



The Department of Management Studies organized an international conference titled "[Contemporary Challenges in Business and Management for Sustainable Development](#)" (CTBMSD - 2026).

Held in collaboration with INTI International University, Malaysia, the event was successfully conducted under the thematic umbrella of "[Artificial Intelligence and its Managerial Applications](#)." Mr. M. Dhanasekaran—Chairman and Managing Director of the Manakula Vinayagar Educational Group, as well as Chancellor of Takshashila University, Tindivanam—presided over the conference's inaugural ceremony. Secretary Dr. Narayanasamy Kesavan, Treasurer Mr. Rajarajan, and Joint Secretary Mr. Velayutham graced the occasion with their presence. The College Principal, Dr. S. Malarkkan, formally inaugurated the conference.

Professor Asokan Vasudevan of INTI International University, Malaysia, delivered a keynote address via Zoom titled "The Impact of Sustainability in Business," outlining the principles for adopting sustainable practices.

The event was graced by the participation of over three hundred research scholars, faculty members, and students from various colleges across the globe.

Out of the research papers submitted for the seminar, eighty-one were selected for presentation.

Professor Dr. Bala Senthil Kumar of Sri Manakula Vinayagar Engineering College, Professor Dr. Rafiya Banu of B.S. Abdur Rahman Crescent Institute of Science and Technology, and Dr. Srinivasan of Pondicherry University served as the Scientific Conference Chairs.