



MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)

Founded by the Tamil Nadu Naidu Mahajana Sangam
Affiliated to Madurai Kamaraj University
A Linguistic Minority Co-educational Institution
Re-accredited with 'A+' Grade by NAAC
Pasumalai, Madurai-625004

PG & RESEARCH DEPARTMENT OF COMMERCE

Cordially Invites you to

A One Day National Conference
on

DIGITAL INNOVATION AND SUSTAINABLE BUSINESS STRATEGIES IN THE CONTEMPORARY ERA

Date: 06th March 2025

Venue: Moorthy Naidu - Andalammal Seminar
Mannar Thirumalai Naicker College, Madurai

PROGRAMME SCHEDULE

REGISTRATION

09.00 am

INAUGURAL SESSION

10.00 am

Invocation

Welcome Address

Dr. V. Suresh Babu

Assistant Professor and Head
PG & Research Department of Commerce

Presidential Address

Dr.A.Ramasubbiah

Principal

Chief Guest Introduction

Dr. V. Devika

Assistant Professor
PG & Research Department of Commerce

Honouring the Chief Guest
In the Presence of

Thiru. Er. S. Rajagopal B.E

President, Mannar Thirumalai Naicker College

Thiru. M. Vijayaragavan B.A

Secretary, Mannar Thirumalai Naicker College

Thiru. R. Jeyaram B.A

Vice-President, Mannar Thirumalai Naicker College

Thiru. K. Rajendra Babu

Assistant Secretary, Mannar Thirumalai Naicker College

Thiru. A. Alwarsamy M.A

Treasurer, Mannar Thirumalai Naicker College

Inaugural Address

Dr. L. Rathakrishnan

Registrar In-charge
The Gandhigram Rural Institute
(Deemed to be University)
Gandhigram, Dindigul District



Vote of Thanks

Dr. R. Kajapriya

Assistant Professor & Convenor
PG & Research Department of Commerce

TEA BREAK

TECHNICAL SESSION – I

11.00 am

Welcome Address

Dr. V. Geetha

Assistant Professor
PG & Research Department of Commerce

Honouring the Chief Guest

Topic

**AI, Automation and Digital
Innovation: Shaping the Future of
Business**

Keynote Address

Dr. S. Brinda

Associate Professor
School of Management Studies
Sapthagiri NPS University, Bangalore



Vote of thanks

Dr. B. Kothai Nachiar

Assistant Professor
PG & Research Department of Commerce

Technical Session – II

12.00 pm

Welcome Address

Dr. R. Ratheka

Assistant Professor
PG & Research Department of Commerce

Honouring the Chief Guest

Topic

Framework for Digital Engagement

Keynote Address

Mr. V. Sreevatsan

CEO & Co-Founder
Guest Guru, Trichy



Vote of Thanks

Dr. K. Bala Sathya

Assistant Professor
PG & Research Department of Commerce

LUNCH BREAK

1.00 pm to 2.00 pm

PAPER PRESENTATION

2.00 - 3.30 PM

RAPPORTEURS



Dr. SR Rameshkkumar

Professor

**Sir Padampat Singhania University
Udaipur**



Dr. S. Valli Devasena

Assistant Professor

**Mother Teresa Women's University
Research & Extension Centre
Madurai**

Valediction

Welcome Address

Dr. R. Arputharaj

Assistant Professor

PG & Research Department of Commerce

Valedictory Address

Dr. A. Mayil Murugan

Associate Professor & Head

The Madura College, Madurai.



Certificate Distribution

Vote of Thanks

Dr. G. Sai Mohana

Assistant Professor & Organising Secretary

PG & Research Department of Commerce