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Changing Global Dynamics in the
Arena of Commerce,
Management & Technology
(ICGDCMT).

Date : 5th January, 2024 (Friday)

Organised by
The Departments of Commerce
(A&F and CS)

Saveetha College of Liberal Arts and Sciences
SIMATS Deemed to be University
Tamil Nadu, Chennai

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INTERNATIONAL CONFERENCE
ON
**Changing Global Dynamics in the
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on
5th January, 2024 (Friday)

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60	Literature evaluation on the quality of financial reporting by financial institutions "Satish Kumar K,	44
61	A study on the future of voice search and its impact on marketing opportunities in e-commerce platforms Ms.G.Bhuvaneswari	44
62	A study of emotional intelligence amongst the employees of it sector Sayeedha Firdouse Dr.V.Jayanthi	45
63	Business analytics Priyadarshini.	46
64	Cryptocurrency and Central Bank Digital Currency (CBDC) dynamics in India: A Comprehensive Analysis of Opportunities, Challenges and regulatory implications" Ms. Leena Kapse, Dr. Vivek Pimplapure, Mr. Pratik Kodmalwar	47
65	Logistics and Supply Chain Management B. Vignesh	48
66	The Digital Divide: Balancing Mental Health in a Tech-Driven Culture Dr. S. Malarvizhi	48
67	A study on consumer behaviour towards online shopping with special reference to Thiruvallur district S. Krithika Dr.E.Saravanan	49
68	Customer behaviour towards branded fast moving consumer goods (FMCG) products: a comparative study between rural and urban customers from Thiruvallur district P. Keerthana, Dr.A.Kavitha	49
69	Customer relationship management in insurance industry* A.Kaviya Priya Dr.A.Kavitha	50
70	Role of brand in the trust and satisfaction of customers in health care sector: a study with special reference to corporate hospitals A. Aneez Fathima Dr.E.Saravanan	51
71	Technology acceptance on green banking with reference to digital wallet among gen z Rajeswaree V, Dr V Jayanthi,	52
72	Perception towards the knowledge of GST among the Degree student special reference to Kanchipuram Town Dr.Balaji.P	53
73	Comparative Analysis of Cryptocurrencies and Indian Equity Market Indices in the Per- and Post-covid Period S. Rajeswari Dr. D. Anitha Kumari	53
74	Exploring Retailers Acceptance of QR Code Payments: A Study in Southern Kerala - Anila P, Dr. Sujitha Annie Kurian	54
75	Impact of bio material marketing - M. Suriya Narayanan K. Gopinath	55
76	Indias fintech landscape: a comprehensive analysis of paytech strategies and emerging technologies- Suresh Kumar G Dhanush kumar R	55
77	Online Buying Behaviour and Satisfaction of Consumers in Cosmetic Industry – M. Parvathy, Dr. S. Prabakaran	56
78	The Role of Information Technology In Entrepreneurship S.Harishini	57
79	Millennials' perception towards online shopping of babycare products – a study with special reference to palayamkottai Dr. A. Benazir, Dr.P.Geetha	57

80	Exploring the Role of AI in ESG: A critical tool for corporate sustainability M. Devi Rajesh Dr. D.Anitha Kumari	58
81	The role of leadership in fostering employee growth and development Dr. M. Suresh Mohana Priya.V	59
82	Navigating the digital labyrinth: strategies for maintaining work-life balance among women faculty in digital world S. Rathika, Dr.M.Suresh,	59
83	A Study on the Impact of online advertisements on Women's purchase decisions and access of services in Tirunelveli city – Dr. M. Abdul Rahuman	60
84	An analysis of the Measurement of human capital across micro, small and medium enterprises in Chennai city. R. Ramya. Dr. Haridayal Sharma	61
85	Features Persuading online buying decision among college Girls in Chennai- R. Nithya	61
86	Blockchain and supply chain financing Gayathri Srinivasan Lakshmi Priya. D	62
87	The Influence of a well-executed Performance Appraisal System of Employee Retention in the ITES (Information Technology Enabled Services) Industry. K Shravani Mr. Ravi Chandra	62
86	Noval Idea On Health And Data Integration For Health Care Miruthula sri K , Jahnavi Kappera , Supriya P, Prof. Raja Kumar. B	63
87	The Role Of Startups Of Food And Beverage Industry In The Development Of Indian Economy Pooja M	64
88	Exploring Digitilization Of Hrm Practices And Its Significance In Enhancing Organizational Performance At Neelite Zkw Lightinings Pvt Ltd S. Avanthika, M.Monisha	65
89	“An Comprehensive Analysis Of Employee Retention Strategy In Organisations” Mr.Vijay.R, Mr.Sriram.P, Mr.Vinoth.G	66
90	“An Empirical study on understanding investors decision-making in corporate bonds” Ms. Kamali.P, MS. Ilakiya.P, MS. Manishasree.B	66
91	AI Virtual Air Painting using Computer Vision and Mediapipe Arvind R, Isaac Solomon D, Vishva M, Prof Rajakumar B	67
92	The Perception of Mobile Consumers With Different Age Groups Pavithra.V	68
93	Consumer Buying Behavior on Weight Management FoodProducts in Chennai Dr. P. Rajendra Prasad, Dr. M. Kaveri	68
94	Transforming Employee Engagement Practices Through Artificial Intelligence – A Study With Reference To It Employess In Chennai -Syed Ahammed Jalalutheen R B Dr.A. Mohamed Yunus	69
95	International Finance Yashwanthy.S	70
96	Fintech Trending and Future Dr.K.Saraswathy	70
97	A Study of Consumer Preference Towards Fuel Efficient Cars”- Dr. Snehal Godbole	71
98	A study on Challenges faced by Rural Entrepreneur- Dr.B.Bharathi,	71

Questionnaires were distributed and among that 78 were collected back in that 4 were found incomplete. So the sample size is restricted to 74. From the elaborate data discussion it has been inferred that, majority of the respondents prefer cash on delivery and they prefer to the baby product from online website which is most trustworthy. It has been found that most of the customers repurchase online baby product due to quick delivery of product and most of them purchasing online after covid-19 and also customers visit physical store before they purchasing of online baby product. In before and after of the online shopping customers collect all the details about ingredients and if they have positive experience they recommend online baby products to other parents.

Key words: Baby care products, Millennials', perception, online shopping through APPS

EXPLORING THE ROLE OF AI IN ESG: A CRITICAL TOOL FOR CORPORATE SUSTAINABILITY

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ABSTRACT:

This paper explores the power of Artificial Intelligence in regards to Environment, social, and Governance(ESG) in today's business revolution. AI can effectively accumulate and examine huge volumes of information from different sources, for instance, functional information, monetary reports, inventory network data, and in social networks. AI helps an organization giving more complete and precise supportability data. It features the rising meaning of Artificial intelligence in driving ESG results and analyzing its possible effect on risk executives, navigation, and maintainability. This exploration mostly zeroing in on the significance of utilizing artificial intelligence to investigate tremendous measures and computerized process of ESG information and assessment of business. In this context, this paper argued that it is important to consider the difficulties, opportunities and challenges presented by an Artificial Intelligence in giving solutions for businesses to overcome sustainability issues. In addition to outlining the articles in this Issue, this Editorial provides new insights from the literature on the importance of AI applications and models, for sustainable investments and understanding the value of AI beyond a problem-solving tool.

Keywords: artificial intelligence, man-made intelligence, business, sustainability, ESG (Environment, Social and Governance).



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