COMBEATZ

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AI implementation in e-commerce

Introduction:

The e-commerce landscape has undergone significant transformations over the past decade, driven by rapid technological advancements. Among these innovations, Artificial Intelligence (AI) stands out as a game-changer, redefining how businesses operate and interact with customers. AI's implementation in e-commerce is not just a trend but a necessity for companies aiming to stay competitive and deliver unparalleled shopping experiences.

Personalized Shopping Experience:

Personalization at Scale:

AI Algorithms: Analyze vast amounts of data, including browsing history, purchase behavior, and demographic information.

Personalized Recommendations: Suggest products highly relevant to individual customers, increasing purchase likelihood.

Example: Amazon's recommendation engine significantly boosts sales by enhancing user satisfaction and revenue.

Enhanced Customer Service with Chatboats :

24/7 Availability: AI-driven chatboats provide instant responses to customer queries at any time.

Wide Range of Tasks: Handle frequently asked questions, order tracking, returns, and more.

Learning Over Time: Chatboats improve their responses and efficiency by learning from interactions.

Example: Companies like Sephora and H&M use chatbots to improve customer engagement and reduce human workload.

Inventory Management and Demand Forecasting:

Demand Prediction: Machine learning models analyze historical sales data, market trends, and external factors to forecast demand accurately.

Fraud Detection and Prevention:

Real-Time Analysis: Machine learning algorithms analyze transaction patterns to identify anomalies and potential fraud.

Dynamic Defense: AI systems adapt to new fraud tactics, providing continuous protection.

Visual Search and Image Recognition:

Image-Based Search: Allows customers to search for products using images instead of text.

Enhanced User Experience: Makes it easier for customers to find desired products without needing specific keywords.

Conclusion:

AI implementation in e-commerce is revolutionizing the industry, offering numerous benefits such as personalized shopping experiences, improved customer service, efficient inventory management, enhanced security, and innovative search methods. As AI technology continues to evolve, its integration into e-commerce will only deepen, further transforming the way businesses operate and interact with their customers
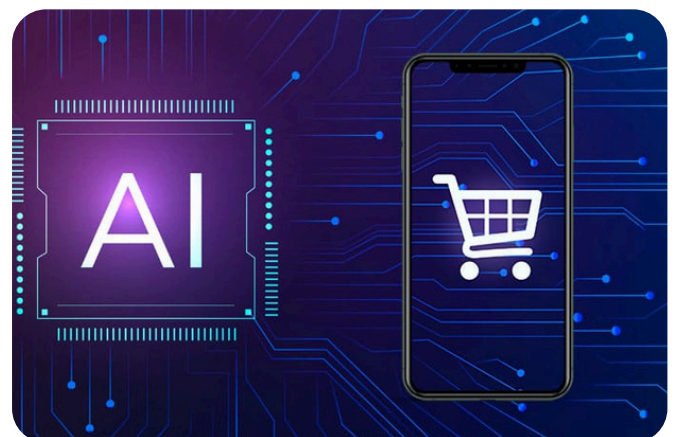
R.GAYATHRIDEVI
III BCom IT

Impact of Global Trade Policies on Emerging Markets

Introduction:

Brief explanation of global trade policies. Importance of emerging markets in the global economy . Thesis statement: Global trade policies significantly impact emerging markets, influencing their economic growth, development, and stability.

Section 1 : Overview of Emerging Markets
Definition and examples of emerging markets
Key characteristics (e.g., rapid industrialization, growing middle class)
Importance in the global economy (e.g., as manufacturers, consumers, growing economic power)

Section 2 : Types of Global Trade Policies
Protectionist policies (tariffs, quotas, subsidies)
Free trade agreements (e.g., NAFTA, TPP)
Trade sanctions and embargoes. WTO regulations and dispute resolution

Section 3 : Impact of Trade Policies on Emerging Markets

1. Protectionism :
Negative impacts (e.g., reduced exports, potential for trade wars) Possible benefits (e.g., protection of domestic industries)
Examples (e.g., impact of U.S.-China trade war on other emerging markets)

2. Free Trade Agreements :
Potential benefits (e.g., increased access to new markets) Challenges and risks (e.g., competition from more developed economies)Examples (e.g., NAFTA's impact on Mexico)

3. Trade Sanctions and Embargoes :
Significant negative impacts (e.g., economic contraction, instability) Examples (e.g., sanctions on Iran, embargo on Cuba)

4. WTO Regulations and Dispute Resolution :
Role of the WTO in promoting fair trade practices. How emerging markets can leverage the WTO to resolve disputes Examples of WTO disputes involving emerging markets

Section 4: Case Studies of Emerging Markets
In-depth analysis of how global trade policies have impacted specific emerging markets
Examples: Brazil, India, South Africa, Vietnam

Section 5: Navigating the Shifting Trade Landscape
Strategies for emerging markets to mitigate risks and maximize benefits
Importance of diversification, economic reforms, and trade agreements with other emerging markets. Role of regional trade blocs (e.g., ASEAN, MERCOSUR)

Conclusion:

Recap of the significant impact of global trade policies on emerging markets. Uncertainty and potential changes in the global trade landscape (e.g., due to COVID-19, rising protectionism).Importance of continued research and analysis on this topic

K.VISHNUPRIYA
III BCom IT

DEPARTMENT ACTIVITIES

University Rank Holder

R.Velankanniraj, student of BCom IT (2021-2024 Batch) secured **5th Rank with CGPA 8.847** in Bharathiar University May 2024 Examinations.

Talent Exhibition Activity (TEA) - 05

To showcase debating skills, a debate on "Does social media benefit students in today's environment? Does it bring evil? was organized by III BCom IT students for our department students on 20.09.2024. Mr. S.Ravinkumar, Assistant Professor and Head, Department of Tamil acted as a judge for the programme.

Seminar on Indian Scenario of IPR

Our department jointly with IIC and IPR Cell organized a Seminar on Indian Scenario of IPR on 24.09.2024. Dr. C.Saraswathi, Assistant Professor, Department of Management Studies, BIT was the resource person.

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Student Placement

R. Loganathan from III BCom IT was selected as a Business Management Associate during the Ask EVA on-campus drive held on 25.09.2024.

Seminar on Fundamentals of Research Methodology

Our department jointly with IIC and R & D Cell organized a Seminar on Fundamentals of Research Methodology on 26.09.2024. Dr. G.Malathi Assistant Professor, Department of Management Studies, GASC, acted as a resource person for the programme.

Talent Exhibition Activity (TEA) - 06

To exhibit various skills of our students, I BCom IT organized a Variety Entertainment event on 27.09.2024. Mr. M.Dinesh, Assistant Professor, Department of English acted as a judge for the programme.

DEPARTMENT ACTIVITIES

Co-curricular Activity

B.Nanthitha, B.Sridevi, S.Harini from II BCom IT and A.Sushmitha, R.Varshinipriyam, M.Kodimalar, E.Sivaranjini, M.Vedhasakthi from III BCom IT participated in a one-day International Symposium on "Strategic Financial Planning" organized by PG and Research Department of Commerce CA, BCAS on Sep 27, 2024.

Faculty Participation

Dr. T.Saravanan, Associate Professor and Head, Ms. S.Sangeetha & Ms. S.Abarna, Assistant professors participated in the International Conference on "Industry 5.0 on Global Competitiveness-Strategies for MSME to Remain Competitive" Organized by School of Commerce KSR College of Arts and Science & MSME Technology Development Center, Coimbatore on 27.09.2024.

Dr.T.Saravanan, Associate Professor and Head acted as a resource person for the Faculty Development Programme (FDP) titled "Enhancing Administrative Skills" for non-teaching staff members organized by IQAC in our college on 28.09.2024.

DEPARTMENT ACTIVITIES

Faculty Publication

- Dr. M.Prakash, Associate Professor has published a paper entitled "Mediating role of perceived stress among teachers working in Higher Educational Institutions (HEIs) with reference to ICT integration" Web of Science Journal Cahiers Magellanes-ns Volume 06 Issue 1 2024
- Dr. T. Saravanan, Associate Professor and Head has published a chapter titled "A Study On Issues and Challenges Faced by Rural Women Entrepreneurs In India" book titled "New Horizons in Commerce Management & Technology" published by Elakkiya Publisher, Tenkasi. Sep 2024
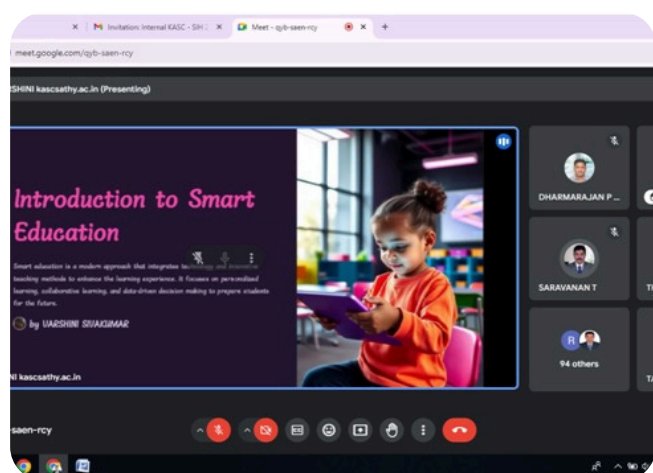
Virtual Internal Hackathon- KASC-SIH-2024

Our department jointly with IIC and the Department of Business Administration organized a Virtual Internal Hackathon - KASC-SIH-2024 on 28.09.2024. Our students presented their ideas by actively participating in 13 teams.

Seminar on Entrepreneurship Development

Our department jointly with IIC and Entrepreneurship Development Cell organized a Seminar on Navigating the Startup Ecosystem: Strategies for Turning Ideas into Successful Ventures on 30.09.2024. Dr. S.Padmavathy, Associate Professor, Department of Management Studies, Kongu Engineering College, Erode acted as a resource person.

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DEPARTMENT ACTIVITIES

Scholarship Received

S.Rubenkumar II BCom IT received Scholarship endowment from Tharun Chhabra Clinic, Ooty for his education.

ELC Drawing Competition

A.Aarthi, A.Vignesh of I BCom IT & K.Abinesh II BCom IT has participated in Voter awareness activity, Wall Magazine cum Poster Making Competition on 26.09.2024 organized by Electoral Literacy Club jointly with Election Commission, Sathyamangalam on Theme : My Vote is My Right - Power of One Vote.

Eco Club Drawing Competition

Our Department students A.Vignesh & S.Kanagaraj I BCom IT has participated in Drawing Competition organized by Eco Club on the event of World Animal Welfare Day, Theme : Save Wild Animal held on 04.10.2024.

DEPARTMENT ACTIVITIES

SPORTS

Kabaddi - Men

P.Baskar from II BCom PA participated in CM trophy Boys Kabaddi match and won cash prize worth Rs.24,000 at KEC on 20.09.2024.

Kabaddi - Women

M.Subathra and S.Sumithra from I BCom IT and C.Prema from II BCom IT participated in CM trophy Girls Kabaddi match at GASC on 23.09.2024.

Football

M.Arunkumar, M.Midhun raj, S.Rubenkumar, K.Vignesh from II BCom IT participated and won 4th prize in Bharathiar University Intercollegiate D Zone Football tournament held at GASC on 01.10.2024.

DEPARTMENT ACTIVITIES

Kho-Kho

S.Gowtham Raj, K.Kishorekumar, G.Veeramani, S.Sounder Rajan, S.Nandhiswaran from III BCom IT and G.Navaneetha Prasath, M.Puthamizhan, G.Kaviarasan from I BCom IT participated in Bharathiar University Intercollegiate D Zone Kho-Kho match at VET on 23.09.2024.

Volleyball

C.Dhanya Lakshmi from II BCom IT participated in University CM Trophy Volleyball match at RVS, Sulur on 24.09.2024

Talent Exhibition Activity (TEA) - 07

To show off various skills of our students, our department organized a Facial Painting competition on 04.10.2024.

DEPARTMENT ACTIVITIES

Co-curricular Activity

S.Mohanapriya, T.Nivetha, M.Santhiya from II BCom PA and C.Prema, S.Geetha from II BCom IT participated in a one-day National Conference on "Emerging Trends in Business Innovation & Sustainable Development" organized by PG and Research Department of Commerce , SVASC on Oct 04, 2024.

Saraswati Puja Celebration

Saraswathi puja and Ayutha puja was celebrated in the department on 09.10.2024.

Tribute to Ratan Tata

Department paid a heartfelt tribute to Ratan Tata celebrating his remarkable contribution to Indian industry, commitment to philanthropy and nation-building on 14.10.2024.

DEPARTMENT ACTIVITIES

Educational Tour

Our department final-year students visited Vagaman and Kochin for two days on 25.10.2024 and 26.10.2024 as an educational tour.