

Auxilium College (Autonomous), Vellore
Department of Commerce (Shift II)

Event : International Conference on “Role of AI in the Strategic Development of Commerce, Economics and Management”

Event Date : 05.02.2026

Organized By : Department of Commerce

Academic Year : 2025 – 2026

Report :

The PG & Research Department of Commerce, Auxilium College (Autonomous), organized a Two-Day International Conference on the theme “Role of AI in the Strategic Development of Commerce, Economics and Management” on 5th and 6th February 2026. The conference aimed to examine the transformative role of Artificial Intelligence (AI) in strengthening strategic frameworks within the domains of commerce, economics, and management. The event provided a global academic platform for researchers, faculty members, industry professionals, and students to deliberate on AI-driven models influencing financial systems, business analytics, strategic management, economic forecasting, digital transformation, and organizational sustainability, thereby bridging the gap between theoretical research and practical industry applications.

The conference featured eminent academicians and industry experts including Dr. Lohithaksha Maniraj Maiyar from Indian Institute of Technology Hyderabad, Dr. S. Senthil Kumar from Sky Line University College, Mr. T.S. Balaji from Bharat Heavy Electricals Limited, Dr. Anand Mahalingam from Go Digit General Insurance, and Dr. Prabu Christopher from VIT Business School, among others, who shared valuable insights on AI applications in strategic decision-making, human resource management, risk analytics, entrepreneurship, and business research. The programme included technical sessions, paper presentations, and panel discussions, fostering interdisciplinary dialogue and research collaboration. The conference concluded with a valedictory session and significantly contributed to strengthening research culture and academic excellence within the institution.