

IMPORTANT DATES

Abstract Submission	22-09-2025
Acceptance Intimation	24-09-2025
Full Paper Submission	26-09-2025
Conference Date	30-09-2025

Registration Category	Conference Fee (Rs)	ISBN Book and Certificate Fee (Rs)	Total (Rs)
Students	100	500	600
Research Scholars	150	500	650
Academicians	150	500	650
Corporate participants	200	800	1000
In Absentia	100	900	1000

•On-the-spot registration will be available for participants.

Mode of Payment

All participants are required to pay the registration fee through **online mode** to the following account:

REGISTRATION LINK:

<https://nmcc.ac.in/Register.aspx>

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Correspondent - Secretary

Patron

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Principal i/c

Convener

Dr. C. Christal Pappa
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Asst.Professor
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Dr. A. Joel Keenes
Asst. Professor
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Part time Lawyer - 9944320700

Student Representatives

PG Secretary Jelbin V Q (II M.Com)
PG Joint Secretary Akalya M (M.Com)
UG Secretary Shelin Sharo S K (III B.Com)
UG Joint Secretary Trisha Diffy M (II B.Com)

Student Co-ordinators

Basim Muzammil M,
Rincy R L & John Jerin D (II M.Com)
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& Reagan R K (I M.Com)
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Ajin A & Ashok C (II B.Com)
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NESAMONY MEMORIAL CHRISTIAN COLLEGE

Marthandam - 629165, Kanniyakumari District,
TamilNadu, India.

(A Christian Minority Institution Managed by C.S.I. Kanniyakumari Diocese)
(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

63rd Position in India Rankings- 2025
for Colleges by NIRF
www.nmcc.ac.in

NATIONAL CONFERENCE ON

**“AI IN MODERN COMMERCE:
CHALLENGES AND OPPORTUNITIES”
(NCAIMCO'25)**

Date : 30-09-2025, Venue: Seminar Hall –II

Organized by
POST GRADUATE DEPARTMENT OF COMMERCE

RESOURCE PERSONS

Dr. B. MUTHU PANDIAN

Assistant Professor, Department of Commerce,
School of Professional Studies, Sikkim University
(A Central University), Gangtok, Sikkim,
(North Eastern Region of India)



Dr. C. SELDEV CHRISTOPHER

Professor, CSE Department,
St. Xavier's Catholic College of Engineering,
Chunkankadai, Nagercoil, Tamil Nadu
(Southern Region of India)



About the College

Nesamony Memorial Christian College, Marthandam, Tamil Nadu, established in 1964, is a renowned institution of higher education affiliated to Manonmaniam Sundaranar University, Tirunelveli. The college is founded with a strong missionary zeal, dedicated to the cause of providing quality higher education to the economically and socially marginalized communities along the western gates of Kanyakumari. The college offers a diverse range of academic programs, including 18 Under Graduate, 15 Post Graduate, 12 Certificate and 12 Ph.D courses, reflecting its commitment to comprehensive education. Ranked 63rd in the NIRF national rankings, the institution continues to uphold academic excellence and social responsibility. Nesamony Memorial Christian College stands as a beacon of holistic education, nurturing creativity, teamwork, service, dedication, devotion and discipline among its students. The remarkable growth of the institution over the decades is a testament to divine guidance and unwavering commitment to its mission.

About the Department

The primary objective of the PG Department of Commerce is to provide higher education to socially and economically backward communities. Since its establishment in 1993, the M.Com. program has steadily developed. The B.Com. program was introduced in 2010, followed by research programs encouraging students pursue to M.Phil. and Ph.D. degrees. The B.Com. curriculum has also been regularly upgraded to meet academic needs.

The department has highly qualified and experienced faculty members who are dedicated to mentoring students in a strong academic and research-oriented environment. It consistently works to bring pride to the college by conducting numerous academic activities that enhance students' knowledge and career prospects.

About the conference

Artificial Intelligence

AI is transforming modern commerce through automation, data-driven decisions and personalized consumer engagement. It enhances efficiency, competitiveness and innovation, but also raises concerns about ethics, transparency and workforce impact.

Opportunity

A key opportunity is **personalization**, as consumers seek tailored experiences. AI powers recommendation engines, chatbots and virtual assistants boosting satisfaction and loyalty. It also enables innovation in digital market places, fintech and manufacturing through predictive maintenance, quality control and automation.

Challenges

However, challenges remain **Data privacy, security and algorithmic bias** can erode trust and fairness, requiring ethical AI practices and accountability. **High costs** hinder small businesses while automation displaces jobs, creating a need for re-skilling and education. Many AI models also lack explain ability, complicating regulation and trust. Additionally, unequal adoption across nations risks widening global gaps.

Thus, AI offers vast opportunities in commerce, but sustainable growth depends on addressing these challenges responsibly.



Sub Themes

- ✓ AI-Driven Personalization
- ✓ Automation in Customer Service
- ✓ Supply Chain and Logistics Optimization
- ✓ Fraud Detection and Risk Management
- ✓ AI in Marketing and Consumer Insights
- ✓ AI in Financial Services and FinTech
- ✓ Sustainable and Green Commerce
- ✓ Integration with Emerging Technologies
- ✓ Data Privacy and Security Concerns
- ✓ High Cost of Implementation
- ✓ Workforce Displacement and Skill Gaps
- ✓ Explain ability and Accountability of AI Systems
- ✓ Regulatory and Ethical Challenges

The sub themes are not limited; any other topic relevant to the overall theme of conference can be submitted.

Guidelines for Paper Submission

- Authors are invited to submit original and unpublished research papers not exceeding 2000 words or 5 pages.
- Each paper must include an abstract (not exceeding 200 words) and five key words.
- The abstract and full article must contain the name(s) of the author(s) (maximum of two authors), complete postal address, email ID, and mobile number.
- Submissions must be prepared in A4 size, MS Word format, with 1-inch margins on all sides, typed in Times New Roman font. The title should be in font size 14 (bold), and the main text in font size 12, with 1.5 line spacing.
- Citations and references should strictly follow the APA style of referencing.
- Authors will be notified of acceptance after review and are encouraged to present their papers at the conference.
- All selected papers will be published in the conference proceedings with ISBN number, subject to a separate payment.
- Certificates will be provided to all registered participants.
- Full Papers should be submitted to the following email ID: nmccpgcommerce@gmail.com