

PUBLICATION DETAILS

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LIST OF PUBLICATIONS JOURNALS

- The research paper titled "*Does Awareness Shape Tourism Experiences: A Study on Sustainable Tourism Practices in Valparai,*" published in the *International Journal of Applied and Scientific Research (IJASR)*, Vol. 3, No. 6, 2025 (pp. 355–366). May 2025.
- The paper titled "An Empirical Assessment of Tourist Preferences and Sustainable Tourism Practices in Valparai, Western Ghats" published in the 'The Academic' - International Journal of Multidisciplinary Research, Volume 3, Issue 5, May 2025, ISSN: 2583-973X. June 2025.
- The paper titled "AI-driven customer experience and Its impact on satisfaction and Loyalty in e-commerce" Published in the "Journal of advance and future research", Vol 4, Issue 5, ISSN: 2984-889X on may 2026.

LIST OF BOOK CHAPTER

1. A book chapter titled "Unlocking the Future of Business: Transparency, Automation, and Innovation through Blockchain" in the book "Blockchain in Business: Transformative Trends in Commerce", ISBN: 978-81-986573-5-0, published in 2025 by SJ Publication.
2. A book chapter titled "Transformative Trends in Commerce: Blockchain-Enabled Business Models and Value Creation" in the book "Blockchain in Business: Transformative Trends in Commerce", ISBN: 978-81-986573-5-0, published in 2025 by SJ Publication.
3. A book chapter titled "Green Shift Strategies for Business Success: The Role of Corporate Social Responsibility and Sustainability" in the book "Green Shift Strategies for Business Success", ISBN: 978-93-92150-31-9, published by Mind Reading Publication.

LIST OF CONFERENCE PAPER

1. Published a paper titled " Human-AI Collaboration in Supply chain Management" in ICSSR sponsored one day national level seminar on " *Artificial intelligence in logistics and supply chain management ethical implications in automation, transparency & sustainability*" in Nallamuthu Gounder Mahalingam College, Pollachi on 7th March 2025. ISBN: 978-93-94004-44-3.
2. Published a paper titled "Digital Tourism: Leveraging social media analytics to enhance customer experience and drive sustainable tourism development" in one day national

level seminar on " *Accelerating Sustainability through Digital Transformation in Commerce and Analytics (ASTDTCA - 2025)*" in Sree Saraswathi Thyagaraja College, Pollachi held on February 2025. ISBN: 978-93-6163-771- 1.

3. Published a paper titled "Empowering women through pilgrim tourism in Coimbatore district: study on socio-economic profile and awareness" in ICSSR sponsored one day national level seminar on " *Nurturing Narishakti: Women as Leaders in Viksitbharat@2047*" in Sri Ramakrishna College of Arts & Science, Coimbatore held February 3rd on 2025. ISBN: 78-93-341-3826-9.
4. Published a paper titled " Digital Initiatives for Empowering Rural Women towards a Sustainable Future" in ICSSR sponsored one day national level seminar on " *Vision Vikshit Bharat 2047: Contribution and Initiatives of Digital India for Empowering Rural Wome*" in Nallamuthu Gounder Mahalingam College, Pollachi on January 31st 2025. ISBN: 978-93-94004-84-1.
5. Published a paper titled " Evolution of Education System in India and the Need for Education 4.0" in ICSSR sponsored one day national level seminar on " *Enhancing India's Workforce for the AI-Powered Future*" in Nallamuthu Gounder Mahalingam College, Pollachi on January 24th 2025. ISBN: 978-93- 94004-64-1.
6. Published a paper titled "Impact of Digital Transformation Education" in ICSSR Sponsored National Seminar on "*Empowering India through Digital Transformation – A Sustainable Approach*" in Nallamuthu Gounder Mahalingam College, Pollachi on 19th July 2024, ISBN: 978-93-340-6921-1, Vol. 1.
7. Published a paper titled "Role of Digital Technologies in Promoting Social Development through Education Access" in ICSSR Sponsored National Seminar on "*Empowering India through Digital Transformation – A Sustainable Approach*" in Nallamuthu Gounder Mahalingam College, Pollachi on 19th July 2024, ISBN: 978-93-340-6921-1 | Vol. 1.
8. ublished a paper titled "Precision Agriculture and Rural Innovation: AI in Crop monitoring and management "in ICSSR Sponsored International Seminar on "*Building a Cognitive Enterprise Through AI – Powered transformation: A Digital Paradigm for Societal and Tribunal Success in Rural Areas*" Sri Ramakrishna College of arts and science, Coimbatore on July, 2024, ISBN No.:978-81- 968562-4-3.
9. Published a paper titled " Artificial intelligence and e-commerce" in ICSSR sponsored one day national conference on "*India 2.0: Vision for India 2047 - Digital Ecosystem & Harnessing Artificial Intelligence*)" in Nallamuthu Gounder Mahalingam College, Pollachi on 24th JAN 2024, Volume 2, ISBN-978-93-94004-60-3.

10. Published a paper titled " Artificial intelligence and machine learning in the context of e-commerce" in ICSSR sponsored two-day national conference on "*Deep Learning & Computer Interaction or Sustainability (DLCIS'24)*" in Nallamuthu Gounder Mahalingam College, Pollachi on 10 & 11-01- 2024, ISBN NO: 978-93-94004-73-3.
11. Published a paper titled "Tools for 21'st century learning" in ICSSR sponsored two days national level seminar on "*Impact of digital learning in education sector a pandemic prospective*" in Nallamuthu Gounder Mahalingam College, Pollachi.
12. Published a paper titled "Holistic and Multidisciplinary Education" in ICSSR sponsored one day national level seminar on "*National Education policy 2020 challenges and opportunities for higher education institution*" Nallamuthu Gounder Mahalingam College, Pollachi.
13. Published a paper titled " Make in India: Promoting Manufacturing and growth " in ICSSR sponsored one day national level seminar on "*Vision for Vishwa guru India Initiatives for global leadership by 2047* " in Nallamuthu Gounder Mahalingam College, Pollachi, Volume II, 2023, ISBN: 978-93-94004- 24-5.
14. Published a paper titled "Women Entrepreneurship issues and challenges "in ICSSR sponsored one day national level seminar on."*Rural Women entrepreneurs though skill development* " in Nallamuthu Gounder Mahalingam College, Pollachi on 2nd August 2023, ISBN: 978-93-5980-468-2 | Vol -1 |.
15. Published a paper titled "Women Empowerment entrepreneurship and capacity development" in ICSSR sponsored one day national level seminar on "*Inclusive growth and women empowerment through rural entrepreneurship*" in Nallamuthu Gounder Mahalingam College, Pollachi on 5th April 2023. ISBN: 978-93-94004-22-1.
16. Participated and presented a paper titled "Innovative ICT Pedagogies" in ICSSR sponsored one day national level seminar on "*Perspective of ICT Tools in Education*" in Nallamuthu Gounder Mahalingam College, Pollachi 2023. ISBN: 978-93-94004-27-6.
17. Participated and presented a paper titled "Artificial Intelligence and Employment Social and ethical Perspectives" in ICSSR sponsored one day international level conference on "Artificial Intelligence and its Socio-Economic Implications on employment in emerging economics." on 8th September 2025, organized by Sri Ramakrishna College of Arts and Science, Coimbatore
18. Participated and presented a paper titled "Building a Resilient India@2047: The Interplay of Innovation, Governance, and Human Capital" in the conference titled "Empowering the Marginalized: Digital Finance as a Tool for Social Inclusion" (ISBN: 978-93-5602-712-1).

19. Participated and presented a paper titled “Privacy and Data Security in Artificial Intelligence” at the ICSSR-sponsored Conference on “Harnessing Artificial Intelligence, Innovation and Technology: A Pathway to Economic Transformation and Sustainable Development in India,” Volume 1 (ISBN: 978-93-94004-62-7), held in February 2026.
20. Participated and presented a paper titled “AI-Driven GST Compliance: The Role of E-Invoicing and Data Analytics in Strengthening Digital Tax Governance in India” at the ICSSR-SRC-sponsored Onsite One-Day National Seminar on “Leveraging Digital Governance for Inclusive Economic Growth: GST Reforms and Fiscal Federalism in Tamil Nadu,” Volume 2 (ISBN: 978-93-94004-72-6), held on 13.03.2026.
21. Participated and presented a paper titled “Digital Diplomacy in the Era of AI and Cybersecurity: Transforming International Business in the New Global Order” at the ICSSR-sponsored Conference on “Artificial Intelligence and Digital Dominance: Shaping the Future World Order,” (ISBN: 978-93-5987-439-5), held in July 2026.