



# **St. Xavier's College (Autonomous)**

(Recognized as "College with Potential for Excellence" by UGC & Accredited at A<sup>++</sup> grade with CGPA of 3.66/4 in IV Cycle by NAAC)

**Palayamkottai – 627 002**

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## **ANNUAL REPORT 2023-2024**

### **DEPARTMENT OF COMMERCE (Shift - I)**

#### **1. INAUGURAL FUNCTION**

The activities of Commerce Association of PG & Research Department of Commerce, St. Xavier's College, Palayamkottai, for the academic year 2023-24 began with the inaugural function on 25.07.2023. Dr. T. M. Padmanaban, Principal, S. T. Hindu College, Nagercoil, the chief guest, delivered the inaugural address. Rev. Fr. Dr. S. Mariadass, S.J., The Principal, delivered the presidential address.

#### **2. ENDOWMENT LECTURES**

Two endowment lectures in memory of former professors of the department, Dr. Lourdes Poobala Rayen and Prof. A. Bernard Chandra, were organised on 15.09.2023 and 29.09.2023 respectively, on the titles, "Be an Entrepreneur to Scale New Heights" and "Masters of Commerce Leadership: Navigation, Innovation and Inspiring Success".

#### **3. ENTREPRENEURS DAY**

In order to develop entrepreneurial spirit and to promote entrepreneurial skills among students, 'Entrepreneurs Day' was celebrated on 25.09.2023. 18 teams came out with their own products and exhibited them for sale. Around 130 students participated in the event.

#### **4. ORIENTATION PROGRAMME ON COMPETITIVE EXAMINATIONS**

An Orientation Programme on Competitive Examinations was organised on 12.12.2023, for the final year UG and PG students. Mr. V Antony Patturaj, Co-operative Sub Registrar, Government of Tamilnadu, was the resource person.

## **5. WORKSHOP ON FINANCIAL MARKET**

A two day workshop on financial markets was conducted for PG students on 15.02.2024 and 16.02.2024. Mr. K. Balakrishnan, NISM Empaneled Trainer, Trichy was the resource person.

## **6. INTERNATIONAL CONFERENCE**



A two day International Conference on "The Space Commerce: The New Frontier (Exploration, Orientation and Implication)", was organised on 20.02.2024 and 21.02.2024. Dr. Jebamalai Vinanchiarachi, Senior Economist and Former Principal Advisor to the Director, UNIDO, Austria, was the keynote speaker. Dr. Benadict Valentine, Assistant Professor, Department of Accounting and Finance, Faculty of Business and Management, UCSI University, Kuala, gave his inputs on the title, "Infinite Horizons: Orientation into the Realm of Space Commerce". Dr. V. Christo Selvan, Assistant Professor, Dean, School of Business, St. Joseph's University, Bangalore gave his inputs on the title, "Beyond Boundaries: Socio-economic, Ethical and Legal Implications. Dr. R. Thanga Selvi, Assistant Professor of Commerce, Ambai Arts College, Ambasamudram, gave her inputs on the title, "Adopting Tact and Diplomacy to the Space Commerce Era". 500 students and scholars participated in this conference.

## **7. COMMERCE CARNIVAL**

A commerce carnival "X COMFEST 2024, was organised on 26.02.2024. Mr. Franklin (Cine and Tv Actor), Ms. Pon Abhirami (Radio Jockey), illustrious Alumni of our college, Mr. Prithvi and Mr. Naveen of Nellai 360 YouTube channel, were the chief guests.

## **8.GUEST LECTURE SERIES**

Various guest lectures by field experts were arranged for every class in order to give their expertise on their respective fields to the students.

- On 17.08.2023, a guest lecture was conducted for II B.Com. Students on the title, "One Person Company & Limited Liability Partnership". CS.M.V. Mahadevan, Company Secretary- ICSI Counselor, Tirunelveli was the resource person.
- On 18.08.2023, a guest lecture was conducted for the I M.Com. students on the title, "Consumer Protection Act 2019". Dr. D. A. Prabakar, Former Chairman, Federation of Consumer Organisations, Tamil Nadu & Pondichery was the resource person.
- On 13.02.2024, a guest lecture was conducted for the III B.Com., students on the title, "Funding Sources for Start-ups". Mr. Padmanabhakamal, CEO, The Consultancy was the resource person.
- On 13.02.2024, a guest lecture was conducted for the PG students on the title, "Foreign Exchange Market". Mr. R. Manoseh, Assistant Vice President, Nagercoil, Unimoni and Mr. G. Balaji, Deputy Chief Manager, Branch Head, Unimoni was the resource person.
- On 19.02.2024, a guest lecture was conducted for the II B.Com., students on the title, "Company Meetings". Mr. Iyappankannan CS was the resource person.
- On 19.02.2024, a guest lecture was conducted for the II M.Com. Students on the title, "Working Capital Management". Mr. Iyappankannan CS was the resource person.

## **9. INDUSTRIAL VISIT:**

In order to give a field exposure to the students, Industrial Visits were arranged for all the classes. In the Odd Semester, I B.com students visited Khan Steel Industry and Kumaran Fish Net, Nagercoil on 11.09.2023.III B.com students visited J. J Wind Energy and Satheesh Agro Foods Industry on 13.09.2023.I M.com students visited Hatsun Agro Products limited, Moondradaipu and Kumaran Fish Nets Private Limited on 15.09.2023. IInd year M.com students visited Hatsun Agro Products Limited, Moondradaipu and Mighty Industries on 12.09.2023.

In the even semester, IInd B.com students visited Sri Murugan Tiles, Pavoorchatram and Ganesh Plastics Industry, Alangulam on 23.01.2024. III B.Com., students visited LISK Chocolate

Factory, Kodaikanal on 09.02.2024. I M.Com., students visited Sree Murugan Tile Works, Pavorchatram on 28.02.2024, and II year M.com students visited LISK Chocolate Factory, Kodaikanal on 24.01.2024.

## **10. LAUNCHING OF YOUTUBE CHANNEL**

In order to exhibit the talents of the students and to spread awareness on the concepts of Commerce and Business Management to general public through social media, a YouTube channel "X COM-ZONE" is launched, under the control and supervision of the faculty of the department.

## **11. PERITIA: INTRA DEPARTMENTAL COMPETITIONS**

In order to give a platform for exhibiting and developing the talents of all the students of the department, a series of competitions under the banner "PERITIA" was conducted throughout the odd semester of the year. 25 competitive events were conducted and more than 100 students participated.

## **12. STUDENTS ACHIEVEMENTS:**

The students of the Department of Commerce (Shift I) won the Overall Runner Up Trophy in the Inter Department Competitions (INDECO) and first prize in March Past, during the sports day.

### **DEPARTMENT OF COMMERCE (Shift – II)**

#### **Inauguration of Commerce Association**

Inauguration of the Commerce Association 2023-24 was held on 25.07.2023, at Fr. Lebeau Auditorium. DR. T. M. Padmanabhan, Principal of S. T. Hindu College, Nagercoil was the chief guest. The association members along with the class representatives took their oath which was started by Dr. K. Thanga Glara, the Coordinator, Department of Commerce (Shift II). The following were the Office Bearers of the Association: M. Mahalingam, III B.Com. Sec 'B' (S II) (Association Secretary), Snow Alexsha, III B.Com. Sec 'A' (S II) (Fine Arts Secretary),

Suthan, III B.Com. Addtl.,(S II) (Sports Secretary), J. Sanjay,II B.Com. Sec 'A' (S II) (Joint Secretary), Judith Suba, II B.Com Sec 'B' (S II) (Fine Arts Joint Secretary).

### **Technical Session on Financial Planning**

On 30.08.2023, an Interactive Session for the final year UG students was conducted. The motto of this session was to provide the students with the knowledge about financial planning along with their career and motivate them to save for their future. The chief guest of this session was G.S.M. Subramanian who gave his insights and technical knowledge about the stock exchange, challenges in the sector, training to the students on investing in the right securities etc.

### **Orientation and Quiz Programme**

On 14.09.2023, an Orientation Programme on Career Guidance arranged by the Placement Cell of SXC and Department of Commerce and Corporate Secretaryship was conducted in Fr. Lebeau Auditorium. The chief guest for the first session was Mr. Joshua Gerard, the Chief Operating Officer of Tamilnadu Advanced Technical Training Institute (TATTI). The chief guest along with his team of four members gave a briefing of the Value-Added Courses which they planned to offer our college students within the college hours. They also discussed the strategies to choose the course according to student's interest and career choice.

The second session was divided into three parts. First, Mr. Vijayasankar Kanthan, from MJR Training and Placement Services enlightened the minds of students regarding goal setting and understanding the goals. Next, Mr. Muthuraman, Chief Career Advisor from MJR Training and Placement Services, elaborated the career options available for commerce students and how non commerce graduates are also dominating in commerce fields. Next, all the students present in the hall were given a question paper with commerce career related questions to test their knowledge. They were asked to fill the question paper.

### **National Seminar on Digital- Marketing**

On 29.09.2023, a National Level Seminar on Digital Marketing was conducted. It elaborately discussed the impacts of digitalized methods in marketing activities and how it affects the manpower need in the sector. The Seminar was filled with the expertise of the resource persons. Dr. Bernard Chandra, former faculty of the department, shared his knowledge and experience to the students. Then, one of the renowned youtuber Mr Hussain of Cheran

Academy, enriched the minds of students with his ideas of approaching people in marketing and brand management techniques.

### **International Seminar on Space Commerce**

A two day International Conference on the title, “The Space Commerce: The New Frontier (Exploration, Orientation and Implication)”, was organised from 20.02.2024 to 21.02.2024. Dr. Jebamalai Vinanchiarachi, Senior Economist and Former Principal Advisor to the Director, UNIDO, Austria, was the keynote speaker. Dr Benadict Valentine, Assistant Professor, Department of Accounting and Finance, Faculty of Business and Management, UCSI university, Kuala, gave his inputs on the title, “Infinite horizons: Orientation into the Realm of Space Commerce”. Dr. V. Christo Selvan, Assistant Professor, Dean, School of Business, St. Joseph’s University, Bangalore, gave his inputs on the title, “Beyond boundaries: Socio-economic, Ethical and Legal Implications” in the Second Plenary Session.

Dr. R. ThangaSelvi, Assistant Professor of Commerce, Ambai Arts College, Ambasamudram, gave her inputs on the title, “Adopting Tact and Diplomacy to the Space Commerce Era”. 500 students and scholars including 150 outside participants participated in the seminar.

### **XCOMFEST: A COMMERCE CARNIVAL:**

On 26.02.2024, an Inter Collegiate Competition was organized. Nearly 20 colleges from various districts participated in the Carnival. Totally 10 competitions were held. The list of competitions were as follows: Business Quiz, Corporate Walk, Best Manager, Adzap, Content writing, Dust to diamond, Shark tank Logo designing and Off the cuff The Chief Guests Ms. Pon Abirami (RJ and our College Alumnus) was the judge for off the cuff and Mr. Franklin, Cine and TV actor judged corporate walk event. The valediction of the function was honoured by Renowned Youtubers Mr. Prithivi K.P.R from Nellai 360 and the Channel’s Editor Naveen.

### **Guest lecture on Artificial Intelligence:**

On 09.01.2024, a guest lecture on the topic ‘Artificial Intelligence’ sparks on business transactions was organised. Dr. Remy Jeyakar, from the Department of Computer Science was the guest speaker. She explained how Artificial Intelligence is being introduced in the business sector and debated whether it is helpful. The lecture had a small quiz session which was interesting for the students.

### **Guest Lecture on Career Guidance:**

On 22.02.2024, a guest lecture for final year students was organized. Mr. Padmanabha Kamal, CEO of “The Consultanzy”, was the chief guest. He gave his insights on how to seek job and how to search for openings.

### **Industrial Visits:**

In order to enhance the practical knowledge of the students all the final year students were taken to visit different industries. The three final year classes went for Industrial Visit on different dates.

- On 10.02.2024, Final year B.Com. Additional Section students went to Vikram Sarabhai Space Research Center, Trivandrum.
- On 16.02.2024, Final year B.Com. Section ‘A’ students went to Thumba Rocket Station, Trivandrum.
- On 27.02.2024, Final Year B.Com. Section ‘B’ students went to visit Air and Water Purifier Manufacturing Industry, Trivandrum.

### **CULTURAL ACTIVITIES FROM THE DEPARTMENT OF COMMERCE:**

The students participated in the District Level Cultural Fest Competition conducted by Ministry of Youth Affairs and Sports Nehru Yuva Kendra- Tirunelveli on 30.06.2023.

Mahara Jothiof I B.Com., Sec ‘A’, Sankari. A of I B.Com., Sec ‘A’, Gopika Shree. V of I B.Com. Sec ‘A’, PrammaDharshini. Rof I B.Com. Sec ‘A’, Kavya Ganesh of I B.Com. Sec ‘A’, Maharasi Subbukumari of I B.Com. Sec ‘A’ and Mukila M.K of I B.Com. Sec ‘A’ participated in the district level handwriting competition conducted by Anaithu India Tamil Yaezhuthalarkal Sangam on 15.9.2023.

S. Ram Sankar, III B Com, Sec ‘B’ participated in the Tirunelveli district monthly chess tournament held on 08.10.2023 at Chess Hall, conducted by Tirunelveli District Chess Development Association.

On 07.09.2023, our student, Joe Zachin Rakshan, II BCom Addtl, participated in the InterCollegiate Competition organized by St. Joseph’s College of Arts and Science and won first

prize in group singing and III B.Com Sec B Students S.Yogitha Lakshmi,MuthuEssaki, Snow Alexa and Anushya won second place in group dancing.

On 23.09.2023, Michael III B.Com., Addtl, and Rakshan II B.Com. Addtl, participated and won the third prize in light music InterCollegiate Competition organized by St. Alphonsa College of Arts and Science, Kanyakumari.

Uma Maheswari. R, I B.Com., Sec 'A' participated in essay writing (Tamil) competition conducted by St. Xavier's College for SXC@100 on 28.07.2023.

### **Intra departmental Quiz Competition and Commerce Exhibition**

The department conducted an Intra Departmental Quiz competition and a commerce exhibition which was held on 28.02.2024. It was a great experience for our students to enrich their knowledge and showcase their ideas. Dr. Remy, Head of Computer Science Department was the quiz master and Dr. S. Prince Jebaraj, Assistant Professor of Commerce (Shift – I) was the judge for exhibition.

### **Association Valediction:**

The Association Valediction function was held on 29.02.2024. Dr.A. Hamil, Head of the Department of Commerce, Sadakathullah Appa College was the chief guest. The prize winners of the Intra Departmental Competitions and the office bearers were honoured in the programme. Rev. Fr. Principal graced the function with his words of appreciation.



**TABLE.8.a . PAPERS PUBLISHED IN JOURNALS (2023.2024)**

<b>S. NO</b>	<b>Name of the Teacher</b>	<b>Name of the Department</b>	<b>Title of the Paper</b>	<b>Name of the Journal</b>	<b>Volume No/ Issue No/ Page No /year</b>	<b>ISSN No. / e.ISSN No.</b>	<b>Cited in Web of Science / Scopus Indexed/UGC Approved / Not Found in UGC.CARE List</b>	<b>National / International</b>	<b>Impact Factor</b>	<b>Month &amp; Year of publication</b>
01.	Dr.K.Thanga Glara	Commerce	A Study on Customer's Behaviour towards Online Shopping with special reference to Flipkart in Tirunelveli District	Journal of the Asiatic society of Mumbai	23/pg no 125	0974.8 946	UGC CARE Listed journal	National		September 2023
02.	Dr. J. Sahaya Mary	Commerce	A Challenge to the Ethos of Industry 5.0 . A study	Interdisciplinary Research Journal for Humanities ( A Peer – Reviewed Journal) SXC, Palayamkottai	VOLUME – 13 No.1 APRIL 2023 ISSUE, Page 104.107	ISSN No. 2249 – 250X				APRIL 2023
03.	Dr.M.Siva Sankari	Commerce	A study on start up Business in young entrepreneurs in tamilnadu	Journal of the Asiatic society of Mumbai	99/pg no 65	0972.0 766/e.ISSN No NA	UGC CARE Listed journal	National		September 2023
04.	Rev. Dr. S. Mariadoss, S.J.	Commerce	Quality of Work Life as a precursor to Work.Life Balance: Collegiality and Job Security as Moderators and Job Satisfaction as a Mediator	Sustainability (MDPI)	Vol.15, 9936.1.20	ISSN: 2071 June 2023	<a href="https://doi.org/10.3399/su15139936">https://doi.org/10.3399/su15139936</a>	International		June 2023

05.	Rev.Dr. S.Mariadoss, S.J.	Commerce	Environmental Awareness's Multiple Impacts on Business Sustainability	International Journal of Advance and Applied research	Vol.4.No:38, 2023	ISSN:2 347.70 75.pp.2 04.210	Sep.Oct 2023	International	7.328	Sep.Oct 2023
06.	Rev.Dr. S.Mariadoss, S.J.	Commerce	Empowering Women Entrepreneur: Success stories and Strategies	International Journal of Commerce and Economics	Vol.5, Issue: 4 2023	ISSN:2 664.75 40, Pp.1.4	6 <sup>th</sup> Oct 2023	International		Oct 2023
07.	Rev.Dr. S.Mariadoss, S.J.	Commerce	A study of women Entrepreneurs' self.efficacy in the Tiruchirappalli District	International Journal of Advance and Applied Research	Vol.10.No:6	ISSN:2 347.70 75.Pp.9 .15 July.A ug 2023		International	7.328	July.A ugust 2023
08.	Rev.Dr. S.Mariadoss, S.J.	Commerce	The main factors affecting new venture growth of Entrepreneurs	International Journal of Research Publication and Review (IJRPR)	Vol:4, No:8 Aug 2023	ISSN:2 582.74 21,Pp.2 537.25 40		International		August 2023
09.	Dr. S. David Appathurai	Commerce	Rural Women's buying behaviour in Online shopping	Xaverian Journal of Marketing	Vol. 20, Number 20	ISSN: 2278.6 562		National		Decem ber 2023
10.	Dr. J. Jeya Ani	Commerce	Major factors contributing Women to become servant maids in Tirunelveli District	Humanities and Social Science Studies	Vol. 12, Issue 01, Pg.39.42,	ISSN:2 319.82 9X	UGC Care	National		June 2023
11.	Dr. J. Jeya Ani	Commerce	Employees perception on HRD Practices . Study in small scale manufacturing units	Humanities and Social Science Studies	Vol. 12, Issue 01, Pg.169.172,	ISSN:2 319.82 9X	UGC Care	National		June 2023
12.	Dr. J. Jeya Ani	Commerce	Entrepreneur's perception towards	Xaverian Journal of Marketing	Vol. 20 Number 20	ISSN: 2278.6		National		Dec 2023

			Email Marketing in the business			562				
13.	Dr. J. Jeya Ani	Commerce	Customer's loyalty towards the brands promoted in Social Media Networking websites . A Study in Instagram	Xaverian Journal of Marketing	Vol. 20 Number 20	ISSN: 2278.6 562		National		Dec 2023
14.	Dr. J. Jeya Ani	Commerce	Customer perceptions and challenges in digital Payments	Xaverian Journal of Marketing	Vol. 20 Number 20	ISSN: 2278.6 562		National		Dec 2023
15.	Dr. J. Jeya Ani	Commerce	Problems faced by women Entrepreneurs	EPRA International Journal of Economic and Business Review	Vol.12, Issue 2 Page:53.55	ISSN:2 347.96 71		International	SJIF Impact Factor: 8.808	Feb 2024
16.	Rev. Fr. Lawrence Benedict	Commerce	Financial Inclusion. A Critical View in the Context of Indian Experience	ShodhaPrabha (UGC CARE Journal)	Vol. 48, Book No:02,	ISSN: 0974.8 946				2023
17.	Rev. Fr. Lawrence Benedict	Commerce	Preception of Professional or Tax Practitioner About Goods and Service Tax (GST) For Non.Profit Organisations (NPOs)	Samdarshi	Vol. 16 Issue 4	ISSN: 2581.3 986,				Sept 2023
18.	Rev.Fr.Lawrence Benedict	Commerce	A Study on Impact of Goods and Services Tax (GST) on Non.Profit Organizations (NPOS) in Tamil Nadu: Challenges and Implications	Journal of Foundational Research	Vol. XXXI, No. 2 (F):	ISSN: 2395.5 635				July. Decem ber: 2023

19.	Rev.Fr.Lawrence Benedict	Commerce	Examining the Impact of Goods and Services Tax (GST) on Social Entrepreneurs and Nonprofit Organizations (NPOS): A Comprehensive Analysis	Journal of the Asiatic Society of Mumbai	Vol. XCIX, No.08,	ISSN: 0972.0766,				2023
20.	Rev.Fr. Lawrence Benedict	Commerce	A Study on Patent Rights in the Indian Legal System	JME (Journal of Management and Entrepreneurship) UGC CARE Group 1 Journal	Vol. 18, No. 1 (I),	ISSN: 2229.5348,				Jan – Mar 2024
21.	Rev.Fr. Lawrence Benedict	Commerce	Exploring the Views of Professionals and Tax Practitioners on the Goods and Services Tax (GST) Applicability to Non.Profit Organizations (NPOS) in the City of Chennai	Humanities and Social Science Studies Journal (UGC CARE Approved, Group I)	IF=7.28, Vol. 13, Issue 01, No. 07,	ISSN 2319.829X,				Jan.June: 2024
22.	Rev.Fr. Lawrence Benedict	Commerce	Examining the Adoption Patterns and Public Perspectives on Google Pay Services within the Urban Context of Madurai City	RabindraBharati University Journal of Economics	Vol.: XXVIII, No:1, IF: 6.986	ISSN: 0975.802X				2024

**TABLE.8.b – PAPERS PUBLISHED IN CONFERENCE / SEMINAR PROCEEDINGS (2023.2024)**

<b>S. No</b>	<b>Name of the Teacher</b>	<b>Department</b>	<b>Title of the Paper</b>	<b>Title of the Proceedings</b>	<b>National / International</b>	<b>(Place, Publisher, Year, Page No.)</b>	<b>ISSN / ISBN No.</b>
01.	Rev.Fr.Lawrence Benadict	Commerce	Revisiting Financial Inclusion Models, Inclusive Growth in the Context of the North Eastern Region, India		International		ISBN: 978.93.91355.7 4.6
02.	Rev.Fr.Lawrence Benadict	Commerce	Ethical Imperatives in Digital Evolution: A Framework for Responsible Transformation	ICBSIDI.5.0	International		ISBN: 978.81.928901. 6.6
03.	Rev.Fr.Lawrence Benadict	Commerce	An Investigation into Challenges Encountered by Millennials in Utilizing Technology within the Commercial Landscape	Seventh Edition of National Level Conference	Metomorphosis of Modern Management and Research		
04.	Rev.Fr.Lawrence Benadict	Commerce	Jesuit influence on cultural identity and Diaspora: A Comprehensive Exploration	National Conference Proceedings	National	St.Xavier's College, Palayamkottai	
05	Dr. C. Mahimai Arul Ignatius	Commerce	Unveiling the Insights: A Deep Drive into Student's Staff's Perspective on Generative AI and Chatgpt	Emerging Trends in AI for Industry & Education: Opportunities and Challenges	International	Bangalore, XIME, 2024	.

**TABLE 9 . BOOKS / BOOK CHAPTERS PUBLISHED (2023- 2024)**

S. No	Name of the Teacher	Department	Title of the Books / Proceedings	Title of Book Chapters	Place, Publisher, Page No.	National / International	ISSN / ISBN No.	Month & Year of publication
01	Rev.Dr.S.Mariadoss,S.J	Commerce	Digital Marketing for E.Commerce (Book)		REST Publication		ISBN:978.81.864810.6.3	OCT 2023
02	Rev.Dr.S.Mariadoss,S.J	Commerce	Paradigm Shift towards Sustainable Business and Management Practices (chapter)	Navigating the maze of Challenges in crafting innovative business management models	VHN College, Virudhnagar Pp:105.112		978.81.951746.9.0	Nov 2023
03	Rev.Dr.S.Mariadoss,S.J	Commerce	Pragmatic Research	Becoming Entrepreneur in College: Challenges and Rewards	Shree Siddhivinayak Global Publication Pp:21.28		978.93.91773.43.4	Sep 2023
04	Rev.Dr.S.Mariadoss,S.J	Commerce	ANORA:Aeon of New Organised Research and Academics, 7 <sup>th</sup> Edition. National Education Policy (NEP2020) A Roadmap to New Education Era	Issues and Strategies for educators in the New Education Policy 2020 Framework	Taran Publication, New Delhi 7 <sup>th</sup> Edition Pp:99.103		ISBN 978.811929.56.3.0	Sep 2023
05	Rev.Dr.S.Mariadoss,S.J	Commerce	Business Growth & Sustainability .Vol: 1	The Rise of Women Entrepreneurs: Strategies for Business Growth	Pp:20.25		ISBN 978.81.961547.1.4	
06	Rev.Dr.S.Mariadoss, S.J	Commerce	Technology, Innovation, Social Media: Changing the way of Teaching,	The Role of Social Media Platforms in facilitating Collaborative Learning environments	Taran Publication Pp: 15.18		ISBN: 8 <sup>th</sup> Edition Vol 1, 978.81.1	TaranP ublicati on: 06 March

			Learning, Research in Education				9998.40.1	2024
07	Rev.Dr.S.Mariadoss,S.J	Commerce		Leading with Grace: Women Entrepreneurs Making Waves	Ink of Knowledge, Sindhpur, Gujarat		978.93.5826.858.4	Feb 2024
08	Rev.Fr.LawrenceBenadict	Commerce	Tech.Driven Progress The Transformative Role of Technology towards Sustainable Development	Tech.Driven Progress The Transformative Role of Technology towards Sustainable Development	GTN Arts Science College, Dindigul	National		Feb 2024