, entrepreneurship, employment, and global markets. Current discussions on digital commerce increasingly focus on AI-driven decision-making, digital transformation, fintech, and inclusive digital growth.

This conference provides a valuable platform for sharing innovative ideas, research findings, best practices, and emerging perspectives on the opportunities and challenges of the digital economy. It encourages meaningful interaction between academia and industry and helps us understand how businesses can remain innovative, competitive, ethical, and sustainable in a rapidly changing digital environment.

At Madonna Arts and Science College for Women, we strongly believe that education must prepare young women not only to meet the demands of the present but also to lead the future. Through conferences such as this, our students and faculty are encouraged to develop critical thinking, digital competencies, entrepreneurial skills, and a spirit of innovation.

I am confident that the deliberations of this conference will generate new ideas, strengthen academic and industry collaborations, and contribute to building a more inclusive, responsible, and sustainable digital economy.

I congratulate the organizing team, the Department of Commerce and Business-related disciplines, and all the participants for their valuable contribution to this significant academic event.

May this conference inspire us to embrace technology with wisdom, innovation with responsibility, and progress with humanity.

"Let us not simply prepare for the digital future; let us have the courage and creativity to shape it."

I wish the International Conference every success and all the participants a fruitful and enriching academic experience.

Rev. Dr. S. Thiraviya Regina Rajam, CIC

Principal

Madonna Arts and Science College for Women

Virahanur, Madurai

VICE PRINCIPAL MESSAGE



With immense joy and gratitude, I am privileged to present this Preface on the occasion of the International Conference on “Future of Digital Economy in Commerce and Business,” organized by the Department of B.Com(CA) of our esteemed institution. First and foremost, I raise my heart in profound gratitude to the Lord Almighty for His abundant blessings, guidance, wisdom, and grace that have enabled us to organize and accomplish this International Conference successfully.

The theme “**Future of Digital Economy in Commerce and Business**” is both timely and significant in an era where digital transformation is rapidly redefining the global economic and business landscape. This International Conference provides a valuable platform for academicians, researchers, industry experts, research scholars, students, and practitioners to share their knowledge, research findings, innovative ideas, and professional experiences.

I express my heartfelt and sincere gratitude to our esteemed Management for providing constant encouragement, support, and valuable opportunities for academic advancement. My special appreciation goes to the Department of B.Com (CA) for taking the initiative to organize this International Conference on a theme of immense contemporary significance. The dedication, coordination, meticulous planning, and teamwork of the Head of the Department, faculty members, organizing committee, and students deserve special recognition.

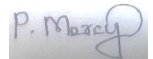
The Publication of the Conference Abstracts is another significant outcome of this academic initiative. The abstracts represent the intellectual contributions of researchers and participants who have shared their perspectives and findings on diverse dimensions of the digital economy, commerce, business, technology, innovation, and entrepreneurship. I place on record my appreciation for all the authors, researchers, reviewers, editorial team, and publication committee whose dedicated efforts have contributed to bringing this compilation into existence. I sincerely appreciate the contributions of the invited speakers,

resource persons, delegates, research scholars, faculty members, students, technical team, administrative staff, and every individual who worked behind the scenes.

May this International Conference create new pathways for research collaboration, digital innovation, entrepreneurship, academic networking, and sustainable business development.

May God bless all our endeavours and guide us towards greater heights of knowledge, wisdom, service, and excellence.

With heartfelt appreciation and best wishes,

A small, rectangular image showing a handwritten signature in blue ink. The signature appears to be 'P. Marcy'.

Rev. Dr. P. Arockia Michael Mercy

Vice Principal

Madonna Arts & Science College for Women,

Virahanur, Madurai

CHIEF GUEST'S MESSAGE



It gives me immense pleasure to address the International Conference on "Future of Digital Economy in Commerce and Business," hosted by the Department of Commerce with Computer Application at Madonna Arts & Science College for Women on September 2, 2026.

The global economy is undergoing a structural shift driven by rapid technological integration, data-driven financial systems, and evolving commercial models. Today, understanding the digital economy is no longer just an academic pursuit, but it is a necessity for navigating modern commerce and sustainable global growth. This conference serves as a timely and crucial forum for scholars, researchers, and students to examine these emerging trends, share grounded insights, and discuss practical solutions for tomorrow's business landscape.

I commend the Management, Principal, organizing team, and faculty of the Department of Commerce with Computer Application for their foresight and dedication in curating an event around such a vital theme. Initiatives like this are instrumental in equipping young women with the analytical mindset and digital literacy required to excel in dynamic professional environments.

I extend my warm wishes to all the delegates and participants for an engaging and thought-provoking conference. May the deliberations over the course of this event spur new research perspectives, foster meaningful academic exchange, and contribute significantly to the field of commerce and economics.

I wish Madonna Arts & Science College for Women continued success in driving academic rigor and excellence in the years to come.

Jethina James

NET, MSc in Economics

Faculty in Economics,

Bahrain Institute of Banking and Finance (BIBF)

Kingdom of Bahrain

MESSAGE



It is my privilege to extend my warm greetings and best wishes to the Management, Principal, faculty members, and students of Madonna Arts & Science College for Women, Virahanur, Madurai, on the occasion of the successful conduct and publication of the proceedings of the International Conference on “Future of Digital Economy in Commerce & Business.”

I sincerely appreciate the efforts of the Department of Commerce with Computer Applications, the organising department, for providing a valuable academic platform for researchers, academicians, scholars and practitioners to share their research findings and insights on the emerging dimensions of the digital economy.

The digital economy is transforming commerce and business through e-commerce, digital payments, artificial intelligence (AI), cloud computing, fintech, digital marketing and data-driven decision-making. Its scope extends from online buying and selling to digital banking, smart supply chains, personalised marketing and technology-enabled customer services. In India, rapid growth in digital payments, UPI, e-commerce and platforms such as ONDC has created new opportunities for MSMEs, entrepreneurs and traditional businesses to access wider markets at lower costs. Digitalisation is the need of the hour as it improves efficiency, reduces transaction costs, enhances transparency, strengthens customer engagement and promotes competitiveness. In the future, AI, automation, blockchain, 5G/6G, cybersecurity and cloud technologies are expected to further reshape business operations and consumer behaviour. Future endeavours should focus on digital skills, data security, ethical AI, innovation and inclusive access. Thus, embracing digital transformation is essential for sustainable growth, competitiveness and inclusive development in modern commerce and business.

I am confident that this proceedings volume will serve as a valuable academic reference for students, researchers and practitioners and will encourage further research, innovation and meaningful collaboration between academia and industry.

With Regards

Dr. V. Nirmal Rajkumar

*Associate Professor, Department of Economics
Arul Anandar College, Karumathur – 625 514*

CONGRATULATORY MESSAGE



Heartiest congratulations to the **Department of Commerce with Computer Applications, Madonna Arts & Science College, Madurai, Tamilnadu** for successfully organizing the **International Conference on “The Future of Digital Economy in Commerce and Business”** and for the commendable initiative of publishing a **journal featuring valuable research contributions** from the conference.

The conference theme is highly relevant in today's rapidly transforming business environment, where digital technologies are revolutionizing commerce, business operations, entrepreneurship and economic activities. The initiative provides an excellent platform for academicians, researchers, industry professionals and students to exchange knowledge, share innovative ideas and contribute to the advancement of research.

The publication of the journal is a significant achievement that reflects the Department's commitment to promoting **quality research, academic excellence and knowledge dissemination**. It is indeed a proud milestone and a valuable contribution to the academic community.

I extend my sincere appreciation to the **Management, Principal, Head of the Department, Faculty Members, Organizing Committee, Researchers and Students** for their dedicated efforts and remarkable contribution towards the successful conduct of the conference and publication of the journal.

Congratulations to the Department of Commerce with Computer Applications and Madonna Arts & Science College on this noteworthy achievement. Wishing the institution continued success in its academic, research and innovation endeavours.

Hearty Congratulations and Best Wishes!

Dr. R. Meenakshi Devi

Assistant Professor

Department of Business Administration

Mannar Thirumalai Naicker College (Autonomous)

Madurai, Tamilnadu.

MESSAGE



I am delighted to extend my heartfelt greetings and best wishes to the organizers and participants of the **International Conference on “The Future of Digital Economy in Commerce & Business,”** organized by the **Department of Commerce with Computer Applications** at **Madona Arts and Science College for Women** on **21st August 2026**.

In today's rapidly evolving digital era, **Artificial Intelligence and emerging technologies** are creating new opportunities and transforming the way organizations operate, compete, and innovate.

This conference provides a valuable platform for academicians, researchers, industry experts, and students to **exchange knowledge, share innovative ideas, and gain new perspectives** on the future of the digital economy in commerce and business.

I sincerely appreciate the dedicated efforts of the **Management, Principal, faculty members, and organizing committee** of **Madona Arts and Science College for Women** in organizing this meaningful academic initiative.

I am confident that this conference will foster **intellectual exchange, research collaboration, innovation, and knowledge sharing**, while providing valuable insights into the emerging trends and opportunities in the digital economy.

I wish the conference **great success** and all the participants a **fruitful, enriching, and memorable experience**.

Dr. V. Selva Subhashini,
*Assistant Professor,
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ABOUT THE COLLEGE

In today's context, human beings are discriminated on the basis of caste, culture and religion. In this situation the Congregation of the Immaculate Conception Society, Madurai has started this institution with the purpose of offering quality education to the young women in order to form them as integrated and cultured individuals who will dedicate themselves for social change. The College located in Virahanur Panchayat, situated at 10 Kilometers from Madurai Junction consisting around 40 villages with a high female literacy rate. However for these young girls, school education seems to be terminal and they do not pursue higher education seems to be terminal and they do not pursue higher education for lack of easy accessibility to colleges. In this situation the Management desired to bring a radical change and development among this deprived section of society and planned to open an Arts and Science College so that young girls will be able to continue their higher studies peacefully under the care of their parents. The preliminary works were initiated in the year 2014 to get clearance from local authorities and after verification the Government issued order on 08.07.2016 followed by the affiliation order on 01.08.2016 Madurai Kamaraj University to introduce the following courses B.A. English, BBA, B. Com (CA), B.Sc. Mathematics and B.Sc. Computer Science during 2016-2017. B.A. History, B.Sc. Physics and B.A. Tamil were introduced from the academic year 2017-2018. B. Com introduced from the academic year 2020-2021. M.A. English and M. Com has been introduced the academic year 2024-2025. The job-oriented Diploma courses DTP & Tally are also being taught in our college.

ABOUT THE DEPARTMENT

The primary objective of a B.Com CA (Bachelor of Commerce in Computer Applications) degree is to equip students with dual expertise in core commerce principles and practical computer application skills for modern tech-driven business environments. Provide a deep understanding of financial accounting, corporate accounting, cost accounting, taxation, and business management.

Develop critical thinking and problem-solving skills so students can analyze financial data and build technology-based solutions for business challenges. Train students in essential programming languages (such as C++, Java, or Python) and business-specific accounting software like Tally.

Ready graduates for immediate employment in banking, insurance, accounting, and IT-enabled services, or to pursue professional certifications like CA, CMA, or advanced computer applications.

ABOUT THE CONFERENCE

The digital economy is transforming the global business environment by integrating advanced technologies such as Artificial Intelligence (AI), Big Data, Cloud Computing, Blockchain, the Internet of Things (IoT), and digital payment systems into commercial activities. These technologies are changing how businesses operate, interact with customers, manage supply chains, and create value. As internet connectivity and digital adoption continue to grow, commerce is becoming faster, more efficient, and increasingly customer-centric.

The future of the digital economy promises significant opportunities for businesses, including enhanced productivity, data-driven decision-making, personalized customer experiences, and access to global markets through e-commerce platforms. At the same time, it presents challenges such as cybersecurity risks, data privacy concerns, digital skill gaps, and the need for continuous technological innovation. Organizations that embrace digital transformation and invest in emerging technologies will be better positioned to compete in an increasingly digital marketplace.

In the coming years, the digital economy is expected to become the foundation of commerce and business, driving innovation, sustainable growth, financial inclusion, and economic development. Understanding its future trends and implications is essential for business leaders, policymakers, researchers, and students to adapt to the rapidly evolving digital landscape.

CONTENTS

Sl. No.	Table of Contents	Page No.
1	Digital Marketing in Startup Business S. Harunnisha	1
2	E-Commerce and Digital Trade K. Lalitha	2
3	Digital Marketing and Brand Management S. Reem	3
4	Digital Marketing and Brand Management: Strategies for building Strong Brands and Enhancing Customer Engagement in the digital Era M. Durga	4
5	Digital Transformation and Economic Growth: Shaping the Future of Commerce S. Atshaya	5
6	A Study on the Effectiveness of Supply Chain Management Practices in Manufacturing Industries Nayas. M	6
7	A Study on Human Resource Management Practices and Employee Performance in the it Industry M. Anusiya	7
8	A Study on Employee Engagement Strategies And Their Effectiveness in it Companies Hema Pradeepa	8
9	Impact of Institutional Finance on Entrepreneurial Development Among Msmes Mr. E. Yuvaraj & Dr. M. Muthukumar	9
10	From Engagement To Purchase: Examining the Factors Influencing Consumer Purchase Behaviour on Social Media C. Vetriselvi & S. Raja Bhavani	10
11	E-commerce and Digital Trade Mrs. M. Suganya & Dr. R. Meenakshi Devi	11
12	Business Analytics And Artificial Intelligence in E-Commerce And Digital Trade Transforming Decision Making Practices Mrs. R. Shariga & Dr. R. Meenakshi Devi	12
13	The Future of E-Commerce and Digital Banking in the Digital Economy: Opportunities, Challenges and Emerging Trends in India Dr. A. Ignatius	13

14	U.S. Tariff Policies and Indian Export Competitiveness: Digital Strategies for Global Markets Vairamuthu B	14
15	Impact of Digital Freight Platforms on Sme Exporters in South India Saravana Vignesh	15
16	Future of digital economy in commerce and Business: Cybersecurity and data privacy Jeeva K & Shiyam Pranav D	16
17	Digital Transformation and the Future of Commerce: Opportunities and Challenges Arunkumar P	17
18	Future of Digital Economy in Commerce and Business: Block Chain and Smart Contracts Vanishree S & Vasundhara Raje M	18
19	Artificial Intelligence in Digital Marketing for the Logistics Industry: Opportunities and Challenges Subathra K	19
20	The Role of Social Media Marketing in Building Brand Loyalty: a Study of Customer Engagement and Trust Ahammed Suhaib S & Basith Khan M	20
21	Digital Transformation in Cargo Handling: Opportunities and Challenges in Modern logistics S. Mohamed Hajith	21
22	Impact of Influencer Marketing on Brand Loyalty among gen z Consumers Layavarshini K	22
23	Smart Port Development in Tamil Nadu: Exploring Digital Logistics Transformation Harini P	23
24	Future of Digital Economy in Commerce and Business :E-Commerce and Digital Trade Nagalakshmi V & Vidhya P	24
25	Startup Innovation and Business Growth A. Nithish & A. Gurudev	25
26	Future of Digital Economy in Commerce and Business: E-Commerce Growth and Its Impact on Last-Mile Delivery Logistics in India Monika Choudhary N	26
27	Digital Transformation of Tamil Nadu Ports: a Study on Smart Logistics Adoption Sundaravalli S	27

28	From E-Commerce to AI-Commerce - The Next Revolution in Digital Business Praveen Raj D & Praveen Kumar R	28
29	Future of Digital Economy in Commerce and Business :Cybersecurity Challenges in Digital Shipping and Port Operation Harini K	29
30	Digital Brand Building Strategies for Startups & Entrepreneurs Pandieswaran R	30
31	Fintech Innovations in Trade Finance & Export Documentation S. Shek Kadar Mydeen & A. Kalaimani	31
32	Green Logistics and Sustainable Supply Chain Practices in the Digital Era Dharshini S	32
33	Role of Big Data Analytics in Business Decision Making Thara K	33
34	Impact of Personalized Marketing Oncustomer Retention Shona S	34
35	Iot-Enabled Tracking Systems in Warehouse and Inventory Management Sankarapandian M & Nafeesutheen Riswan R	35
36	Programmatic Advertising and its Effectiveness in E-Commerce Tamizh visakan B	36
37	Digital Payment and Its Impact on Modern Commerce N. Ilakiya Devi	37
38	The Rise of Digital Entrepreneurship: How Technology is Transforming Modern Businesses S. Yuganithra	38
39	The role of Air Cargo in E-Commerce and Digital Trade: Transforming Global Logistics Sri Harini T V	39
40	Smart Contracts and Block Chain in International Shipping Transact Suman T	40
41	Beyond Digital: Exploring the Future of Commerce and Business in a Digital Economy Mr. Nitheeshwar & Ms. Priyanka B H	41
42	Digital transactions in Accounting and Finance R. Roopa Devi & B. Nalina	42
43	Accounting & Financial Performance Analysis M. Amrin & P. Mahalakshmi	43

44	Digital Transformation in Accounting and Finance M. Mutheeswari & S. Sumitha	44
45	Fintech and Digital Banking M. Gopika Sri & N. Dharaniya	45
46	E-Commerce and Digital Trade: Trends, Opportunities and Challenges K. Karpagavalli & C. Rooth	46
47	Digital Marketing and Brand Management B. Nandhini & A. Shama Safrin	47
48	Artificial Intelligence in Business N. Kalai Selvi & P. Pandeewari	48
49	Digital Transformation in Accounting and Finance R. Sharmila & R. Kavyadharshini	49
50	Future of Digital Economy in Commerce & Business S. Sobana & Gokila	50
51	Digital Marketing in Commerce and Business V. S. Karthiyayini & M. Swetha	51
52	Artificial Intelligence in Business S. Gayathri & K. Chellamuthu Anbukarasi	52
53	Future of Digital Economy in Commerce and Business K. Yuvadharani & M. Hemamalini	53
54	Green Finance and Sustainable Business P. Deepaselvi & S. Indhira	54
55	Business Analytics and Decision Making S. Shanmathi & S. Sri abinaya	55
56	Cyber Security and Data Privacy E. Jaya Bharathi & N. Dhoupaha	56
57	E-Commerce and Digital Trade B. Revathi & M. Vandhana	57
58	Green Finance and Sustainable Business N. Shifana & G. Jeevitha	58
59	Fintech and Digital Banking M. Tharaniyal & B. Pavithra	59
60	Digital Marketing and Brand Marketing R. Pavithra & S. Taj Nisha	60
61	Fintech and Digital Banking T. ThangaMaheswari & B. Meenakshi	61
62	Artificial Intelligence in Business M. Ragavi & M. Tamil Arasi	62

63	Digital Transformation in Accounting and Finance: Opportunities, Challenges and Future Directions For Indian Businesses C. Kalaiselvan.	63
64	Digital Transformation of Tamil Nadu Ports: a Study on Smart Logistics Adoption Arun V M	64
65	Digital Transformation in Logistics Business D. Jai Shri & C. Meena Dharshini	65
66	Role of Digital Technology in International Trade Rishal R.B & Jaya Surya M	66
67	Role of Artificial Intelligence in Predictive Freight and Fleet Managemet Yogesh S	67
68	Artificial Intelligence in Business: an Empirical Study of Awareness, Adoption and Perceived Business Benefits Among Respondents in Madurai Mrs. N. Sindhu Abirami	68
69	E-Commerce Growth and Its Impact on Last-Mile Delivery Logistics in India Mohan Nainar Pandi P	69
70	Digital Cargo Management in Import Business: Challenges and Opportunities for Operational Excellence Dr. M. Dhineshkumar	70
71	Artificial Intelligence in Business P. Kavi Bharathi & V. Kalaiyarasi	71
72	Fintech and Digital Banking G. Nagalakshmi & K. Oviya	72
73	Cyber Security and Data Privacy J. Saritha Meenakshi & K. Thottichi	73
74	Artificial Intelligence in Business A. Christa Blessy & U. Varshini	74
75	E-Commerce and Digital Trade K. Santhiya & A. Arockia Swetha	75
76	Commerce & Business Digital Marketing and Brand Future of Digital Economy in Management Lalithambal P	76
77	Digital Marketing and Brand Management S. Ashiga Shireen & V. Rajeswari	77
78	Artificial Intelligence in Business T. Poorna Deepa & B. Geetha Priya	78

79	Fintech Innovations and Their Impact on Digital Banking Services Dr. R. Nithya Kalyani & Dr. A. Devi	79
80	Role of Ai-Powered Chatbots in Enhancing Customer Engagement Kavin.V	80
81	Future of digital economy in commerce and business: Impact of digital Transformation on port logistics and Supply chain efficiency Srinithi. S	81
82	IoT-enabled tracking system in warehouse and inventory management N Manoj Kumar	82
83	Digital Transformation in Export Business: Strategies for Enhancing Global Competitiveness Karthiga. A	83
84	Entrepreneurship in transition: Navigating the Changing landscape of small-scale Retailing in Kerala Robin Tharian	84
85	Artificial Intelligence and the Future of Digital Business Vishnupriya A S	85
86	E-Commerce and Digital Trade J. Krishnaveni & S. Soundarya Shree	86
87	Green Finance and Sustainable Business K. Mahalakshmi	87
88	Cyber Security and Data Analytics: Emerging Strategies for Secure Digital Transformation R. Selvabarathi	88
89	Digital Marketing and Branch Management M. Saranya & S. Sahana	89
90	Big Data Analysis and Business Intelligence R. Akshaya & P. Yasin	90