

CONVENER'S

MRS.A.NAGASWATHY:

ASSISTANT PROFESSOR, HEAD OF THE DEPARTMENT, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE, THIRUPARUNKUNDRAM, PASUMALAI, MADURAI-625004.

DR. N. PRABHA:

ASSISTANT PROFESSOR, PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS, MANNAR THIRUMALAI NAICKER COLLEGE, THIRUPARUNKUNDRAM, PASUMALAI, MADURAI-625004.

Journal DOI : 10.21276/2455-295X

ISSN No : 2455-295X

Impact Factor : 5.983



IESRJ

**INTERNATIONAL EDUCATIONAL
SCIENTIFIC RESEARCH
JOURNAL**

**CAPITALIZING ON BUSINESS DEVELOPMENT AND CHALLENGES IN
THE DIGITAL ERA RESEARCHED BY STUDENTS,
PG DEPARTMENT OF COMMERCE WITH COMPUTER APPLICATIONS,
MANNAR THIRUMALAI NAICKER COLLEGE MADURAI**

Editor,
INTERNATIONAL EDUCATIONAL SCIENTIFIC RESEARCH JOURNAL

Ahmedabad-380001, Gujarat (India).

Contact No : +91-94 26 46 1959

Email Id : editor@iesrj.com | Website : www.iesrj.com

Peer Reviewed International Journal

Journal for All Subjects

Volume : 11 | Special Issue | March 2025

www.iesrj.com