



SRI SARADA COLLEGE FOR WOMEN
(An Autonomous Institution)

Institution recognised u/s 2(f) & 12(B) of UGC & Reaccredited with “A” grade by NAAC
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli - 627012)

(A branch of Sri Ramakrishna Tapovanam, Tirupparathurai)

Ariyakulam, Maharajanagar (PO), TIRUNELVELI – 627011, Tamilnadu-India

Email: srisaradatvl@gmail.com Website: <http://www.srisaradacollege.org>

(Established in 1986)

International Conference on “NEW HORIZONS IN COMMERCE, FINANCE AND MARKETING”

Organised by

Department of Commerce

Date: 10.01.2025



International Conference on “NEW HORIZONS IN COMMERCE, FINANCE AND MARKETING” was held on 10.01.2025 (Friday), The Programme was started with “Ohm Sahanavavathu” by all. The welcome address was delivered by Dr.R.Muthulakshmi, Associate Professor & Head, and followed by the blessings of Advisor Amba. The Presidential address was given by Dr. Smt.N.Kamala, Principal. The Special address was given by Dr. N.Sankara Nayagam, Senior Lecturer, Department of Management and Commerce, DMI-St.Eugene University, Zambia. He insisted the needs and importance of ” Block chain and Crypto currency accounting”. Dr. B.Revathy, Chairperson-School of Business Studies, Professor& Head, Department of Commerce, Manonmaniam Sundaranar University, Tirunelveli - 627012 gave a special lecture on “ Sustainability and Corporate Social Responsibility”. and Dr.S.Janet Jeya Kavitha, Assistant Professor & Head of MHRM, St. Mary’s College (Autonomous), Thoothukudi, delivered a lecture on “Content Marketing trends”. The Conference was conducted in offline and more than hundred students from various college participants in the conference and Presented papers on various field in commerce. The Programme ended with the vote of thanks given by Selvi M.Dhanalakshmi, Assistant Professor, Department of Commerce, followed by college song and Shanthi prayer.

Kamala
PRINCIPAL
SRI SARADA COLLEGE FOR WOMEN
(Autonomous)
TIRUNELVELI - 627 011