

## DATES TO REMEMBER

- Last Date for sending abstract through email - **10.11.2024**
- Last Date for sending the Paper through mail - **20.11.2024**
- Last Date for sending Registration form with Proof of Registration fee through G-form - **25.11.2024**

## REGISTRATION FEE

- Research Scholars and Students ₹ 350
- Faculty Members ₹ 500
- Industry Representatives ₹ 750
- Foreign Delegates US\$ 50

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## GUIDELINES FOR PAPER SUBMISSION

- The paper should be original and unpublished
- Abstract should be in 100 words and the full paper should be limited to 10 pages including charts, diagram and other annexure.
- Abstract and Paper should be in English and typed in MS Word with Times New Roman font size 12 with 1.5 space.
- Maximum of two authors are allowed and both must register separately.
- Selected papers will be published in the proceedings (ISBN) of the International Seminar.
- Send abstracts and papers to this Mail ID: **[martina\\_com@stxavierstn.edu.in](mailto:martina_com@stxavierstn.edu.in)**
- Additional fees for publication is ₹ 750 per author.

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Department of Commerce  
(Shift II)

St. Xavier's College (Autonomous)

(Recognised as "College with Potential for Excellence" by UGC)  
(Accredited at A\*\* Grade with a CGPA of 3.66/4 in IV Cycle by NAAC)  
Palayamkottai - 627002

# International Seminar on UNLOCKING THE POTENTIAL OF ARTIFICIAL INTELLIGENCE IN E-COMMERCE FOR DIGITAL INDIA

Date  
05 & 06  
December, 2024

## ABOUT THE INSTITUTION

Our St. Xavier's College (Autonomous) was established by Jesuit Fathers in 1923 at Palayamkottai. Motto of our College is 'Light and Life through Truth' and the vision of our College is 'To mould young men and women as leaders in all walks of life so that they may serve the people especially the poor and the oppressed of our nation in truth, justice and love'. Our institution is one of the pioneering colleges in the country and one of the colleges with "A++" Grade with a CGPA of 3.66 out of 4, under the new assessment system introduced by NAAC in July 2017, St. Xavier's College got the first place among all the higher education institutions in Tamilnadu. St. Xavier's College, which had 25 intermediate students in 1923, has moved from strength to strength to establish exemplary landmarks in all domains, including Academics, Research, Extra-curricular activities and Outreach Programmes. At present our college consists of 200 teaching staff, 90 non-teaching staff and 3,500 students. It is our pride that, St. Xavier's College, which was started in 1923 with 25 students, has accumulated numerous successes in its journey and celebrated its centenary year in the last academic year and this year it is standing in its 102<sup>nd</sup> year.

## ABOUT THE DEPARTMENT

The Department of Commerce in self-finance stream was started in the year 1998. "Competency with Character" is the motto of the Department. The Department offers two Programmes at UG Level i.e., Computer based Commerce Programme and General Commerce Programme. The Commerce Department has its loyal alumni found in all spheres of profession. They are the great inspiration to the present students and our alumni prove themselves to be precious assets to the department through their support in all our endeavours. The Department has completed its silver Jubilee (25th Year) in the year 2023.

## ABOUT THE SEMINAR

### Respected Sir/ Madam, **Greetings from the Department of Commerce.**

Exploration of Artificial Intelligence has touched every part of our economy and society, resulting in numerous remarkable achievements. Artificial Intelligence (AI) stands as an emerging domain of technology that strives to imitate and extend human intelligence through theoretical approaches and practical implementations. Artificial Intelligence (AI) is playing a pivotal role in transforming the e-commerce landscape in India, contributing to the country's broader vision of Digital India.

Digital India is an ambitious programme of Government of India. The vision of Digital India is to transform the country into digitally empowered society and knowledge economy. Artificial Intelligence is revolutionising India's digital economy, improving service across sectors like banking, healthcare and agriculture and offering personalised consumer experiences. Digital India initiatives and AI are transforming commerce into electronic commerce. Companies are at crossroads with just two vistas ahead of them, either go online or go out of business.

In the context of Digital India, the integration of AI in e-commerce contributes to the broader goals of economic growth, job creation and technological advancement in the country. With this embarking remarks, an International Seminar has been organised by the Department of Commerce (Shift II), St. Xavier's College (Autonomous), Palayamkottai to provide a platform for academicians, corporate executives, research scholars and students to deliberate and discuss about the latest application of Artificial Intelligence in E-commerce, as well as its impact in marching towards Digital India.

## SUB THEMES

We invite submission of research papers on the following sub themes  
*(We also welcome papers on related themes which is not included in the below mentioned list)*

### **TRANSFORMATION OF COMMERCE INTO E-COMMERCE:**

AI in Banking, Insurance, Marketing, Income Tax, Financial Services, Human Resource Management and Supply Chain Management

### **PERTINENCE OF AI TOOLS IN E-COMMERCE:**

Chatbots, Intelligent Visual Search, Advance Voice Powered Search, Assortment Intelligent Tool, AI Virtual Assistant, Real-Time Product Targeting, Augmented Reality (AR) and Virtual Reality (VR), Inventory Management and Supply Chain Optimization

### **GOVERNMENT INITIATIVES:**

Digital India, Government e-marketplace (GeM), MCA21 version 3.0, AI in Schools, BharatNet Project, Open Network for Digital Commerce (ONDC), StartUp India and National E-Commerce Policy

### **AI IN E-COMMERCE:**

Online stock trading, Technology enabled relationship management, E-security, Digital payments, Digital signature and Fraud Detection

### **CHALLENGES IN E-COMMERCE:**

: Digital Literacy Gap, Infrastructure and Logistics, Payment and Security Concerns, Limited Internet Access, Regulatory Complexity, Intense Competition, Lack of skill and training and Beurocratic Wrangles