

ADVISORY COMMITTEE

Dr.C.Paramasivan

Associate Professor, Department of Commerce,
Thanthai Periyar Arts and Science College, Trichy.

Dr.V.Buveneswaran

Associate Professor, Department of Commerce,
Raja Serfoji Government Arts and Science College,
Thanjavur

Dr.J.Kannan

Head of the Department, Department of Commerce,
Government Arts and Science College,
Vedharanyam.

Dr.G.Ramu

Associate Professor, Department of Commerce,
Government Arts and Science ,
Women's College, Mannargudi.

Dr.B. Ganga Bai

Assistant Professor of Economics,
Sir Theagaraya College, Chennai.

Dr.P.Rajasimman

Assistant Professor of Economics,
Sir Theagaraya College, Chennai.

ORGANIZING COMMITTEE

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CORRESPONDENT

S.T.E.T Group of Institutions

PATRON

Dr. N. Uma Maheswari, M.Sc., Ph.D., B.Ed.,

PRINCIPAL,

S.T.E.T Women's College (Autonomous).

CONVENOR AND ORGANIZING SECRETARY **Dr.B.Kayathiri Bai**

Associate Professor and Head
S.T.E.T Women's College (Autonomous)
PG & Research Department of Commerce

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UGC-NET, SET, Ph.D., Associate Professor

Dr.K.Gomathi, M.Com., M.Phil., PCP., Ph.D., Associate Professor

Dr.J.Annammal, M.Com., M.Phil., B.Ed., HDCA., Ph.D., Assistant Professor

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Ms.B.Arulmozhi, M.Com., M.Phil., Assistant Professor

Ms.J.Vidhya, M.Com., M.Phil., Assistant Professor

Ms.T.Abisheka, M.Com., M.Phil., Assistant Professor

Ms.U.Vasanthi, M.Com., M.Phil., Assistant Professor

Ms.P.Nathiya, M.Com., M.Phil., Assistant Professor

Ms.M.Suguna, M.Com., M.Phil., Assistant Professor



A TWO - DAY STATE LEVEL CONFERENCE ON ARTIFICIAL INTELLIGENCE (AI) IN DIGITAL MARKETING

Organized by
COMNOVA ASSOCIATION OF
PG & RESEARCH DEPARTMENT OF COMMERCE
in

Association with
INTERNAL QUALITY ASSURANCE CELL (IQAC),
INSTITUTION'S INNOVATION COUNCIL (IIC),
and
INDIAN ACADEMICIANS AND RESEARCHERS
ASSOCIATION (IARA), TIRUCHIRAPPALLI

8th & 9th October 2026

**Venue: Conference Hall, Vivekanandham Block
TIME: 10.00 a.m.**



**Sengamala Thayaar Educational Trust Women's College
(Autonomous)**

(SILVER JUBILEE INSTITUTION)
(Affiliated to Bharathidasan University, Tiruchirappalli)
(Accredited by NAAC)

Sundarakkottai, Mannargudi - 614016.
Thiruvavur (Dt.), Tamilnadu, India.

Phone : 04367 - 255423, Website : www.stet.edu.in

ABOUT THE INSTITUTION

"Empowering women: Empowering the Nation". Higher education, especially to women, empowers not only the family but also emphasized as a mission of capacity building of the nation. The significance of this aspect has been rightly recognized and there has been a paradigm shift in the scenario of women education in the urban. Nevertheless, higher education to women in the rural area needs encouragement, because the main source of income is agriculture and per capita income is relatively very low. In this context, Sengamala Thayasar Educational Trust Women's College was established at Sundarakkottai, a hamlet in Thiruvannur district, in the year 1994 by Shrimathi Krishnavei Vivekanandam, who entrusted the task of nurturing the institution to her illustrious son Dr. V. Dhivakaran now as the Correspondent with yonder vision for promoting higher education to women students in this downtrodden area. The institution offers 16 UG, 13 PG, 4 Ph.D., PG Diploma and Certificate Programme. Sengamala Thayasar Educational Trust Women's College is recognized as one of the foremost educational institutions, affiliated to Bharathidasan University, Tiruchirappalli. It has been accredited by NAAC. The institution has attained Autonomous status in the year 2020. The Government sanctioned NCC (SW) unit for our college through SFSS scheme. The institution is committed to academic excellence, research, innovation, skill development, and community engagement. The IQAC ensures quality through regular assessments and audits, while the R&D Cell promotes research and collaborations. The college has strengthened its digital repository through NAD-DigiLocker. A skill development programme under TNSDC in association with Adyar Ananda Bhavan Sweets India Pvt. Ltd., promoting rural development through village surveys, awareness programmes, skill training, and community outreach.

ABOUT THE DEPARTMENT

Department of Commerce was started in the year 1994. It has grown from strength to strength and offers up to the highest Research Degree. The Department has successfully graduated more than 3,900 (UG), 720 (PG) and ongoing 10 Ph.D., Scholars. Students promote research activities leading to Ph.D., degree. The Department has well equipped with ICT enabled class rooms and Centralized Instrumentation Facility. Many funded projects are received from Management and Government Funding agencies and are being operated by the Department. The students of our department have excelled in both academic as well as extracurricular activities. The atmosphere of the Department is always focused on student centric methods. Department has received funding seminar from ICCSR. The excellent infrastructure facilities are available in the Department and the quality of education offered by the dedicated eminent teaching faculty. The Department is doing collaborative research activities with functional MoUs. Extension activity and consultancy services are being conducted to promote the rural women Entrepreneurs.

THEME OF THE CONFERENCE

Artificial Intelligence (AI) in Digital Marketing is a transformative theme that explores how advanced technologies are reshaping the marketing landscape. AI enables businesses to analyze customer behaviour, personalize marketing campaigns, automate processes, improve customer engagement, and make data-driven decisions.

Through tools such as machine learning, chatbots, predictive analytics, generative AI, and automated advertising platforms, organizations can create more effective and targeted marketing strategies. This conference theme highlights the opportunities, challenges, ethical considerations, and future possibilities of AI in digital marketing, emphasizing its role in enhancing customer experiences and driving business growth in the digital era.

- ✦ The Impact of AI on Modern Digital Marketing Strategies
- ✦ AI and Digital Marketing: A New Era of Business Growth
- ✦ Exploring the Power of AI in Digital Advertising
- ✦ Artificial Intelligence in Marketing: From Data to Decisions
- ✦ AI Technologies Shaping the Next Generation of Marketing
- ✦ Predictive Analytics Using AI for Healthcare Market Trends
- ✦ AI-Powered Social Media Marketing Strategies in Life Science Organizations
- ✦ Artificial Intelligence and Automation in Digital Marketing

CALL FOR ABSTRACTS

Abstract of original and ongoing researches in relevant areas are invited from PG students, Research scholars, Academicians, Teaching faculty members and scientists. The abstracts are to be submitted in the following format. **Length:** Not exceeding 250 words with key words, **Font:** Times New Roman: Size-12 with 1.5 Spacing, **Title page:** Manuscript title, author(s), affiliation(s). The corresponding author should be underlined. The abstract and Power point presentation should be sent to email only, **Email id:** comstatelevelseminar@gmail.com

IMPORTANT DATES

Last date for abstract submission : **28.09.2026 (Monday)**
Submission of Full Paper : **02.10.2026 (Friday)**

REGISTRATION LINK

<https://forms.gle/PnTN21w31NAgZdYq7>

REGISTRATION FEE

Student : Rs. 300/-
Research Scholar : Rs. 400/-
Scientists/ Faculty Members : Rs. 500/-

POWER POINT PRESENTATION

The presentation should be clear, concise, and professionally designed with an appropriate title and relevant content. Use simple language, readable fonts, suitable images, and effective visuals to enhance understanding. The presenter should explain the concepts clearly and complete the presentation within the allotted time.

CONFERENCE AWARD: Best Oral Presentation (I, II and III Prizes)

PUBLICATION OF PROCEEDING

The selected research paper will be published in the proceedings with ISBN Number. Publication Charge Rs.1500 / article.



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Name :
Designation :
Institution Address :
Mobile No. (Whats App) :
Email Id :
Registration Category (Tick) ☐ Participation / Presentation
Details of the Payment (Tick): DD/ Online/ G-pay
Amount :
DD Number :
Bank Name :
Branch :
Date :

Signature
(Photocopies of the Registration form can be used)

For Further Details Contact
Dr.B.Kayathiri Bai
CONVENOR AND ORGANIZING SECRETARY
Cell: 9486743691