

Programme Schedule

- 10.30 a.m. - 11.30 a.m. : Technical Session -I
**LEVERAGING AI IN
MARKETING**
: Dr.B.Shanmuga Priya
Assistant professor
(Sr.Scale), Symbiosis
Centre for Management
Studies - Bengaluru,
Symbiosis International
(Deemed University).
- 11.30 a.m. - 12.30 p.m. : Technical Session -II
**FOSTERING AI CULTURE
IN BUSINESS
DEVELOPMENT**
: Ms.L.Senthil Lakshmi
CEO,
Tandem Informatics ,
Madurai.
- 12.30 p.m. - 01.15 p.m. : Lunch Break
- 01.15 p.m. - 02.30 p.m. : Paper Presentation
- 02.30 p.m - 03.00 p.m : Valediction & Prize
Distribution
- Valedictory Address : Dr. Sr.J.Arul Mary
Vice-Principal - I
(Shift -II),
Fatima College
(Autonomous),
Madurai.

Patrons

Dr.Sr.G. Celine Sahaya Mary
Principal, Fatima College (Autonomous)

Dr. Sr. Ignatius Mary
Secretary, Fatima College (Autonomous)

Convenor

Dr. P. Shyamala
Head & Associate Professor
Department of MBA
Fatima College (Autonomous)

Organising Committee

Faculty Members
Department of MBA
Fatima College (Autonomous)



Fatima College (Autonomous)

Affiliated to Madurai Kamaraj University
Re-accredited with "A++" by NAAC (Cycle - IV)
AICTE Approved MBA & MCA Programmes
Mary Land, Madurai -625 018

Fatima Institute of Management

Department of MBA

NATIONAL CONFERENCE

on

AI - DRIVEN BUSINESS TRANSFORMATION

12 December 2024

Venue: SJ Seminar Hall

ABOUT THE COLLEGE

The College was started in St. Joseph's School Campus Madurai as a Second Grade College with 63 students in 1953. It was upgraded into a Postgraduate College in 1964 and Autonomous in 1990. The College now offers 23 Undergraduate Programmes, 15 Postgraduate Programmes and 2 Professional Programmes. 7 Departments have become Research Centres. It has a strength of 3754 students, 185 Teaching Staff and 89 Non-Teaching Staff.

The comprehensive assessment by NAAC in 1999 placed Fatima College in Five Star Status of merit. The College strives to sustain excellence, quality and relevance while equipping the students to meet the demands of higher education in India. In 2004, UGC conferred on Fatima College, the status of College with Potential for Excellence. In 2006 and 2013 NAAC re-accredited the college with 'A' Grade. In 2021-2022 NAAC re-accredited the college with 'A++' Grade.



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 7 specializations namely Marketing, System, Finance, Human Resource, Production, Hospital Management 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

Transforming Industries towards Robotic Process Automation (RPA), Cognitive Automation, and Workflow Optimisation through AI will benefit greatly from the diverse array of strategies offered through cutting - edge technologies that can automate repetitive tasks, improve productivity and enhance overall business performance. This conference reveals the path to uncover practical tools and techniques for driving growth in business through expertise sessions. The theme of this conference is to equip participants with the knowledge and tools to streamline operations, improve efficiency, and optimization of resources across various industries

CONFERENCE OBJECTIVES

The main objective of this National Conference is to present myriad of opportunities of professionals in the field of contemporary business transformation through AI. This conference also aims to provide invaluable insights into leveraging AI for transformational business growth

CONFERENCE OUTCOMES

The participants of this Conference (Academicians, Research Scholars, Industrial experts and Students) can be excelled with the knowledge of AI Driven Precision in business transformation. The major outcome of this Conference is to make the participants to view the aspects of how the technology revolutionise the business towards Artificial Intelligence.

Programme Schedule

9.00 am - 9.30 am : Registration

9.30 am - 10.00 am : Inauguration

Welcome Address

Special Address : Dr.B.Shanmuga Priya

Assistant professor
(Sr.Scale), Symbiosis Centre
for Management Studies
Bengaluru, Symbiosis
International
(Deemed University).

Vote of Thanks

10.00 am - 10.30 am : Tea Break