

One Day International Conference on

DIGITAL TRANSFORMATION FOR SUSTAINABLE BUSINESS GROWTH

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Title: Digital Transformation for Sustainable Business Growth

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PRELUDE

In the contemporary Business Environment, rapid technological advancements have significantly reshaped the way organizations operate and compete. Digital technologies such as AI-driven green supply chains, Metaverse commerce and Sustainable virtual Economics, Digital twins for sustainable retail operations, Robotics in Sustainable Warehousing and delivery are transforming traditional business models. This phenomenon, widely known as digital transformation, has become a crucial driver of innovation and competitiveness across industries.

Organizations today are not only striving for profitability but also focusing on sustainable growth that balances economic performance with environmental and social responsibility. Digital transformation plays a pivotal role in achieving this balance by improving operational efficiency, reducing resource consumption, enhancing transparency, and enabling data-driven decision-making.

However, the process of digital transformation involves several challenges, including technological adaptation, organizational change, investment costs, and skill development. Therefore, understanding how digital strategies contribute to sustainable business growth is essential for modern enterprises.

This study explores the role of digital transformation in promoting sustainable business development. It examines how the integration of digital technologies can enhance productivity, innovation, and long-term value creation for organizations. The findings aim to provide insights for business leaders, policymakers, and researchers seeking to leverage digital transformation as a pathway toward sustainable and resilient business growth.

SUB-THEMES:

- DIGITAL COMMERCE
- SUSTAINABILITY

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PROLOGUE

We are very pleased to extend a warm welcome to all the delegates and guests who have made a presence for the International Conference on DIGITAL TRANSFORMATION FOR SUSTAINABLE BUSINESS GROWTH on 18th March 2026.

We are very much honoured with the exclusive Presence of our Inaugural Chief Guest CA Jakanath Poosekar, Founder & CEO-Foodswing Enterprises, Chennai in this occasion.

Our heartfelt gratitude to our Chief Guests,

Dr. Pon. Mohaideen Pitchai, HR & Management, Dubai, UAE and India for Valedictory function.

Prof. Dr. Sandeep Poddar, Deputy Vice Chancellor, (Research and Innovation), Lincoln University College, Malaysia.

We are pleased to thank our chairpersons:

Prof. Dr. P .C. K. Rao, Research Chair & Co-Chair (DBA), Golden Gate University, USA

Dr. Nitesh Bharot, Assistant Professor-School of Computing, National College of Ireland & Principal Investigator at Data Science Institute, University of Galway, Ireland

Dr. G.V. Hariharan, Assistant Professor, Department of Management Studies, Sri Sai Ram Engineering College (Autonomous), Chennai

Dr. A. Thilaha Dharmarajan, Associate Professor, PG & Research Department of Corporate Secretaryship, Bharathidasan Govt. College for Women (Autonomous), Puducherry for enlighten the Technical Session.

We are forever indebted to the Review Panel Members:

Dr. Arup Kumar Sarkar, Assistant Professor (Stage-II) and Head, Department of Commerce-Uluberia College, University of Calcutta, West Bengal.

Dr. Pankaj Kumar Tripathi, Senior Assistant Professor, Faculty of Commerce. The Maharaja Sayajirao, University of Baroda, Vadodara, Gujarat.

Dr. Cailassame, N.S.N, Dean-Management Studies, Manakula Engineering College (An Autonomous Institution), Puducherry, for their endless effort and enormous support.

We take this opportunity to extend our gratitude to our respected Management Members, Correspondent Shri.Vikas Surana, and Treasurer Shri.Suresh Kankaria.

We are very glad to thank our beloved Principal Dr. R. Arunadevi, for her guidance in conducting this conference.

We express our sincere thanks to all the Institutions for their active participation and presenting the papers in this occasion. We thank all the staff and students of the Department of Commerce who have contributed their best in this Conference. We express our gratitude to all the authors who have provided their ideas and research findings for this proceeding.

ABOUT THE DEPARTMENT

DEPARTMENT OF COMMERCE

The Department of Commerce is one of the flagship departments of Vidhya Sagar Women's College. The department is Committed to academic Excellence, Skill development and Holistic Student Growth. It Offers quality education through Innovative teaching Methodologies, industry interactions, Seminars, Workshops, Industrial Visits & Research –Oriented.

The Department Consistently encourages students to engage in research, participate in academic events and develop Professional Competencies to meet global standards. The academic Strength of the Department is reflected in holding University First rank in both UG and PG in all disciplines. These accomplishments highlight the department's Commitment to excellence and high academic Standards.

Shri. VIKAS SURANA

CORRESPONDENT

VSEI



I am delighted to extend my cordial greetings to the eminent delegates, academicians, researchers, and students who have gathered to participate in the One Day International Conference on Digital Transformation for Sustainable Business Growth”, to be held on 18th March 2026.

In the present era, digital transformation has become a key driver of innovation and sustainable development in the business world. The integration of digital technologies such as **artificial intelligence, data analytics**, is transforming the way organizations operate, make decisions, and deliver value to society. These advancements help businesses enhance productivity, improve transparency, and optimize resource utilization, thereby supporting long-term sustainability.

Digital transformation also encourages **smart decision-making through data-driven strategies**, strengthens **global connectivity and collaboration**, and enables organizations to develop **eco-friendly and socially responsible business models**. By adopting digital tools, businesses can reduce operational costs, minimize environmental impact, and promote inclusive economic growth.

This conference provides a valuable platform for scholars, researchers, and industry experts to share innovative ideas, research outcomes, and best practices that contribute to sustainable business growth in the digital age. I am confident that the discussions and deliberations during this conference will inspire new perspectives and foster meaningful academic and professional collaborations.

I wholeheartedly appreciate the sincere efforts of the organizing committee in initiating and organizing this international conference. I am confident that the conference will be highly beneficial and will inspire meaningful academic discussions and collaborations among the participants

I extend my best wishes to all the participants and hope that the conference will be a great success.

Shri. SURESH KANKARIA

TREASURER

VSEI



With great pleasure I convey my greetings to all the participants for the **One Day International Conference on “Digital Transformation for Sustainable Business Growth”**, being held on **18th March 2026**.

The rapid advancement of digital technologies has significantly influenced the way modern organizations function and grow. Embracing digital transformation enables institutions and industries to improve efficiency, enhance transparency, and adopt innovative practices that contribute to long-term sustainability.

I congratulate the organizers for planning this academic event that brings together scholars and professionals to exchange ideas and explore new perspectives in the field of digital transformation. I am confident that the conference will provide valuable insights and benefit all the participants.

I extend my best wishes for the successful conduct of the conference.

Dr. R. ARUNA DEVI
PRINCIPAL
VIDHYA SAGAR WOMEN'S COLLEGE



It is a matter of great pride and pleasure to warmly welcome the distinguished delegates, scholars, academicians, industry experts, and students to the **One Day International Conference on “Digital Transformation for Sustainable Business Growth”**, being held on **18th March 2026 at our campus.**

Digital transformation has emerged as a powerful force that is reshaping modern business environments. The adoption of advanced technologies such as digital platforms, big data, and smart systems enables organizations to innovate, improve productivity, and respond effectively to global challenges. At the same time, these digital advancements play a crucial role in promoting sustainable and responsible business practices.

This conference aims to create a meaningful academic forum where experts and scholars can share their research insights, discuss emerging digital strategies, and explore innovative approaches that support sustainable economic growth. Such interactions greatly contribute to strengthening research culture and interdisciplinary collaboration among institutions.

The **technical sessions of the conference will provide an important platform for researchers and scholars to present their research findings, exchange ideas, and engage in constructive discussions on contemporary developments in digital transformation and sustainable business practices.** Such scholarly interactions will greatly contribute to strengthening research culture and fostering interdisciplinary collaboration among institutions.

I wish the conference great success and hope it will be a fruitful learning experience for all.

CHIEF GUEST-INAUGURAL SESSION

CA JAKANATH POOSEKAR



Mr. Jakanath Poosekar is a Chartered Accountant and entrepreneur with over 15 years of experience in the food services industry. He completed his Bachelor of Corporate Secretaryship (BCS) from Vivekananda College in 2005 and qualified as a Chartered Accountant in 2008.

Since 2009, he has been actively involved in the food business and is the driving force behind Foodswing, a company engaged in providing industrial catering and institutional food service solutions to corporate and manufacturing establishments.

Under his leadership, Foodswing focuses on digital transformation to enhance operational efficiency, transparency, and service quality, leveraging technology for process automation and data-driven decision-making in large-scale food service operations. He is passionate about building scalable and sustainable food service models by combining technology, operational excellence, and innovation.

CHIEF GUESTS - VALEDICTORY SESSION

Dr. PON MOHAIDEEN PITCHAI



Dr. Pon Mohaideen Pitchai is a business professional and consultant with strong industry connections in the UAE, particularly with leading organizations such as **DP World** and the **Sharaf Group** in the shipping and logistics sector. He is associated with **Stree Group** in Dubai, an organization focused on education, training, and management consultancy. Through his work, he supports professional development, corporate training, and strategic guidance for businesses and individuals, leveraging his extensive network and experience in international trade and logistics.

Prof. Dr. SANDEEP PODDAR



Prof. Dr. Sandeep Poddar is a Deputy Vice Chancellor and Executive Editor of Lincoln University College Publications and also a member in the Board of Studies, Lincoln University College, Malaysia. His other Honorary Affiliations are Adjunct Faculty (Honorary), Bharat Center Canada. Visiting Professor, University Mandala Waluya, Indonesia, Adjunct Faculty, Techno India NJR Institute, Udaipur, India

TECHNICAL SESSION – GUEST SPEAKERS

Prof. Dr. P.C.K. RAO



Prof. Dr. P.C.K. Rao is a distinguished management professor with over 30 years of experience in teaching, research, and academic leadership. He currently serves as **Research Chair & Co-Chair (DBA Supervision) at Golden Gate University, USA. His expertise includes Leadership, Organizational Behaviour, HR Analytics, and Project Management. He has authored several books, published international research papers, and guided numerous PhD/DBA scholars

Dr NITESH BHAROT



Dr. Nitesh Bharot is a researcher and academic in the field of **computer science and cybersecurity**. He currently works as a **Postdoctoral Researcher at the Insight SFI Research Centre for Data Analytics, University of Galway, Ireland**. His research focuses on **cybersecurity, privacy, social semantics, Internet of Things (IoT), and distributed systems**.

TECHNICAL SESSION – CHAIR PERSONS

Dr. G.V. HARIHARAN



Dr. G. V. Hariharan, M.E., MBA., Ph.D is an academician and researcher currently serving as an **Assistant Professor in the Department of Management Studies at Sri Sai Ram Engineering College (Autonomous), Chennai**. His academic expertise lies in **Operations Management, Human Resource Management, and Manufacturing Management**. He has actively participated in numerous **faculty development programmes, international conferences, workshops, and seminars**, and has received recognitions such as **Faculty Excellence Awards and academic honours for his contribution to management education and research**.

Dr. A. THILAHA DHARMARAJAN



Dr. A. THILAHA DHARMARAJAN is an academician serving as an **Associate Professor at Bharathidasan Government College** (affiliated with Bharathidasan University), Tamil Nadu. She has extensive experience in **teaching, research, and academic administration**, contributing significantly to higher education and student development.

REVIEW PANEL MEMBERS



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CONTENTS

S.No.	Title	Page No.
1	A Study on Development of a Digital Platform for AI Ethical Certification Sandhiya. P & Dr. G. Bhavani	1
2	A Study on the impact of Unified Payments Interface on Small Business Growth in Thiruvallur V. Rajeshwari	4
3	AI-Powered Consumer Nudges for Eco-Friendly Shopping: A Study of Amazon and Flipkart Dr A Ruth Priya	11
4	An Empirical Study on the role of Digital Transformation in Promoting Sustainable Brand Loyalty Among Gen-Z Consumers in the Cosmetic Industry in Kengeri, Bangalore Mrs. Subha R. & Dr. G. Bhavani	16
5	Exploring the Determinants of Fintech usage and its Role in Promoting Financial Inclusion Among Generation Z Saranya Devi. C & Dr. S. Anitha	21
6	Digital Marketing Practices in Delhi Hotels Dr. Saravanan Devadoss	27
7	Sustainable Digital Identity and its impact on it Professional Well-Being and Consumers V. Sathyasheela & Dr. Rethina Bai	31
8	Voice-Enabled Commerce and Green Consumerism: A Study on Sustainable Purchasing Patterns Dr. Shyamala K & Nandini P	37
9	A Study on Effect of Total Rewards on Employee Retention at Sutherland Company Ms. S. Kaviya & Dr. M. Rekha	50
10	A Study on SWOC Analysis in Micro, Small and Medium Enterprises Ms. D. Kalaiarasi & Dr. M. Rekha	54
11	Algorithmic Green Nudges in Digital Retail: The Role of Gamified Eco-Shopping Experiences in Shaping Imported FMCG Purchase Urges and Consumer Ethnocentrism in India Ms. Hindhumathi A. & Dr. Vinayagam K	58
12	Corporate Social Responsibility (CSR) and its Effects on Consumer Behaviour Mrs. P. Jayanthi & Divya V	62
13	An Evaluation of Logistics and Supply Chain Activities with Reference to Chennai City Ms. Keerthana & Dr. M. Rekha	68
14	Factors Influences of Gen Z Intention to adopt AI - based Cyber Security with Referecne to Chennai City Ms. R. Kousalya & Dr. M. Rekha	73
15	Key Drivers of Salesforce Engagement in Real Estate Sector with reference to Chennai City Ms. M. Harini & Dr. M. Rekha	78
16	Next-Generation Fintech Service: The Impact of Emotionally Intelligent AI Chatbots Dr. Shyamala K & Sherlin T	82

17	Occupant's Perspective on Worker's Maintenance Performance and Building Maintenance in Residential Buildings – Metro Ozone Ms. S. Kokila & Dr. M. Rekha	88
18	Transparent, Unbiased AI in Recruitment and Performance Management Supports Sustainable Talent Acquisition R. Jayaraman	92
19	AI Driven Green Supply Chain Management: Enhancing Sustainability Through Intelligent Technologies Dr. R. Latha	107
20	AI-Driven Workplace Flexibility and its Impact on Work–Life Balance of Migrant Employees in Dual-Career Families in The Chennai it Sector Mrs. Vinotha K & Mr. Gokulakrishnan A	111
21	AI-Powered Consumer Nudges for Eco-Friendly Shopping Ms. Aparna G, Devipriya K & Monika M	115
22	Circular Economy Marketplaces for the Gig Economy Dr. Jeya Hepsipa. J	125
23	Digital Platforms for Ethical AI Certification Monisha. V & Dr. K. Malarvizhi	131
24	A Study on the Role of Forensic Accounting in Enhancing Fraud Detection and Financial Transparency Dr. K. Sindhuja	137
25	Green Finance vs Decentralized Green Finance: A Comparative Analysis Ishwarya Muthukrishnan & Dr. K.A. Kunjithapatham	142
26	Gender Dimensions of Gig Work: Opportunities, Challenges, and Barriers Faced by Women Workers in the Platform Economy Dr. Shyamala K & Nithya A	147
27	Freelancing vs Traditional Employment: Graduate Career Decisions in a Digitally Transforming Economy Nandhika. N, Vidhya. M & Ms. Aparna G	160
28	Green Business Practices and Sustainable Development Mrs. P. Jayanthi & Karthiga K	168
29	Impact of Augmented Reality on Consumer Purchase Intention Toward Sustainable Products in Online Retail Dr. K. Shyamala & Sandhya S	172
30	AI – Driven Green Supply Chain Innovation: Challenges and Future Scopes Dr. A. Juliet	181
31	Sustainable Digital Identity of Consumers and Digital Transformation for Sustainable Business Growth Dr. K. Malarvizhi & Shamim. S	186
32	The Impact of AI-Personalized Learning on Employee Well-Being and Job Embeddedness Among Gen Z Employees Saran Manoj S & Subburaj P	192
33	AI-Powered Consumer Nudges for Eco-Friendly Online Shopping: Opportunities and Challenges in Sustainable Digital Commerce Dr. W. Julice Sudhir	198
34	Artificial Intelligence for Carbon Footprint Tracking and Green Credit Evaluation Dr. Shyamala K & Hari Priya A	203

35	Blockchain Technology for Enhancing Credit Risk Transparency in Emerging Economies Dr. Shyamala K & Krithika S	209
36	Carbon Footprint Reporting and its Impact on Green Investment and Credit Allocation Dr. Shyamala K & Uhanandhini	216
37	Carbon Footprint Tracking as a Determinant of Green Credit Scoring in Sustainable Banking Dr. Shyamala K & Priyanka	222
38	Credit Risk Management Practices in Microfinance Institutions in Emerging Economies Dr. Shyamala K & Dharshini P	227
39	Digital Identity Security: A Sustainable Framework for Preventing Consumer Cyber Fraud Dr. L. Madhumitha	234
40	Digital Sustainability and Organizational Health: The Role of Predictive Carbon Footprint Platforms in Enhancing Employee Well-Being in the it Sector Ranjana. S & Dr. P. Sasikumar	239
41	Impact of AI-Powered Consumer Nudges for Eco-Friendly Shopping Behaviour Dr. CG. Prasanna Lakshmi & Varshitha G	252
42	Integrating Indian Cultural Visual Narratives in Digital Marketing for Sustainable Consumer Engagement and Business Growth Ms. S. Bharani Lakshmi, Dr. RE. Arthi, AD. Monisha & JR. Sriharshini	257
43	Aipreneurship: Transforming Startup Innovation in the Digital Economy Dr. Shyamala K & Pavithra N	265
44	Risk Managers' Perceptions of Climate Stress Testing Models in Commercial Banks and their Role in Climate Resilience Dr. Shyamala K & Anusree K	272
45	Role of Artificial Intelligence in Improving Credit Risk Assessment in Emerging Market Banks Dr. Shyamala K & Yazhini SM	284
46	AI-Powered Personalization in Influencer Marketing for Sustainable Business Growth Ms. B. Shanmugapriya & Dr. S. Vidya	291
47	"Emotional Intelligence and AI-Driven HR Practices: Promoting Work-Life Balance and Decent Work Among Women Teachers in Private Montessori Schools" Dhamodharan R & Dr. V. Jayanthi	298
48	The AI Revolution: Ethics and Bias in AI Communication Dr. K. Malarvizhi, Namitha. K & Sushmitha. S	304
49	Impact of Consumer Perception on Willingness to pay for Biodegradable Smart Packaging in E-Commerce Platforms Mrs. R.V. Usha, Dr. S.M. Akila & Miss. Ragasunandha S	310
50	Digital Payments and Local Business Growth the impact of UPI and Mobile Banking in Chennai City Dr. V. Ravichandran & Mr. S. Saleem	315
51	Emotion Recognition Technology in Chatbots for Personalized Financial Services Dr. Shyamala K & Pratima Rao P	328

52	Awareness and Perception of Ethical AI Certification on Digital Platforms Among Students Dr. S.M. Akila, Ms. Harshitha. C & Nethraa. S	334
53	AI-Driven Supply Chain in the Fast-Moving Consumer Goods (FMCG) Sector: A Study of the Food & Beverage Industry Dr. Shyni K, Deepika D C & Roshni N S	340
54	Enhancing Sustainable Retail Delivery using Twin Supply Chains Dr. Shyni K, R.K. Harini & R. Isha Krishnan	347
55	Impact of Digital Identity Verification on Environmental Sustainability In Banking Dr. Shyni K, Kaathyayani G & Sahana B S	355
56	Blending Tradition and Technology: Motion Graphics with Indian Visual Narratives in the Era of Digital Transformation for Sustainable Business Growth Ms. S. Bharani Lakshmi, Dr. R.E. Arthi, Sai Dharshini S Ja & Akilandeeshwari M	363
57	Green Fintech Solutions for Carbon Footprint Tracking and Credit Risk Evaluation Dr. Shyamala K & Nikitha J	370
58	Digital Payment Systems in Shaping the Future of Financial Transactions Dr. A. Thilaha Dharmarajan	376
59	AI-Driven HR Practices and Employee Well-Being: Job Craing as an Explanatory Mechanism in Digitally Transforming Organizations Jones Oshin. A & Dr. T. Frank Sunil Justus	380
60	Biodegradable E-Commerce Packaging with Smart Lables M. Priyanka	386
61	Digital Transformation for Sustainable Business Growth Unlocking Long-Term Success through Technology- Driven Sustainability S. Dhivya & S. Jeevitha	389
62	Digital Transformation through Ethical AI: Balancing Hyper-Personalization with Governance for Sustainable E-Commerce Growth Mr. M. Dhanagopal	393
63	Digital Payment Adoption and its Impact on Spending Behavior and Perceived Value of Money: An Empirical Study among Adults S. Manjula & Dr. S. Krithiga Maheswari	399
64	Freelancing vs Traditional Employment: Skill Readiness and Career Competence Ms. Aparna G, Shrijani Venkatesh & Avantika S	408
65	Impact of Digital Identity Verification on Environmental Sustainability In Banking Kaathyayani G & Sahana B S	419
66	IOT-Enabled Smart Packaging: Its Current Status, Opportunities and Challenges Aishwarya. K & Dr. S. Jayakani	426
67	A Startup Ecosystem in India: Opportunities and Challenges Yoga Bindumadhavan K & Nithish Saravana M R	433
68	The Role of SEO in Leading e-Commerce Platforms toward Competitive Advantage Pravan Shakthidar. S & Ranjith Kumar. G	451