

TABLE OF CONTENTS

PAPER ID	PAPER TITLE WITH AUTHOR	PAGE NO
01	A Study on Students Preference Towards Smart Watches with Special Reference to Salem City <i>Dr.P.V. Rajeswari</i>	01
02	Ethical Considerations in Business <i>J. Anandhakumar</i>	07
03	Effectiveness of Social Media Ad Campaign in Business <i>M. Chandrakumar</i>	11
04	Path to Customer Centricity: The Inside-Out Approach <i>Dr.S. Manju and R. Yashika</i>	16
05	Disruptive Innovation – The Business Era of Netflix <i>P.R. Shivani</i>	22
06	Digital Transformation of E-Commerce <i>Dr.D. Deepa</i>	26
07	Catalyzing Change in Healthcare: Unleashing Innovations and Disruptions through Industry 4.0 in Business Processes <i>V.S. Harshini and S. Dharani</i>	31
08	International Conference on Innovations and Disruptions: The Changing Landscape of Business Processes (Icon 2k23) E-commerce and Online Market Places in Shaping the Digital Economy <i>K.V. Geethanjali, V. Prabavathi and T.P. Mythrayani</i>	44
09	International Conference on Innovations and Disruptions: The Changing Landscape of Business Processes (Icon 2k23) E-Commerce and Online Market Place <i>G. Poornima, S. Samhita, S. Suruthi and J. Kesavamoorthy</i>	50
10	Artificial Intelligence and Automation in Project Management <i>S.M. Sundaram</i>	55
11	Emerging Innovations in Logistics: A Collaborative Knowledge Management <i>G. Manoj Kumar and N. Sri Abirami</i>	60
12	Impact Study on E-trade Demanding Situation and Possibilities on Markets and Outlets <i>Dr.S. Jaishree and Dr.D. Divya</i>	65

PAPER ID	PAPER TITLE WITH AUTHOR	PAGE NO
13	Challenges of IoT Amongst Gen-Y & Gen-Z in Coimbatore <i>Dr.K. Gunasundari and Dr.P. Sathiyabama</i>	70
14	The Changing Landscape of Business Processes <i>Dr.K. Sabarinathan and M. Sathya</i>	78
15	Adapting Business Processes in A Changing Landscape: Exploring Employee Engagement and Sustainability from A Theoretical Perspective The Evolving Landscape of Business Processes: Exploring the Interplay between Employee Engagement and Sustainability <i>Dr.M.A. Raajarajeswari</i>	80
16	Green Finance Precipitating and Clearing Routes to Strengthen the Grassroots of Sustainability <i>Dr.S. Chitradevi, Dr.M. Girish Babu and CH. Lakshmi Hyma</i>	85
17	A Study on Consumer Opinion Towards the Honda Cars in Coimbatore City <i>Dr.B. Merceline Anitha</i>	90
18	AI-Enhanced Decision-Making in Healthcare Operations <i>Dr.P. Murugan</i>	93
19	The Rise of Niche Online Marketplaces: Exploring Untapped Business Opportunities <i>Dr.P. Murugan</i>	99
20	Evaluating the Effectiveness of Influencer Marketing in the Digital <i>Dr.P. Murugan</i>	104
21	The Impact of Artificial Intelligence (AI) on Risk Management and Customer Engagement in the Insurance Industry <i>K. Prabhakaran, Dr.N. Amsaveni and W. Gnana Yachiniya</i>	109
22	A Study on Customer Perception Towards E-Banking Services Among Selective Private Banks in Coimbatore City <i>Dr.S. Parthiban and P.S. Narayanasamy</i>	117
23	Perception and Attitude Towards Ethical Values Among the Women Entrepreneurs in Micro Business in Coimbatore <i>Dr.K. Arun Vidya</i>	124
24	Role of AI and its Impact in Future Education- A Conceptual Study <i>S. Manoj, C. Ranganayaki and Dr.N. Farida Begum</i>	128

PAPER ID	PAPER TITLE WITH AUTHOR	PAGE NO
25	A Study on Indian Digital Currency <i>M. Hariprasath</i>	133
26	International Business the Challenges of Globalization <i>M. Zeradeep</i>	138
27	Supply Chain Resilience <i>R. Jaya Surya and S. Siva Prakash</i>	142
28	Importance of Marketing in Business and their Trends <i>P. Kowshik</i>	146
29	Innovation and Economic Disruption of MSMEs: Experiences and Challenges of Young Entrepreneurs through AI Driven <i>R. Nandana and K. Hema</i>	152
30	A Glimpse on Dynamic Advancement in FMCG Sector through Artificial Intelligence <i>G. Pirai Mathi and S.V. Naveena</i>	157
31	Impact of 5G Technologies on Business Processes <i>P. Rathnavalli</i>	169
32	Gig Economy and Flexible Work Arrangements <i>P. Renganayaki</i>	173
33	Customer Centricity <i>M. Shri Atshayasujana and M. Narasimma Raja</i>	178
34	Role of Artificial Intelligence to Achieve Sustainable Development by Improving Supply Chain Management <i>Gourav N Gawai</i>	186
35	Business Process Change <i>Dr. Mobi Rajendran and Dr. Jemimah Winston</i>	190
36	Cloud Computing <i>M. Vikash Pandi</i>	195
37	The Evolution of E-Commerce and Online Marketplaces: Trends, Challenges, and Opportunities <i>D. Nanee and Dr.R. Jaishankar</i>	199
38	E-commerce Innovations and Customer Experience <i>K. Veerappan</i>	205

39	E-commerce and Evolution of Customer Engagement Strategies <i>J. Sivadhasan</i>	210
40	E-commerce and Online Market Places: A Disruption to Traditional Business Models <i>S. Arunprasanth and V.S. Hari Prasad</i>	216
41	E-Monetisation in India – An Innovative Practice for Cashless Economy <i>A. Senthil Raghavan</i>	220
42	A Comprehensive Analysis on Dimensions of Remote Work Ecosystem <i>P. Malvin Felicia and Dr.S. Annie Priyadharshini</i>	227
43	E-commerce Redefined: Powered by AI Intelligence <i>Dr.G. Geetha and R. Koushika</i>	233
44	Remote Work and Collaboration Strategies for Achieving Work- life Balance of Dual-Career Couples: A Conceptual Study <i>K. Deepa and Dr.G. Sivakumar</i>	238
45	Strategical Employer Branding for Job Satisfaction <i>Dr.D. Divya and R. Venkatalakshmi</i>	241
46	AI for Personalised Employee Training and Development <i>S. Sindhu and N.L. Praising Linijah</i>	246
47	The Impact of Artificial Intelligence on Business <i>M. Jeya Jonish Jeevan</i>	251
48	Understanding the Impact of Business Analytics on Innovation <i>R. Yogeshwaran</i>	256
49	AI- Driven Transformation: Navigation Innovation and Disruption in the Evolving IT Landscape of Business Processes <i>S. Senthilkumar and C. Varun</i>	261
50	Privacy and Security in Internet-based-Information System <i>S. Vidhya Shree</i>	266
51	A Study on Digital Transformation About Organization Leveraging and Customer Experiences and Stay Competitive in the Digital Age <i>K. Teja Bhavani</i>	269
52	Innovation and Disruption: Textile Industry Reshaping Business Success Via AI <i>I. Shahezia Gulnoor and U. Kalai Selvi</i>	272

53	Improved Artificial Intelligence and Automation in Project Management <i>S.M. Sundaram</i>	277
54	Digital Learning - Changing the Face of Education <i>Dr.PA. Padmaavathy</i>	282
55	Digital Transformation in Higher Education <i>Dr.S. Dinesh</i>	289
56	IOT-Based Garbage Monitoring System Using Weight Sensing <i>S. Soundar and R. Hariharan</i>	295
57	Impact of Artificial Intelligence in Daily life <i>Dr.P. Megaladevi, G. Narmadha Devi, S. Murugan and S. Madhumitha</i>	302
58	Work-life Balance, Job Satisfaction, Employee Retention, and Social Support Systems: Exploring Perceptions and Relationships <i>Dr. Chokkamreddy Prakash and Kasireddy Sandeep Reddy</i>	305
59	Demand for Emotionally Intelligent Leaders in Business <i>S. Lingeshwaran</i>	321
60	Talent Management is A Driver of Organizational Success <i>Dr.D. Mythili</i>	327
61	Start Up Business Challenges <i>T. Arunkumar</i>	332
62	Cybersecurity in the Age of Digital Business <i>J. Josephine Piriyadharshini</i>	337
63	The Impact of Artificial Intelligence on Banking: Opportunities and Challenges to the Workforce <i>Dr.V. Ramadevi and M.R. Anoop</i>	341
64	Enhancing Data Privacy and Security in Business Processes and Management through IoT <i>C. Harsini, M.S. Elambirai and M. Nivetha</i>	346
65	An Innovative Approach: Digitalization of HRM towards Organizational Performance <i>R. Yasodha</i>	351
66	Innovations & Disruptions: The Changing Landscape of Business Processes Sustainability and Green Initiatives Innovations & Disruptions <i>V.R. Varsha and Sanfiya Banu</i>	356

67	Green Technology in Entrepreneurship <i>Dr.R. Jeevarekha</i>	361
68	Effect of Business Opportunity Recognition on Entrepreneurs' Market Perception <i>D. Savitha Shree and T. Mathimalar</i>	377
69	International Conference on Innovations & Disruptions: The Changing Landscape of Business Processes about Data Privacy and Security <i>S. Narmatha, Abhirami and G. Vyshnavi</i>	380
70	Role of Artificial Intelligence to Achieve Sustainable Development by Improving Supply Chain Management <i>Gourav N Gawai</i>	383
71	Pepperfry – Largest Online Furniture Warehouse <i>M. Priya and Dr.L. Lakshmi</i>	387
72	Virtual Assistance and Chatbots Enhancing Customer Experience and Efficiency <i>D. Raja Rajeshwari</i>	390
73	Cloud Security Challenges in IoT <i>Dr.A. Jeyalakshmi, S. Deepak Prakash and N. Sanjay Kumar</i>	397
74	Web Services Composition <i>Dr.A. Jeyalakshmi, K. Sanjay and A.K. Siddarth</i>	405
75	Online Market Place Websites in India <i>Dr.M. Karthika</i>	429
76	A Study on How Businesses are Integrating Green Initiatives for Sustainability <i>Dr.D. Jayanthi, A. Bushthana Sherin and Miruthulaa</i>	433
77	Innovative Logistics: A Journey through Digital Transformation <i>Dr.N. Kowsalya, V. Priyadharshini and C.S. Shalini</i>	438