

PROGRAMME SCHEDULE

11:30 a.m–12:30 p.m **Technical Session-II**

“Responsible AI for Sustainable Business Future”

Dr. S. Muralidhar

Associate Professor
School of Commerce &
Management
JAIN (Deemed-to-be
University)

Bengaluru
Karnataka, India

12.30 p.m - 1.15 p.m **Lunch Break**

1:15 p.m–2:15 p.m **Paper Presentation**

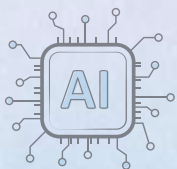
2.15 p.m - 3.00 p.m **Valediction &
Prize Distribution**

Welcome Address **Dr. R. Suganya**
Assistant Professor
Department of MBA
Fatima College (Autonomous)

Valedictory Address **Dr. Sr. Bindu Antony**
Vice-Principal – I (Shift -II)
Fatima College (Autonomous)

Special Address **Mr.G.Rajamurthy**
Chairman,
Export Promotion Centre,
Madurai

Vote of Thanks **Dr. K. Vasawambal**
Assistant Professor
Department of MBA
Fatima College (Autonomous)



PATRONS

Dr.Sr.M.Fatima Mary

Principal, Fatima College (Autonomous)

Dr.Sr.Ignatius Mary

Secretary, Fatima College (Autonomous)

CONVENERS

Dr.S.Rajamohan

Director, Professional Programmes
Fatima College (Autonomous)

Dr.N.Asha

Head & Associate Professor
Department of MBA
Fatima College(Autonomous)

ORGANISING COMMITTEE DEPARTMENT OF MBA

Dr. P. Shyamala, Professor

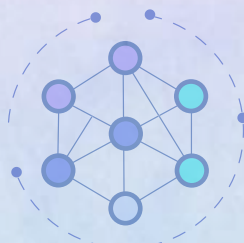
Dr.L. Meena, Associate Professor

Dr. M. Nagarenitha, Associate Professor

Dr. R. Suganya, Assistant Professor

Dr.K Vasawambal, Assistant Professor

Dr. S. Amsha Lekha, Assistant Professor



FATIMA COLLEGE (AUTONOMOUS)

RE-ACCREDITED WITH “A++” BY NAAC (CYCLE - IV)
100TH RANK IN INDIA RANKINGS 2025(NIRF) BY MOE
AICTE APPROVED MBA & MCA PROGRAMMES
MARY LAND, MADURAI - 18. TAMILNADU, INDIA

DEPARTMENT OF MBA

INTERNATIONAL CONFERENCE ON

AI-DRIVEN TRANSFORMATION: REIMAGINING SUSTAINABLE BUSINESS MODELS FOR A DIGITAL FUTURE



SEPTEMBER 29, 2026

VENUE: SJ SEMINAR HALL

ABOUT THE COLLEGE

Fatima College (Autonomous), Mary Land, Madurai, is a Post Graduate and Research Institution for Women affiliated to Madurai Kamaraj University. It is Catholic Minority institution established and run by St. Joseph's Society of Madurai (of the Congregation of the sisters of St. Joseph of Lyon, France). The College was started in St. Joseph's Campus Madurai as a Second Grade College with 63 students in 1953. It was upgraded into a Post Graduate College in 1964 and Autonomous in 1990. The College now offers 24 Undergraduate Programmes, 15 Postgraduate Programmes & 3 Professional Programmes. 8 Departments have become Research Centres. It has a strength of 3958 Students, 219 Teaching Staff and 99 Non-Teaching Staff. In 2021 NAAC re-accredited the college with 'A++' Grade. The College secured the 100th position in the all India NIRF rankings 2026.

ABOUT THE DEPARTMENT

The AICTE approved professional course MBA was started in the year 1996. Master of Business Administration (MBA) is a two year programme with 4 semesters. It offers 8 specializations namely Marketing, System, Finance, Human Resource, Production, Hospital Management, Analytics and International Business Management in the II year to cater to the needs of the Corporate. As add-on credit the programme offers self learning papers and soft skills.



CONFERENCE THEME

The conference "AI-Driven Transformation: Reimagining Business Models for a Digital Future" aims to provide a dynamic academic and professional platform for exploring the transformative impact of Artificial Intelligence (AI) on contemporary business and management practices. The rapid advancement of AI, Generative AI, Business Analytics, automation, and intelligent digital technologies is fundamentally reshaping how organizations create value, engage customers, manage resources, make decisions, and compete in global markets. The conference brings together academicians, researchers, industry professionals, entrepreneurs, policymakers, research scholars, and students to share emerging research, innovative practices, industry experiences, and future perspectives on AI-enabled business transformation. It provides an opportunity to examine how organizations can leverage AI not merely as a technological tool but as a strategic enabler for business model innovation, operational excellence, customer experience, entrepreneurship, sustainable growth, and competitive advantage.

CONFERENCE OBJECTIVES & OUTCOMES

To explore the role of Artificial Intelligence in transforming business models, strategies, processes, and decision-making. To facilitate knowledge sharing and collaboration among academicians, researchers, industry professionals, entrepreneurs, and students on emerging AI-driven business innovations. To identify opportunities and challenges in adopting responsible, ethical, sustainable, and future-ready AI technologies for business growth and competitive advantage. Participants will gain deeper insights into AI-driven business transformation, emerging technologies, and innovative business models. The conference will foster meaningful collaboration among academicians, researchers, industry professionals, entrepreneurs, and students. Participants will identify practical strategies for leveraging AI to enhance innovation, competitiveness, sustainability, and long-term business growth.

PROGRAMME SCHEDULE

9:00 a.m-9:15 a.m	Registration
9:15 a.m-9:55 a.m	Inauguration
Welcome address	Dr.N.Asha Head & Associate Professor Department of MBA
Inaugural address	Dr.Sr.M.Fatima Mary Principal , Fatima College(Autonomous)
Keynote address	Dr.S.Rajamohan Director Professional Programmes Fatima College (Autonomous)
Conference ISSN e-Journal launch	
Vote of Thanks	Dr.S.Amsha Lekha Assistant Professor Department of MBA Fatima College (Autonomous)
9.55 a.m-10:25 a.m	Tea Break
10:25 a.m-11:30 a.m	Technical Session-I "Building Sustainable Business Models with AI" Mr.Ilampirai Nambi Bernadshaw Founder Blaze web services Pvt. Ltd., Business Process Outsourcing USA

