

ONE DAY NATIONAL WEBINAR

TRANSFORMING BUSINESS LANDSCAPES:

HARNESSING AI AND BUSINESS ANALYTICS
FOR STRATEGIC DECISION MAKING.

Friday the 20th September, 2024

Time: 12 Noon to 3 pm & Venue- MBA Seminar Hall

Registration Link

<https://forms.gle/NShT1Wt79MT3SBoS7>

Google Meet Link

<https://meet.google.com/vca-hghq-tou>

FOR FURTHER DETAILS CONTACT:

Mrs P. Manjubashini	9952508489
Dr.N.Nancy Fernandez	7904373527
Ms.S.Kirubharani	6382130218
Dr.T.Kokilapriya	9842844778
Dr.P. Natesan	9486123451

ORGANISING COMMITTEE

CHIEF PATRONS:

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Correspondent and Secretary

Mrs. S. A. Dhanalakshmi
Vice Principal

ORGANISING SECRETARY:

Mrs P. Manjubashini Assistant Professor

COMMITTEE MEMBERS:

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Ms.S.Sowmiya	Assistant Professor
Mrs.R.Sureka	Assistant Professor
Ms.S. Bharathi	Assistant Professor
Dr.A.Rahamath Nisha	Assistant Professor
Mrs.T.Santhiya	Assistant Professor
Mrs.T.Revathi	Assistant Professor



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DEPARTMENT OF COMMERCE

P.K.R. ARTS COLLEGE FOR WOMEN

Reaccredited by NAAC with 'A' Grade
Autonomous Institution - Affiliated to Bharathiar University

GOBICHETTIPALAYAM

ERODE DISTRICT, TAMIL NADU, INDIA

Website: www.pkrarts.org

Ph: 04285 - 222128

Email ID: commerce@pkrarts.org

ABOUT THE COLLEGE:

P.K.R.Arts College for Women was started in the year 1994 with a noble vision to empower rural women and it is being managed by Dhandapani Rural Charitable Trust. The college is located in a beautiful locale, surrounded by hillocks and green fields providing a pleasant atmosphere for learning. The college offers 12 UG, 7 PG, 7 Research programmes and one P.G.Diploma course. With the motto of enlightenment, education, service and discipline, the college functions to bring a new dimension to the concept of higher education. Over the period of 30 years, the college has amazing growth by all standards. Excellent academic standards, highly qualified and experienced faculty members, good infrastructure facilities including English language laboratory, Digital library and Business lab have enabled the college to get accredited with 'A Grade' by NAAC in 2013. The college has been granted autonomous status since June 2017. The college get reaccredited with A' Grade by NAAC in 2023.

ABOUT THE DEPARTMENT:

The Department of Commerce functions with the objective of grooming young and aspiring women to achieve their goals during their stay in this college. Over the years, it has grown remarkably both in qualitative and quantitative aspects. Currently the Department offers B.Com, B.Com (CA), B.Com (Professional Accounting) and M.Com courses. The department also offers research programmes leading to M.Phil and Ph.D. The department is manned by academically well-qualified and experienced faculty members. The faculty members have been consistently involving themselves in attending FDP and in publishing research articles in reputed journals and participating in various national and international forums to make them updated with the current issues in commerce domain which ultimately benefit our students. To make our students versatile and employable, the department has been conducting seminars, workshops, symposiums, guest lecturers, personality development, internship, tally training, placement training programmes regularly.

THEME OF THE SEMINAR:

In the changing business scenario, the integration of Artificial Intelligence (AI) and Business Analytics has become a pivotal force in transforming traditional business landscapes. Organizations are increasingly leveraging these advanced technologies to gain deeper insights, enhance efficiency, and drive strategic decision-making. AI, with its ability to process vast amounts of data and identify patterns, enables businesses to predict market trends, optimize operations, and personalize customer experiences. Simultaneously, business analytics provides the tools necessary to interpret complex data sets, offering actionable insights that inform strategic choices. The synergy of AI and business analytics facilitates a proactive approach, allowing companies to anticipate challenges and seize opportunities with unprecedented accuracy. This technological convergence not only streamlines decision-making processes but also fosters innovation, giving businesses a competitive edge in the marketplace. As companies continue to embrace these tools, they are better equipped to navigate the complexities of the modern business world, driving growth and achieving long-term success. The integration of AI and business analytics represents a paradigm shift, transforming how businesses operate and make decisions, ultimately shaping the future of business.

REGISTRATION:

* Students & Research Scholars:: Rs - 100

*Faculty: Rs - 100

* E-certificate will be issued to all participants.

Mode of Payment of Registration Fee

Gpay to: 8883221112 Santhiya T21

Programme

Session - I



Mrs.S. Subhashree

Assistant Professor
Faculty of Management Studies
Indukala Ipcowala Institute of Management
(IIIM)
Charotar University of Science and Technology,
Changa, Anand, Gujarat.

Topic

Transforming Business Landscapes with AI

Session - II



Dr. Udit Varshney

Assistant Professor
Parul University
Gujarat

Topic

Harnessing Business Analytics for Strategic Decision Making