



VIT[®]

Vellore Institute of Technology

(Deemed to be University under section 3 of UGC Act, 1956)

International Seminar

on

“Innovation and Challenges in Global Business and AI Tools for Research”

Organized By

Department of Commerce

School of Social Sciences and Languages

VIT Vellore



11th February 2026



10:00 AM – 5:00 PM

Smart Class Room No. 725, Technology Tower





VIT Vellore

VIT was established with the aim of providing quality higher education on par with international standards. It persistently seeks and adopts innovative methods to improve the quality of higher education on a consistent basis. The global standards set at VIT in the field of teaching and research spur us on in our relentless pursuit of excellence.

School of Social Sciences and Languages

Established in 2009, the School of Social Sciences and Languages (SSL) fosters a dynamic intellectual environment that promotes critical and reflective thinking. Supported by state-of-the-art facilities and accomplished faculty, SSL offers B.Com., MSW, and Ph.D. programs across disciplines including Commerce, English, Languages, and Social Sciences.

Department of Commerce

The Department of Commerce at VIT offers industry-focused undergraduate programmes. The B.Com. (General) programme covers core areas such as Accountancy, Taxation along with advanced subjects including Business Analytics, and supports professional certifications such as CA, CMA, and the embedded ACCA (UK) track.

Specialized programmes include B.Com. (Banking and Capital Market) and B.Com. (Financial Technology) in association with NSE Academy, supported by NSE–NCFM certification and a dedicated FinTech Lab. The B.Com. (Business Process Services) programme, offered in collaboration with TCS, is designed to meet the growing industry demand at the intersection of commerce and the IT sector.





About the Seminar

In an era of rapid globalization and technological transformation, businesses across the world are constantly innovating to remain competitive while addressing complex challenges. The International Seminar on “Innovation and Challenges in Global Business and AI Tools for Research” aims to provide a dynamic platform for academicians, researchers, and students to engage in meaningful discussions on emerging trends shaping the global business environment.

The seminar seeks to bridge the gap between theory and practice by highlighting contemporary innovations, technological advancements, and research-oriented applications of artificial intelligence. Through expert deliberations and knowledge sharing, the event aspires to enhance research competence and global business understanding among participants.

Objectives of the Seminar

- To provide insights into emerging innovations and contemporary challenges in the global business environment.
- To enhance participants' understanding of the role of artificial intelligence in academic and business research.
- To explore the application of AI tools in academic and business research.
- To develop research competency by familiarizing participants with AI-driven techniques for data analysis, literature review, and academic writing.





Inauguration – 10:00 AM

Session I – 11:00 AM to 1:00 PM

Title:

Innovation and Challenges in Global Business



Dr. Desti Kannaiah

**Associate Faculty and Deputy Unit Coordinator
Curtin University
Singapore**

Lunch – 1:00 PM to 2:00 PM





Session II – 2:00 PM to 4:00 PM

Title: AI Tools for Research

- Identifying the key research articles
 - Simplifying literature review
 - Chatting with PDF documents
 - Checking and avoiding plagiarism
- Preparing bibliography in APA and MLA styles



**Dr. D. Kumaresan
Professor and Director
School of Commerce**

**KSR College of Arts and Science for Women
Tiruchengode**

Valedictory Session – 4:00 PM to 5:00 PM





Registration Details

***Registration Fee: ₹ 250 per head**

***Registration is mandatory**

***Lunch and Refreshments will be provided**

***Certificates will be given to the registered
participants**

Online Registration Link

<https://forms.gle/6dDJ8dSnSt3gzbmr6>

Payment Link

<https://events.vit.ac.in/>



Chief Patron

**Dr. G. Viswanathan
Chancellor, VIT**



Patrons

**Shri. Sankar Viswanathan
Vice-President, VIT**

**Dr. Sekar Viswanathan
Vice-President, VIT**

**Dr. G. V. Selvam
Vice-President, VIT**

**Dr. Sandhya Pentareddy
Executive Director, VIT**

**Ms. Kadhambari S. Viswanathan
Assistant Vice-President, VIT**

**Prof. Dr. V. S. Kanchana Bhaaskaran
Vice-Chancellor, VIT**

**Prof. Dr. Partha Sharathi Mallick
Pro Vice-Chancellor, VIT**

**Prof. Dr. T. Jayabarathi
Registrar, VIT**





Organizing Secretaries

Dr. V. Selvam
Dean
SSL

Dr. Sarika Gupta
Associate Dean
SSL

Dr. S. Usha
HOD,
Department of Commerce

Convenors

Dr. V. Selvam
+91 – 9442268172
dean.ssl@vit.ac.in

Dr. N. Sundaram
+91 – 9865128407
nsundaram@vit.ac.in

Research Scholar Co-ordinators

Ms. Ankita Panda
+91 - 6371328775

Ms. D. Gayathri
+91 - 9361797001

Ms. V. Shunmathy
+91 - 9025560338

Ms. S. Sarannya
+91 - 9747318399

