



VIVEKANANDHA

COLLEGE OF ARTS AND SCIENCES FOR WOMEN

Autonomous | An ISO 9001 : 2015 | NAAC 'A+' | 2(f) & 12(B) | Periyar University
Tiruchengode - 637 205, Namakkal (Dt), Tamil Nadu.



Prof. Dr. M. KARUNANITHI
B.Pharm., M.S., Ph.D., D.Litt.,
CHAIRMAN & SECRETARY

DEPARTMENT OF COMMERCE

Organizes

14th INTERNATIONAL CONFERENCE ON

**"Transforming Business Education and Trading strategies
through digital currencies, global fintech platforms
and customised block chain Architecture."**

In Association with



Dhaka International University,
Dhaka, Bangladesh.



**Avinashilingam Institute for Home Science &
Higher Education for Women,**
Re-Accredited with 'A++' Grade by NAAC, Coimbatore.



NITTE Institute of Professional Education,
Mangaluru.

Knowledge Partners



Publications Partner



Bangladesh Center For Research and Planning

Date :

17th & 18th February, 2026

SCAN TO REGISTER



ABOUT THE INSTITUTION

Vivekanandha Educational Institutions was established by Angammal Educational Trust in the year 1987, **Chairman & Secretary of VEI 'Vidhya Rathna' Prof. Dr. M. KARUNANITHI, B.Pharm., M.S., Ph.D., D.Litt.,** formed the trust with the objective to impart quality education to the rural women students. Spanning across 250 acres, Vivekanandha Educational Institutions provides technical & professional education in the areas including Arts & Science, Engineering, Management, Pharmacy, Dental, Nursing & Medical. Students all over India from rural as well as urban areas pursue their education at all levels in all disciplines. Today the Institution caters to the needs of twenty three thousand women students under one roof. Vivekanandha Educational Institutions stands out as one amidst the elite largest women Institution in the whole of Asia.

ABOUT THE COLLEGE

Vivekanandha College of Arts and Sciences for Women (Autonomous) was established and hailed into Women's Educational Service in the Year 1995 which is affiliated to Periyar University & approved by UGC & AICTE, New Delhi. The Institution is Re-Accredited with 'A+' Grade by NAAC & became Autonomous. The college is blooming with 5100 students in 28 UG Programmes, 17 PG Programmes and Ph.D. Our College was ranked 5 in SWACHHTA Ranking 2019 for Higher Educational institutions in India.

ABOUT THE DEPARTMENT

The Department of Commerce was established in the year 1995 with the aim of enriching learning experiences to aspiring young women scholars with knowledge of accountancy, trade activities, computer applications, auditing of accounts and research activities. The Department offer courses such as B.Com, B.Com (CA), B.Com (B&I), B.Com (A&F), B.Com (PA), M.Com, Ph.D At present the department is being functioning with 1160 students and 46 faculty members (26 Ph.D Holders 6 Pursing Ph.D). The Department signed MOU with Professional Institutions such as The Institute of Company Secretaries of India (ICSI) Salem Chapter; NITTE Institute of Professional Education, Mangaluru. MTC Global, Bangalore.

Centre for E - Filing of IT & GST, Corporate campus(GKM Global Service Pvt. Ltd.), Institute of Cost and Works Accountants of India (ICWAI). Avinashilingam Institute for Home Science & Higher Education for Women, Coimbatore & Dhaka International University, Bangladesh. The Department provides Exclusive Coaching for ICWA, CA, ACS, IAS & TNPSC, NET/SET, IBPS and Placement drives. Significantly The Department ensures quality education to the students.

About the Conference

The conference on “Transforming Business Education and Trading Strategies through Digital Currencies, Global FinTech Platforms, and Customized Blockchain Architecture” focuses on the paradigm shift in business learning and financial market practices driven by digital innovation. The emergence of digital currencies, advanced FinTech platforms, and tailored blockchain architectures is redefining financial education, market access, trading mechanisms, and risk management. This conference aims to bring together academicians, researchers, industry professionals, and policymakers to deliberate on integrating digital finance technologies into business education and evolving trading strategies in a rapidly decentralized and technology-driven global economy. The deliberations will highlight innovation, skill development, regulatory challenges, and future opportunities in digital finance and blockchain-enabled business models. The integration of digital currencies, global FinTech platforms, and customized blockchain architecture represents a paradigm shift in both business education and trading strategies. As financial systems become more decentralized, data-driven, and technology-intensive, educational institutions and market participants must embrace innovation to remain relevant and competitive. By aligning academic frameworks with emerging digital financial ecosystems, this transformation fosters a future-ready workforce capable of navigating complex global markets with confidence, ethics, and technological expertise.

CALL FOR PAPERS

- ◆ Digital Currencies and Their Impact on Business Education.
- ◆ Integration of Crypto currency and Block chain in Management Curriculum.
- ◆ Global FinTech Platforms: Innovations and Business Models.
- ◆ Block chain Architecture for Secure and Transparent Trading.
- ◆ Digital Transformation of Trading Strategies through FinTech.
- ◆ Smart Contracts and Their Role in Modern Commerce.
- ◆ Regulatory, Ethical, and Security Challenges in Digital Finance.
- ◆ Role of Artificial Intelligence and Big Data in FinTech Trading.
- ◆ Financial Inclusion through Digital Currencies and FinTech Platforms.
- ◆ Future Skills and Competency Development in Digital Business Education.
- ◆ Digital economy and its impacts - Is it a boon or bane?
- ◆ Empowerment of commerce and finance with digitalization
- ◆ Monetary policies and their application in Fintech platform
- ◆ Fintech and customised block chains are the future of global economy - justify with models.
- ◆ Applications and implication of digital currencies in business trading platform.
- ◆ Philosophy of programmable money and its analogies.
- ◆ Branching of money and E commerce is the mission to achieve the vision of India 2040.
- ◆ The paradigm shift of commerce education with digitalization .
- ◆ Prototypes of trade and the ramifications of block chain architecture.
- ◆ Trends of Fintech platforms and its cause and effect analysis.
- ◆ Trading-Powered by AI-Empowered by digital world - discuss .
- ◆ Education and Experience are the preliminary visions of changing digital Economy - working models and case studies.
- ◆ Customizable block chain architecture and its game in distribution ledger technology.
- ◆ Commerce and the vision - A game changer in digital world .
- ◆ Interoperability and Cybersecurity are prone for hackers."Discuss a strong model to reduce the digital attacks
- ◆ "Trading and Fintech platforms are customizable " - Encourages a new commerce era
- ◆ Derivatives and financial discipline of a Fintech company and its global view in trading market.
- ◆ Digital world-A trend setter of paperless value and customization.

CHIEF PATRONS

"Vidhya Rathna"

Prof. Dr. M. KARUNANITHI, B.Pharm., M.S., Ph.D., D.Litt.,
Chairman & Secretary,
Vivekanandha Educational Institutions & Hospitals.

Dr. T.S.K. MEENAKSHI SUNDARAM,
Chancellor Avinashilingam Institute for
Home Science & Higher Education for Women, Coimbatore.

BARRISTER SHAMEEM HAIDER PATWARY,
Advocate : Supreme Court of Bangladesh,
Chairman, Board of Trustees, Dhaka International University, Bangladesh.

Dr. SATHANA VAIKUNTHAVASAN,
Professor in Marketing, Faculty of Management Studies and Commerce,
University of Jaffna, Srilanka.

PATRONS

Tmt. KRISHNAVENI KARUNANITHI, M.A.,
Managing Director,
Vivekanandha Educational Institutions & Hospitals.

Dr. V. BHARATHI HARISHANKAR, Ph.D., FRSA
Vice Chancellor,
Avinashilingam Institute for Home Science and Higher Education for Women, Coimbatore.

Dr. S. ARTHANAREESWARAN, M.D., (General Medicine)
Joint Managing Director,
Vivekanandha Educational Institutions & Hospitals.

Prof. Dr. ZAHIDUL ISLAM,
Vice - Chancellor,
Dhaka International University, Bangladesh.

Dr. K. SREERAAGHANIDHI ARTHANAREESWARAN, M.S., (Ophthal)
Joint Secretary,
Vivekanandha Educational Institutions & Hospitals.

Dr. K. KRUPANIDHI, M.D., (Emergency Medicine)
Vice Chairman,
Vivekanandha Educational Institutions & Hospitals.

Dr. K.B. NIVETHANA KRUPANIDHI, M.S., (OG)
Director,
Vivekanandha Educational Institutions & Hospitals.

Prof. Dr. S. KUPPUSWAMI,
Executive Director,
Vivekanandha Educational Institutions.

Mr. M. CHOKKALINGAM,
Chief Executive,
Vivekanandha Educational Institutions & Hospitals.

Prof. BHOLANATH DUTTA,
Founder & President, MTC Global, Bangalore.

Dr. H. INDU, M.Sc., M.Phil., Ph.D., MBA., SLET.,
Registrar In-charge, Avinashilingam Institute for Home Science &
Higher Education for Women, Coimbatore.

ADVISORY COMMITTEE

Dr. R. BALAGURUNATHAN,

Research Director,
Vivekanandha Educational Institutions.

Dr. V. KUMARAVEL,

Director - Skill Development & Corporate Relations,
Vivekanandha Educational Institutions.

Dr. P. BABY SHAKILA,

Principal,
Vivekanandha College of Arts & Sciences for Women (Autonomous).

Dr. J. DEENATHAYALAN,

Controller of Examinations,
Vivekanandha College of Arts & Sciences for Women (Autonomous).

Dr. M. PRASATH,

Director - IQAC,
Vivekanandha College of Arts & Sciences for Women (Autonomous).

Dr. P. SANTHI,

Dean, School of Commerce and Management,
Avinashilingam Institute for Home Science and Higher Education for Women.

Dr. JNANESHWAR PAI MAROOR,

Principal,
NITTE Institute of Professional Education, Mangaluru.

Dr. P.NATARAJAN , Ph.D.,

Dean, School of Management,
Pondicherry Central University, Pondicherry.

Dr. MOHAMMAD SHAH ALAM CHOWDHURY, Ph.D.,

Professor,
Dhaka International University, Bangladesh.

Dr. C.HARIHARAN, Ph.D.,

Assistant Professor, Faculty of Management,
SRM Institute of Science and Technology,
Trichy Campus.

Dr. N.SANTHOSH, Ph.D.,

Manager - MSME
Karur Vysya Bank, Business Banking Unit, Salem.

CONVENORS

Dr. K.G. SELVAN,

HOD of Commerce

Dr. V. SENTHILKUMAR,

Associate Professor of Commerce.

Dr. K. KANNIYAMMAL,

Professor & Head, Commerce, AIHS & HE.

CO-CONVENORS

Dr. C. SANKAR,

Associate Professor of Commerce.

Dr. J. ARUL,

Associate Professor of Commerce.

Dr. S. NAGARAJAN,

Associate Professor, Commerce & Management Studies.

Dr. A. SENGOTTAIYAN,

Associate Professor of Commerce.

Mrs. A. MALARVIZHI,

Teaching and Research Fellow of Commerce, AIHS & HE.

ORGANIZING SECRETARIES

Dr. A. KAVITHA,

Associate Professor of Commerce.

Ms. M. MALATHI,

Assistant Professor of Commerce.

Dr. P.DEIVANAI

Assistant Professor (SG), Commerce, AIHS & HE.

ORGANIZING COMMITTEE MEMBERS

Dr.M.GOUSIA NASREEN M.Com, M.Phil, MBA,Ph.D,NET

Associate Professor of Commerce.

Dr.S.DHARMALINGAM M.Com.,M.Phil.,Ph.D

Associate Professor of Commerce.

Dr.P.DHATCHINAMOORTHY M.COM, M.Phil., Ph.D

Assistant Professor of Commerce.

Dr.K.SASIKUMAR MBA,M.Phil,Ph.D

Assistant Professor of Commerce.

Mr.A.KEERTHIVASAN M.COM, M.Phil,

Assistant Professor of Commerce.

Ms.V.DHARANGINI M.COM (CA), M.Phil,

Assistant Professor of Commerce.

Mrs.S.SELVARANI M.Com, M.Phil.,

Assistant Professor of Commerce..

Dr.M.NAGARAJAN MA, B.Ed, M.Phil, Ph.D, SET, NET

Assistant Professor of Tamil.

Mr.C.VIGNESH MA, M.Phil., (Ph.D)

Assistant Professor of English.

Mrs.S.VALARMATHI M.Sc.,M.Phil.,

Assistant Professor of Computer Science.

Mrs.M.MINIYAMMAL MBA, M.Phil, Ph.D, M.COM, DMM, PCDCA

Assistant Professor of Commerce.

Mrs.M.KIRUTIKA M.Com(CA),M.PHIL

Assistant Professor of Commerce.

Mrs.S.VALARMATHI M.Com,B.Ed,M.PHIL,D.COPP.,

Assistant Professor of Commerce.

Mrs.S.HEMALATHA MA, M.Phil.,

Assistant Professor of English.

Mrs.K.SABITHA MA, M.Phil.,

Assistant Professor of English.

Dr.B.POONGAVANAM M.Com,M.Phil,Ph.D,PGDCA

Assistant Professor of Commerce.

Dr.S.KAVITHA M.Com,M.Phil,MBA.,Ph.D

Assistant Professor of Commerce.

Dr.V.PAUL SUDAHAR B.Com.,M.COM.,M.Phil.,Ph.D.,

Assistant Professor of Commerce.

Dr.M.PRINCE RANI BBM.,M.Com.,MBA.,Ph.D.,

Assistant Professor of Commerce.

Mrs.M.SUBATHRA M.Com, M.Phil, Ph.D

Assistant Professor of Commerce.

Mrs.M.LALITHA M.Com, M.Phil.,

Assistant Professor of Commerce.

Mr.J.TONY GREAK MSc, M.Phil

Assistant Professor of Computer Science.

Dr.R.ILAVARASI M.Sc.,M.Phil.,Ph.D

Assistant Professor of Maths.

Mrs.S.SRIDEVI M.Com.,M.Phil.,M.ED.,

Assistant Professor of Commerce.

Mrs.R.NITHYA M.Com,M.Phil.,(Ph.D)

Assistant Professor of Commerce.

Mrs.M.KARTHIKA M.Com., NET

Assistant Professor of Commerce.

Ms.S.BHUVANESHWARI MA,M.Phil.,B.E.,NET

Assistant Professor of Tamil.

Mrs.M. PRAVEENA M.Com.,M.Phil.,

Assistant Professor of Commerce.

Dr.G.BRIGHTJOWERTS M.Com.,M.Phil.,Ph.D.,SET

Assistant Professor of Commerce.

Ms.R.NANDHANA MBA,

Assistant Professor of Management Studies.

SUBMISSION OF PAPERS

- ★ Papers must be submitted either by author or Co-author
- ★ The full paper should follow Times New Roman, 12 Font Size, 1.5 line spaces, with one inch margin on all sides.
- ★ Word Limit : Abstract 250 words, Full paper should not exceed 6 pages in print.
- ★ Certificate will be given to all registered participants.
- ★ Papers may be forwarded through e-mail : commerceconference14@gmail.com
- ★ No TA/ DA will be paid

Abstract Submission : 10-02-2026

Full Paper Submission : 14-02-2026

REGISTRATION GUIDELINE

Each paper should be registered by the author(s). The registration fee includes conference kit, refreshment and conference lunch and conference certificate.

PUBLICATION GUIDELINES

Full length papers will be accepted for presentation and all abstracts will be Published in VEI journal / Edited volume with ISBN Number. Short listed and Selected Articles will be published in following Journals:

1. International Journal of Business, Arts and Scientific Study (ISSN: 2709-0825)
2. Journal of Law and Human Rights (ISSN: 1998-4278)
3. Journal of Sustainable Learning and Development (ISSN: 2791-0881)
4. International Journal of Advanced Research and Higher Studies (ISSN: 2957-8671)

BANK DETAILS FOR PAYMENT

Bank Name : Indian Overseas Bank
Account Name : The Organising Secretary, Dept. of Commerce, VICAS.
Account No. : 182701000017805
IFSC Code : IOBA0001827
Branch : Vivekanandha College Campus, Elayampalayam.

REGISTRATION FEE FOR PARTICIPANT (PER HEAD)

Category	Registration Fee
Foreign Participants	No Fee
Industry Professionals	₹ 600
Faculty Members / Ph.D. Scholars	₹ 600
Students	₹ 600

(No fee for publication)

FOR FURTHER DETAILS CONTACT

Dr. K.G. SELVAN
+91 90034 61597

Dr. V. SENTHILKUMAR
+91 87606 95314

Dr. A. KAVITHA
+91 99627 74730

Dr. J. ARUL
+91 99941 08847

Dr. A. SENGOTTAIYAN
+91 99768 89943

E-mail : commerceconference14@gmail.com

14th INTERNATIONAL CONFERENCE ON

***"Transforming Business Education and Trading strategies
through digital currencies, global fintech platforms
and customised block chain Architecture."***

Date : 17th & 18th FEBRUARY, 2026

Venue : Vivekanandha Auditorium

To.

Organized by
DEPARTMENT OF COMMERCE



VIVEKANANDHA
COLLEGE OF ARTS AND SCIENCES FOR WOMEN

**Autonomous | An ISO 9001 : 2015 | NAAC 'A+' | 2(f) & 12(B) | Periyar University
Tiruchengode - 637 205, Namakkal (Dt)., Tamil Nadu.**