

STAFF ACHIEVEMENTS

DEPARTMENT OF COMMERCE (GENERAL)

2024-2025

ACADEMIC WORKSHOP AND CONFERENCES

Dr. K. Gubendiran

Has actively participated in two significant academic events, furthering their expertise in skill development and multidisciplinary research:

1. **Global Trends in Skill Development:** On 28th August 2024, has participated in a program organized by A.D.M. College for Women. The event focused on identifying and understanding global trends in skill development, emphasizing the evolving skills required in today's competitive and rapidly changing work environments. This participation underlines Dr. Gubendiran's commitment to staying updated with contemporary skill requirements in education and professional development.
2. **Revitalizing Multidisciplinary Researches in Higher Education Industry 4.0:** Dr. Gubendiran also took part in a two-day event from 8th to 9th August 2024 at Tamil Nadu Teachers Education University. The program was aimed at revitalizing multidisciplinary research in higher education, with a special focus on Industry 4.0.

Dr. C. Parvathy

Has participated in a specialized academic program titled "**Demand Elasticity on Strategic Pricing & Revenue Optimization in Competitive Markets**" on 23rd August 2024, hosted by St. Joseph's College. This program focused on critical economic concepts such as demand elasticity and their implications for strategic pricing decisions and revenue optimization in highly competitive markets.