

REPORT OF THE CONFERENCE

Two day National Conference “**TECHCOMM-24**” – A Convergence of Technology, Commerce, and Management was held on 18th and 19th October 2024 at East Point College of Management, Kalyan Nagar. The event brought together experts, academics and students to discuss the latest trends, innovations, and challenges in the fields of technology, commerce, and management. With the digital landscape rapidly evolving, the conference aimed to provide insights on how these domains intersect and impact each other.

The conference commenced with a speech by the Chief Guest, Dr.Muralidhar, Chairman- BoS , BNU , HOD of GFGC Kolar. The speaker highlighted how technology is reshaping global commerce, emphasizing artificial intelligence (AI), blockchain, and big data. Another Guest of Honour, Dr.Sairam. A focused on how digital transformation affects business models, customer experiences, and operational efficiencies.

There were overall 270 participants **from 13 different colleges’ and 8 Universities. Faculties, Research scholars, UG and PG students had participated and about 47 research papers were presented online and offline.** The College was tied up with International Journal of Exclusive Management Research (IJEMR) for online ISSN Publication of conference proceedings ISSN (online) 2349-5138.

TECHCOMM-24 successfully highlighted the intersections of technology, commerce, and management, sparking insightful discussions on the future of digital commerce, data-driven management, and ethical technology. Attendees left with a deeper understanding of these fields and their transformative impact on global business.

The event was graced by Secretary EPGI - **Mr. Sunder Raj Francis**, Chief guest **Dr S.Muralidhar**, Guest of Honour- **Dr.A.Sairam** ,EPCM Principal - **Mrs.Rupa Padmanabhan**, Keynote Speaker **Dr Fatin** , Technical Chair - **Dr. ShreeVamshi N , Dr Savitha and Ms Helaria Xavier.**

The technical session for Commerce and Management was held in room no 201 and for Information Technology room no 102. The research papers were presented by the authors online and offline. The best paper was awarded to various participants.

TWO-DAY NATIONAL CONFERENCE ON



A CONVERGENCE OF TECHNOLOGY, COMMERCE & MANAGEMENT

Date: 18th October 2024

Day: Friday

PROGRAM SCHEDULE (Day 1)

SI No	Event	Timings	Venue
1	Registration of Participants	9:00am-10:00am	EPA Quadrangle
2	State Anthem	10:00am-10:05am	EPA Quadrangle
3	Inaugural Session (Invocation song, Lighting of Lamp & Homage to late Chairperson- Dr.S.M.Venkatpathi)	10:05am-10:15am	EPA Quadrangle
4	Welcome Speech Asst Prof.Ms..Varalakshmi.G	10:15am-10:25am	EPA Quadrangle
5	Inaugural Address Dr.RupaPadmanabhan Principal-EPCM	10:25am-10:35am	EPA Quadrangle
6	Address By Secretary-EPGI Mr. Sunder Raj Francis	10:35am-10:45am	EPA Quadrangle
7	Address By Chief Guest Dr.Muralidhar Prof.HODDept of Commerce, GFGC,Kolar	10:45am-11:00am	EPA Quadrangle
8	Address By Guest of Honour Dr.Sairam AsstProf.GFCG,Vemagal	11:00am-11:15am	EPA Quadrangle
9	Keynote Address By Dr.Fatin Asst Prof, St.Claret College	11:15am-11:35am	EPA Quadrangle
10	Commerce Track Speaker Dr.Shreevamshi Associate Prof, Dayanada Sagar College	11:35am-11:50am	EPA Quadrangle
11	Felicitation	11:50am-12:05pm	EPA Quadrangle
12	Vote of Thanks	12:05pm-12:10pm	EPA Quadrangle
13	Photo Session	12:10pm-12:20pm	EPA Quadrangle
14	Lunch	12:20pm-1:20pm	EPA Quadrangle
15	Paper Presentation	1:20pm-3:30pm	101 & 201
16	High Tea	3:30pm-3:45pm	EPA Quadrangle
17	Valedictory	3:45pm-4:00pm	EPA Quadrangle

TWO-DAY NATIONAL CONFERENCE ON



A CONVERGENCE OF TECHNOLOGY, COMMERCE & MANAGEMENT

Date: 19th October 2024

Day: Saturday

PROGRAM SCHEDULE (Day 2)

SI No	Event	Timings	Venue
1	Registration of Participants	9:30am-10:30am	EPA Quadrangle
2	State Anthem	10:30am-10:35am	EPA Quadrangle
3	Commerce Track Speaker Dr.Savitha Associate Prof, NSB	10:35am-10:50am	EPA Quadrangle
4	Computer Science Track Speaker Ms.Helaria Maria Asst Prof, New Horizon College	10:50am-11:05am	EPA Quadrangle
6	Photo Session	11:05am-11:20am	EPA Quadrangle
7	Tea Break	11:20am-11:30am	EPA Quadrangle
8	Paper Presentation	11:30am-1:00pm	101 & 201
9	Lunch	1:00pm-1:30pm	EPA Quadrangle
10	Paper Presentation	1:30pm-2:30pm	101 & 201
11	Valedictory	2:30pm-2:45pm	EPA Quadrangle
12	Vote of Thanks	2:45pm-2:50pm	EPA Quadrangle
13	National Anthem	2:50pm-3:00pm	EPA Quadrangle

MESSAGE FROM CHAIRPERSON



East Point College of Management takes great pride in hosting “TECHCOMM-24 “ and understanding the immense value that such a conference brings. This conference serves as a platform to explore the latest advancements and innovations at the intersection of technology, commerce, and

management—a triad that is profoundly shaping the future of business and society. The diversity of perspectives brought by our esteemed speakers, panellists, and participants will, I am certain, create an enriching experience for all. Let such a conference be a stepping stone to new insights and ideas that will benefit the academic, professional, and personal journeys with impactful discussions and discoveries. May this conference leave you with lasting inspiration and valuable connections.

Mrs. Ramadevi Venkatpathi
Chairperson
East Point Group of Institution

MESSAGE FROM SECRETARY



It is my great pleasure, as Secretary of East Point College of Management, to organize “TECHCOMM-24”. This national conference, represented a significant convergence of technology, commerce and management. . Our theme for this year, “TECHCOMM-24-“ represents a unique opportunity to explore the transformative forces shaping our world today. The realms of technology, commerce, and management are rapidly evolving, and as future leaders and professionals, it is crucial that we keep pace with these changes. This conference brings together experts, academics, and students to share insights, exchange ideas, and inspire innovative thinking. From advancements in artificial intelligence and digital commerce to new management strategies driven by data, we had an exciting lineup of sessions that provided valuable knowledge and stimulate thought-provoking discussions. We look forward to using this opportunity to broaden our perspectives, deepen our understanding, and build connections that may shape our careers and future contributions to society.

Mr. Sunder Raj Francis
Secretary
East Point Group of Institution

MESSAGE FROM PRINCIPAL



"TECHCOMM-24 – A Convergence of Technology , Commerce and Management reflects our commitment to providing a platform for learning, sharing, and growing together in these rapidly evolving fields. In a world driven by innovation, technology serves as a powerful tool for transforming traditional practices in business and management, the conference brought us the unique opportunity to explore how technology, commerce, and management converge to shape the future. Our distinguished speakers, industry experts, and scholars brought invaluable insights into these domains. The topics covered were ranging from digital transformation and data-driven management to the ethics of cyber security—are critical for anyone preparing to lead and succeed in modern, interconnected environments. The interactions with professionals and academics provided the knowledge and inspiration that can guide your future endeavours. The discussions inspired everyone to innovate, question, and create a positive impact in your chosen fields.

Dr. Rupa Padmanabhan
Principal
East Point College of Management

MESSAGE FROM CHIEF GUEST

DR S. MURALIDHARHOD , GFGC KOLAR



It is truly an honour and privilege to be invited as the Chief Guest for this prestigious conference “TECHCOMM-24 “- on Technology, Commerce, and Management. Conferences like this serve as an incredible platform to exchange ideas, share insights, and inspire innovation. They not only bring together brilliant minds but also create opportunities for learning and growth, especially for students who are the leaders and change makers of tomorrow. Attending conferences allows students to present their work, network with experts, and stay updated on the latest advancements in their field. Internships designed by

BNU provide students with invaluable opportunities to enhance their academic and professional development. It offer hands-on experience, bridging the gap between theory and practice, while building skills essential for the workplace. Both experiences foster critical thinking, collaboration, and problem-solving abilities, preparing students for successful careers and advanced studies.

MESSAGE FROM THE GUEST OF HONOUR

DR SAIRAM



The past few decades have seen an unprecedented surge in digital innovations that have redefined the marketplace. E-commerce platforms have emerged, enabling businesses of all sizes to reach global audiences. Consumers can now shop from the comfort of their homes, accessing a diverse range of products at their fingertips. This convenience has not only boosted sales but also created a level playing field for small businesses to compete with larger corporations. Technology has enhanced customer experience through data analytics and through artificial intelligence, businesses can now personalize their offerings, providing tailored recommendations based on consumer behaviour which eventually results in customer loyalty, sales and profitability. A new alphabet chart – A for AI, B for Blockchain technology, C for Cyber Security and with smart phones becoming all pervasive and UPI's consumers can make purchases anytime and anywhere, leading to a surge in impulse buying and a shift in shopping habits. Retailers are adapting by optimizing their platforms for mobile devices, ensuring a seamless experience for users.

MESSAGE FROM KEYNOTE SPEAKER – DR.FATIN



TECHCOMM – 24 -Conferences on technology, commerce, and management provide students with a unique platform to interact with academics, foster collaboration, inspire innovation, and empower students to explore AI-driven solutions in their future careers. India’s current strengths and future aspirations in technology, commerce, and management. along with India’s demographic advantage, with 62.5% of its population in the working age, and noted its position as the 5th largest economy. India is a global leader in vaccine manufacturing, ranks third in startup ecosystems, and has made significant strides in foreign direct investment. Looking to the future, India aims to become the second-largest economy, and meet net-zero targets by 2070. Significant goals include expanding access to healthcare, achieving the Sustainable Development Goals (SDGs) and advancing renewable energy, particularly in electric mobility under the FAME initiative. The session concluded with a call for effective presentation skills and engaging backgrounds in communicating technological advances, aiming to equip participants with tools to influence and drive India’s growth in tech-driven commerce and management sectors.

MESSAGE FROM TECHNICAL CHAIR COMMERCE TRACK SPEAKER – DR.SHREEVAMSHI



AI is revolutionizing social media by analyzing vast amounts of data to understand user behavior, predict trends, and personalize content. From chatbots offering instant customer support to recommendation algorithms shaping our feeds, AI enhances user experience and drives engagement in ways that were once unimaginable. For students entering the corporate world, understanding AI's role in social media is invaluable. As future professionals, AI-driven tools enable efficient marketing, targeted advertising, and data analysis, making you better equipped to make informed business decisions. Exposure to AI concepts and digital tools here ensures that you won't just adapt to these technologies—you'll leverage them creatively. This foundation prepares you not only to contribute to organizations but also to shape how businesses communicate and connect with audiences globally. Embrace these learnings as stepping stones, and continue exploring how AI can transform industries. Your insights and skills will be instrumental in navigating the future.

**MESSAGE FROM THE TECHNICAL CHAIR
COMMERCE TRACK SPEAKER DR. SAVITHA**



R&D is crucial for driving progress and solving global challenges, and conferences are an essential mechanism for fostering collaboration, knowledge exchange, and innovation. By connecting researchers, sharing ideas, and facilitating feedback, conferences play a critical role in advancing R&D and ensuring that the latest scientific discoveries translate into real-world solutions. Conferences serve as powerful platforms for advancing R&D in several ways like Knowledge exchange , Collaboration and Network , Exposure to Research ,Idea Validation and Feedback. R&D initiatives offer youth the chance to be involved in solving real-world problems, contributing to fields such as healthcare, environmental sustainability, and technology. Participation in these activities fosters critical thinking, problem-solving skills, and a deeper understanding of global challenges, helping them develop a sense of purpose and impact.

**MESSAGE FROM THE TECHNICAL CHAIR- COMPUTER SCIENCE
MS. HELARIA XAVIER**



Conference like TECHCOMM-24- a convergence of technology , commerce and management plays a crucial role in fostering innovation and inspiring the next generation of thinkers and leaders. Artificial Intelligence (AI) and Natural Language Processing (NLP) are revolutionizing technology by enabling machines to understand, interpret, and respond to human language with remarkable accuracy. From virtual assistants to advanced data analysis and personalized recommendations, these technologies are shaping the future across industries. Conferences focused on technology provide students with an invaluable opportunity to explore these cutting-edge advancements, interact with experts, and understand real-world applications. Such platforms not only ignite curiosity but also equip students with the knowledge and inspiration to innovate and contribute to this ever-evolving field.

MESSAGE FROM HEAD OF THE DEPARTMENT'S



The conference was meant to provide a premier interdisciplinary platform to present and discuss the

different facets of Technology , Commerce and Management through National Conference “TECHCOMM-24” organized by East Point College of Management The Conference was successfully conducted, bringing together students, faculty, and industry experts to explore the latest advancements in technology, commerce, and management. The sessions were engaging and insightful, offering participants a platform to share knowledge, exchange ideas, and gain a deeper understanding of current trends and challenges. Students benefited immensely from interactive discussions, workshops, and networking opportunities, which broadened their horizons and inspired innovative thinking. This event not only enriched their academic journey but also equipped them with skills and perspectives essential for their future careers.

Mr.Srinivas

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Assistant Professor

HOD, Dept of Commerce & Management



It was a great experience to witness this dynamic conference TECHCOMM-24 on Commerce, Management, and Technology. In today's interconnected world, the synergy between these fields drives innovation and growth, with technology, particularly AI, serving as a catalyst for transformation. This platform will empower students, scholars, and professionals to exchange ideas, explore trends, and collaborate on solutions that redefine industries. I encourage all participants to make the most of this opportunity to learn, network, and inspire future advancements.

Ms.Krithika

Assistant Professor

HOD Dept of Computer Application

MESSAGE FROM CONVENER



As the convener of this prestigious event, I am deeply honoured to witness TECHCOMM -24 – the dynamic intersection of innovation, strategy, and technology in shaping the future of business. Through insightful discussions, knowledge-sharing, and collaborative opportunities, we aim to inspire new ideas and equip you with tools to thrive in an ever-evolving landscape.. This conference serves as a platform for scholars, researchers, professionals, and students alike to engage in fruitful discussions and make the most of this enriching experience I would like to express my heartfelt gratitude to Chief guest, Guest of honour, Patrons and all the speakers, session chairs, reviewers, volunteers, and organizers whose dedication and hard work have made this event possible. Your contributions are invaluable, and I am confident that together, we will make this conference a resounding success.

Thank you and I wish you all a fruitful and inspiring conference.

Ms. Leebana Gracy I
Assistant Professor
Department of Commerce

MESSAGE FROM CO-CONVENER



As the Co-Convener it gives me immense pleasure to welcome you to this conference “TECHCOMM-24”- on Commerce, Management, and Technology. This platform is designed to foster meaningful discussions, share innovative ideas, and explore the dynamic interplay of these fields in shaping our future. As we delve into emerging trends and challenges, let us embrace the

opportunities for learning, collaboration, and growth. Together, we can pave the way for impactful solutions and advancements

Ms. G.Varalakshmi
Assistant Professor
Department of Commerce

MESSAGE FROM ORGANIZER



As the organizer of this significant event, I am honoured to welcome you to TECHCOMM-24- conference on Commerce, Management, and Technology. This event is designed to ignite your curiosity and broaden your understanding of how these fields intersect and shape our future. Through insightful sessions, interactive workshops, and expert discussions, you'll explore emerging trends, innovative strategies, and the transformative power of technology, including AI. This is your chance to learn, network, and gain practical knowledge that will equip you for the challenges of tomorrow.

Nisha Manoj
Assistant Professor
Dept.of Management