

Conference Report

2nd International Conference on Technological Transformation: A Key Catalyst for Sustainable Business Development



January 21, 2025

Organized by

Department of Commerce, B.S. Abdur Rahman Crescent Institute of Science and
Technology, Chennai

Department of Commerce (Afternoon Shift), Justice Basheer Ahmed Sayeed College for
Women (Autonomous), Chennai

On January 21, 2025, the Department of Commerce at B.S. Abdur Rahman Crescent Institute of Science and Technology, Chennai, in collaboration with the Department of Commerce (Afternoon Shift) at Justice Basheer Ahmed Sayeed College for Women (Autonomous), Chennai, hosted the '2nd International Conference on Technological Transformation: A Key Catalyst for Sustainable Business Development.' The conference served as a platform for distinguished academicians, researchers, and industry professionals to discuss the significant role of technology in fostering sustainable business practices.

The conference commenced with an invocation from the Holy Quran, followed by a warm welcome from Dr. M. Hameedunissa, Associate Professor and Head of the Department of Commerce at JBAS College for Women. Dr. K. Soundarapandiyam, Associate Professor and Head of the Department of Commerce at B.S. Abdur Rahman Crescent Institute, guided the proceedings effectively.



Dr. K. Soundarapandiyam addressing the gathering



Keynote Address was delivered by Senior Prof. Dr. B. Nimalathan
University of Jaffna, Sri Lanka

Dr. Amthul Azeez, Principal and Correspondent of JBAS College for Women, delivered the Presidential Address, emphasizing the integration of technology in education and business to promote sustainable growth. This was followed by a Felicitation Address by Dr. Ayub Khan Dawood, Professor and Dean of the School of Social Sciences and Humanities at B.S. Abdur Rahman Crescent Institute, who underscored the significance of academia-industry collaboration in achieving sustainable development.

Dr. N. Raja Hussain, Registrar of B.S. Abdur Rahman Crescent Institute of Science and Technology, delivered the Inaugural Address, setting the stage for the subsequent discussions.

The Keynote Address was delivered by Senior Prof. (Dr.) B. Nimalathasan from the University of Jaffna, Sri Lanka. His speech provided valuable insights into how technology drove innovation, efficiency, and sustainability in global business. He also introduced the concept of digital fasting, highlighting the importance of balancing digital engagement and productivity.

Dr. Mohsin Sheikh, Associate Professor at MIT World Peace University, delivered a Special Address, discussing the role of technology in fostering peace and sustainable business development. He stressed the importance of balancing economic growth with environmental sustainability.



Special Address delivered by Dr. Mohsin Sheikh



Felicitations Address by Dr. Ayub Khan Dawood,



Panel discussion by industry experts



Glimpse of international conference



Special Address by Dr. Mari Anand Navaneetha Krishnan Sultanate of Oman

Conference Proceedings Release

A special highlight of the conference was the release of the conference proceedings by Mrs. Bader Sayeed, Chairperson of S.I.E. Trust, reinforcing the academic and research contributions of the event.

Technical Sessions and Panel Discussions

Following the inaugural session, the conference featured:

- **Special Addresses** by Dr. Mari Anand Navaneetha Krishnan from the University of Technology & Applied Sciences, Sultanate of Oman, and Prof. Dr. Razana Juhaida Johari from MARA University of Technology, Malaysia.
- **Panel Discussion:** A dynamic discussion on “The Role of Technology in Shaping Sustainable Business Strategies.”
- **Technical Sessions:** Presentations on cutting-edge research and case studies related to technological transformation and sustainability in business.

Research Paper Contributions

The conference saw an impressive total of 122 national and international research papers presented. Among these, 80 research papers were published in ISSN (978-81-982-881-9-6), while approximately 25 research papers were submitted to UGC Care List journals for further review and publication.

Valedictory Session

The Valedictory Session commenced with an invocation from the Holy Quran, followed by a Welcome Address by Dr. M. Hameedunissa.

Dr. A. Shakila Begum presented the Conference Proceedings, summarizing the key takeaways. Mr. Firoz Sait, Senior Global Vice-President at Edvoy, delivered a Keynote Address, emphasizing the impact of technology on global education and business.

Dr. V. Hemanth Kumar, Professor at Presidency University, Bengaluru, delivered the Valedictory Address, reinforcing the importance of technological integration in business strategies.

Conclusion and Awards

The conference concluded with feedback from participants, the distribution of Best Paper Awards, and a Vote of Thanks by Dr. Fahmeeda Yasmeen. The event ended with the National Anthem.

Overall Impact

The 2nd International Conference on Technological Transformation successfully brought together experts from academia and industry, fostering meaningful discussions on sustainable business development. The insights shared by keynote speakers, panelists, and researchers contributed to the ongoing dialogue on technological innovation and sustainability, making the event a resounding success.

Conveners

Dr. Ayub Khan Dawood

Dean, School of Social Science and Humanities
BSACIST

Dr. K. Soundarapandiyan

Associate Professor
Head, Dept. of Commerce
BSACIST

Co-ordinators

Ms. Ifra Fathima I

Assistant Professor (Sr.Gr)
Dept. Of Commerce, BSACIST

Dr. Radhika. R

Assistant Professor
Dept. Of Commerce, BSACIST

Conference Invitation

 **JUSTICE BASHEER AHMED SAYEED COLLEGE FOR WOMEN**
(AUTONOMOUS), CHENNAI - 600018
(Formerly S.I.E.T. Women's College)
COLLEGE WITH POTENTIAL FOR EXCELLENCE
Accredited by NAAC in 2022 at A++ Grade (4th Cycle)
An ISO 9001:2015 Certified Institution



DEPARTMENT OF COMMERCE (Afternoon Session)
[B.Com (General), B.Com (Honours),
B.Com (Accounting & Finance) and M.Com (General)]

In association with

DEPARTMENT OF COMMERCE
SCHOOL OF SOCIAL SCIENCES AND HUMANITIES
B.S. ABDUR RAHMAN CRESCENT INSTITUTE OF SCIENCE AND TECHNOLOGY
VANDALUR, CHENNAI

Cordially invites you to the

2nd INTERNATIONAL CONFERENCE

on

Technological Transformation: A Key
Catalyst for Sustainable Business
Development

VENUE: JUSTICE BASHEER AHMED SAYEED COLLEGE FOR WOMEN
(AUTONOMOUS), CHENNAI - 600018

DATE: 21st January 2025

CONFERENCE COMMITTEE

CHIEF PATRON



Mrs. Bader Sayeed, B.A, B.L
 Chairperson, S. I. E. Trust
 Justice Basheer Ahmed Sayeed
 College For Women



Mrs. Qurrath Jameela
 Chancellor
 B.S Abdur Rahman Crescent
 Institute of Science and
 Technology



Mr. Abdul Qadir Abdul Rahman Buhari
 Pro Chancellor
 B.S Abdur Rahman Crescent Institute of
 Science and Technology

PATRONS



Dr. Amthul Azeez
 Principal & Correspondent
 Justice Basheer Ahmed
 Sayeed College For Women



Prof. Dr. T. Murugesan
 Vice-Chancellor
 B.S. Abdur Rahman Crescent
 Institute of Science &
 Technology



Dr N. Thajuddin
 Pro-Vice Chancellor
 B.S. Abdur Rahman
 Crescent Institute of
 Science & Technology



Dr. N. Raja Hussain
 Registrar
 B.S. Abdur Rahman
 Crescent Institute of
 Science & Technology

CONVENORS



Dr. M. Hameedunissa
 Associate Professor & Head
 Department of Commerce
 Justice Basheer Ahmed
 Sayeed College for Women



Dr. Ayub Khan Dawood
 Professor & Dean
 School of Social Sciences and Humanities
 B.S. Abdur Rahman Crescent Institute of
 Science & Technology



Dr. K. Soundarapandiyan
 Associate Professor & Head
 Department of Commerce
 B.S. Abdur Rahman Crescent
 Institute of Science & Technology

GUEST SPEAKERS



Prof. (Dr.) B. Nimalathasan
 Senior Professor in Accounting
 Department of Accounting
 University of Jaffna
 Jaffna, Sri Lanka



Dr. Mohsin Shaikh
 Associate Professor
 School of Business
 Dr. Vishwanath Karad MIT World Peace
 University Pune



Dr. Mari Anand Navaneetha Krishnan
 Associate Professor
 College of Economics & Business Administration
 University of Technology & Applied Sciences
 Salalah, Sultanate of Oman



Prof. Dr. Razana Juhaida Johari
 Deputy Dean (Research & Industry Linkages)
 Faculty of Accountancy
 MARA University of Technology
 Puncak Alam Campus, Selangor, Malaysia

PANEL MEMBERS



Dr. Syed Buhari
 Founder
 Connecting HearTs
 (CHR)



Dr. V. Hemanth Kumar
 Professor & Research
 Co-ordinator
 Presidency University
 Bengaluru



Dr. R. Shanthi
 Professor & Head
 Department of
 Commerce
 University of Madra



CA S. Sree Lakshmi Valli
 Chartered Accountant,
 Cost Accountant &
 Advocate



Ms. Shehnaaz Sherif
 Chief Business Officer
 Indian Terrain Fashions
 Ltd

TECHNICAL SESSIONS – CHAIRPERSON

SESSION-I

Sustainable Entrepreneurship &
 Economic Development And
 Sustainability



Dr. S. S. Jeyaraj
 Faculty of Accounting & Finance
 Sino-British College Guangxi Minzu
 University
 Nanning, Guangxi, P.R.China

SESSION-II

Operations & Logistics And
 Sustainable Value Chain Optimisation



Dr. T. A. M. Hameed Kan
 Associate Professor
 Director, MEASI Institute of
 Management
 Chennai



Prof. A. Seshachalam
 Assistant Professor
 Department of Commerce
 IFIM College
 Bengaluru, Karnataka

SESSION-IV

Marketing Dynamics & Finance



Dr. T. Shirmila
 Associate Professor
 Department of Commerce
 Madras Christian College
 Chennai

SESSION-V

Artificial Intelligence & CSR



Dr. A. K. Sheik Manzoor
 Professor
 Department of Management
 Studies
 Anna University, Chennai



Dr. P. Rasool Begum
 Professor & Head
 Department of Business Administration
 Mohamed Sathak College of Arts & Science
 Chennai

VALEDICTORY

KEYNOTE ADDRESS



Mr. Firoz Sait
 Senior Global Vice-President, Edvov
 United Kingdom

VALEDICTORY ADDRESS



Dr. V. Hemanth Kumar
 Professor & Research Co-ordinator
 School of Commerce & Management
 Presidency University
 Bengaluru, Karnataka

PROGRAMME SCHEDULE

09.00 a.m. – 10.30 a.m.	Registration	
INAUGURATION		
09.30 a.m. – 09.35 a.m.	Invocation from the Holy Quran	
09.35 a.m. – 09.45 a.m.	Welcome Address	Dr. M. Hameedunissa Associate Professor & Head, Department of Commerce
09.45 a.m. – 09.55 a.m.	Conference Dynamics	Dr. K. Soundarapandiyan Associate Professor & Head, Department of Commerce, B.S. Abdur Rahman Crescent Institute of Science & Technology
09.55 a.m. – 10.10 a.m.	Presidential Address	Dr. Amthul Azeez Principal & Correspondent, Justice Basheer Ahmed Sayeed College for Women
10.10 a.m. – 10.20 a.m.	Felicitations	Dr. Ayub Khan Dawood Professor & Dean, School of Social Sciences and Humanities, B.S. Abdur Rahman Crescent Institute of Science & Technology
10.20 a.m. – 10.30 a.m.	Inaugural Address	Dr. N. Raja Hussain Registrar, B.S. Abdur Rahman Crescent Institute of Science & Technology
10.30 a.m. – 10.40 a.m.	Keynote Address	Prof. (Dr) B. Nimalathasan Senior Professor in Accounting, Department of Accounting University of Jaffna, Jaffna, Sri Lanka
10.40 a.m. – 10.50 a.m.	Special Address	Dr. Mohsin Shaikh Associate Professor, School of Business Dr. Vishwanath Karad MIT World Peace University Pune
10.50 a.m. – 10.55 a.m.	Release of Conference Proceedings	Mrs. Bader Sayeed Chairperson, S. I. E. Trust Justice Basheer Ahmed Sayeed College For Women
10.55 a.m. – 11.00 a.m.	Vote of Thanks	Dr. Mehuroon. K Associate Professor, Department of Commerce
11.00 a.m. – 11.15 a.m.	Tea Break	
11.15 a.m. – 11.30 a.m.	Special Address	Dr. Mari Anand Navaneetha Krishnan Associate Professor, College of Economics & Business Administration, University of Technology & Applied Sciences, Salalah, Sultanate of Oman
11.30 a.m. – 11.45 a.m.	Special Address	Prof. Dr. Razana Juhaida Johari Deputy Dean (Research & Industry Linkages) MARA University of Technology, Puncak Alam Campus, Selangor, Malaysia.
11.45 a.m. – 01.00 p.m.	Panel Discussion	The Role of Technology in Shaping Sustainable Business Strategies
01.00 p.m. – 01.45 p.m.	Lunch Break	
01.45 p.m. – 03.15 p.m.	TECHNICAL SESSIONS	
03.15 p.m. – 03.30 p.m.	Tea Break	
VALEDICTORY		
03.30 p.m. – 03.35 p.m.	Invocation from the Holy Quran	
03.35 p.m. – 03.45 p.m.	Welcome address	Dr. M. Hameedunissa Associate Professor & Head, Department of Commerce
03.45 p.m. – 04.00 p.m.	Conference Proceedings	Dr. A. Shakila Begum Associate Professor, Department of Commerce
04.00 p.m. – 04.10 p.m.	Keynote Address	Mr. Firoz Sait Senior Global Vice-President, Edvoy
04.10 p.m. – 04.20 p.m.	Valedictory Address	Dr. V. Hemanth Kumar Professor, School of Commerce & Management Presidency University, Bengaluru, Karnataka.
04.20 p.m. – 04.30 p.m.	Feedback from participants	
04.30 p.m. – 04.40 p.m.	Distribution of Best Paper Awards	
04.40 p.m. – 04.55 p.m.	Vote of Thanks	Dr. Fahmeeda Yasmeen Associate Professor, Department of Commerce
04.55 p.m. – 05.00 p.m.	National Anthem	

Conference Certificate Samples



Conference Proceedings Book

Book Description

The theme of the conference was "Sustainable Entrepreneurship, Economic Development & Sustainability, Operations & Logistics, Sustainable Value Chain Optimization, Human Resource Management & Social Sciences, Marketing Dynamics & Finance, Artificial Intelligence & CSR and Online presentations" on various topics of relevance which attracted a diverse range of research papers, presentations, and active participation. The conference was a great success, and we received an overwhelming response from participants from across the globe. The conference proceedings contain papers that have been thoroughly reviewed by a panel of experts in respective fields. These papers have undergone a rigorous peer-review process to ensure their quality and relevance to the conference theme. The proceedings cover a wide range of topics, including commerce & other fields. The papers presented in these proceedings reflect the latest developments and advancements in the relevant field which provide valuable insights and offer practical solutions to real-world problems. The proceedings also serve as an excellent reference for researchers, scholars, and practitioners who are interested in pursuing further research in the relevant areas.



Dr. Amthul Azeez is a distinguished academician and administrator with 25 years of experience in teaching, research, and leadership. As the Principal and Correspondent of Justice Basheer Ahmad Sayeed College for Women (Autonomous), Chennai, she has consistently demonstrated excellence in education and institutional growth. She joined JIAS College in 1999 as a lecturer in Zoology and advanced to Head of the Department in 2009, Vice Principal in 2014, and Principal in 2022. Her expertise spans Environmental Biology, Biotechnology, Fishery Biology, Aquaculture, and Microbiology. She has guided 10 M.Phil. scholars, supervised six Ph.D. candidates and has authored 17 research papers, book chapters, and articles. She is a UGC-funded researcher and serves as a doctoral committee member for various candidates. She has received numerous accolades, including the AMP National Award for Excellence in Education (2023), Global Excellence Award (2022), St. Chavara Inspirational Educator Award (2023), Karnataka Award (2018), and Award of Excellence from TamilNadu Open University and Urdu Academy (2024). Other honors include the International Women's Day Award (2022), the Dr. M. Vanithasubramanian Teaching Excellence Award (2021), and the Eminent Personality Award (2022). She has served on significant boards, including the Selection Board for the NCC Commission and Tamil Nadu Public Service Commission, and as an external expert and examiner across institutions. Internationally, she coordinated India's participation in the Sakura Science Plan in Japan (2017) and has traveled to 24+ cities globally, including the USA, UK, South Africa, and Malaysia. As a member of esteemed organizations like the Indian Science Congress Association and Sakura Science Club, Japan, she fosters academic collaboration. Guided by Purity, Positivity for Productivity, and Prosperity until Posterity, Dr. Amthul Azeez continues to inspire and uplift the academic community.

Dr. M. Hameedunissa is the Associate Professor and Head of the Department of Commerce at Justice Basheer Ahmad Sayeed College for Women (Autonomous), Chennai. She completed her undergraduate and postgraduate studies in Commerce at the same institution. Followed by an M.Phil. from Madurai Kamaraj University and a Ph.D. from the University of Madras. With 28 years of teaching experience, Dr. Hameedunissa specializes in Accounts and Law. She has served on various committees, including the Grievance Redressal Cell, Magis Selection Committee, and Academic Council, while also acting as a Board of Studies member for The New College and B.S. Abdur Rahman University. She has guided numerous students in project preparation for B.Com and M.Com programs and has been an external and chief examiner for the University of Madras and other city colleges. Additionally, she has participated as a panel member for staff selection at JIAS College.



Dr. Hameedunissa has published research papers in Scopus-indexed journals, holds a patent, and has played a pivotal role in curriculum development, question paper setting, and academic mentorship. She has actively organized Board of Studies meetings, workshops, seminars, and Faculty Development Programs, including a leadership training session at IIT Madras. Her efforts have earned her prestigious accolades such as the International Women's Day Award (2021) and the Best Service Award from the Guidance Council (2020). Her multifaceted contributions to education and research reflect her unwavering commitment to academic excellence and professional development.



Dr. D. Ayub Khan Dawood, Professor and Dean, School of Social Sciences and Humanities, B.S. Abdur Rahman Crescent Institute of Science and Technology, Chennai has an illustrious academic career spanning over 36 years in teaching, research, and administration. He has guided 21 Ph.D. scholars, and 96 M.Phil. Scholars in the faculty of commerce, and management and published more than 175 papers in various refereed journals both at National and International levels. He has to his credit the authorship of several books in the areas of Management Accounting, Entrepreneurship, and General Management. Editorial Member in Several journals, to mention a few, International Journal of Advance Study and Research Work, ICBE Journal of Business Studies, and International Journal of Business Intelligence and Innovations. Member in several professional bodies like Regional Vice President of Indian Council for Business Education, and AIMS International. Recipient of MITC Global Award for Excellence 2019, and "Best Citizen Award for Research Excellence" by the India Foundation. Visiting Professor for University Negeri Indonesia and examiner for Ph.D. thesis in several foreign universities. His academic interests are Accounting, Finance, and Entrepreneurship.



Dr. B. Nimalathasan, Senior Professor in Accounting, Department of Accounting, Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka. He is a distinguished academic professional with extensive expertise in Accounting and Management, holding a Ph.D. from the University of Chittagong, Bangladesh, along with a B.Com (Hons) with First Class and an M.Com from Sri Lanka and he has over two decades of academic and research experience, publishing numerous research papers in reputed journals and presenting at international conferences. He is the recipient of several prestigious awards, including the Most Outstanding Young Researcher in Management and Law (CVCD, 2014) and multiple Best Paper Awards at international conferences. His areas of research and teaching expertise include Financial Accounting, Forensic Accounting, Entrepreneurship, and Research Methodology.

In addition to his academic achievements, Dr. Nimalathasan has served in various administrative and advisory roles, such as the Dean of the Faculty of Management Studies and Commerce, Director of Strategic Planning and MIS Unit, and member of the University Research Committee. He has also contributed as a reviewer, resource person, and keynote speaker in numerous national and international programs, promoting his leadership in academic research and professional development.

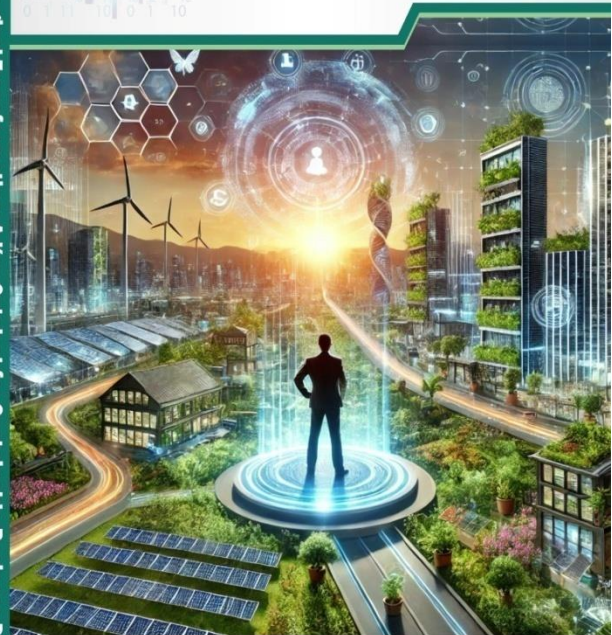


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