



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI
(A Project of Sri Marudhar Kesari Jain Trust)



Recognised u/s 2(f) & 12(B) by UGC Act, 1956 - Permanently Affiliated to Thiruvalluvar University
Accredited by NAAC with "A" Grade – An ISO 21001:2018 Certified Institution

**PG AND RESEARCH DEPARTMENT OF COMMERCE ORGANIZED
NATIONAL CONFERENCE ON DIGITAL TRANSFORMATION:
CHALLENGES AND LEARNING OPPORTUNITIES IN COMMERCE AND
MANAGEMENT ON 09.05.2023**

INVITATION

TRUST MEMBERS OF SRI MARUDHAR KESARI JAIN TRUST

Sri. M. VIMMAL CHAND JAIN	- Ambur
Sri. C. LICKMICHAND JAIN	- Ambur
Sri. J. RATHANLAL JAIN	- Vaniyambadi
Sri. M. SUDARSAN KUMAR JAIN	- Vaniyambadi
Sri. K. RAJESH KUMAR JAIN	- Vellore
Sri. N. SRIPAL KUMAR JAIN	- Vaniyambadi
Sri. K. ANAND KUMAR JAIN	- Tirupattur
Sri. N. LALITH KUMAR JAIN	- Vaniyambadi
Sri. U. RISHAB JAIN	- Vaniyambadi

Programme Schedule	
09.00am	Registration
10:00am	Dr. M. Inbavalli, Principal, Marudhar Kesari Jain College for Women, Vaniyambadi
10:30 am	Dr. A. Abdul Hameed Head of Academic Operations Alliance School of Business Alliance University, Bangalore "Digital Transformation in Financial Services: Issues and Challenges"
11.30am	Tea Break
11.45 am	Mr. J.M. Jaffar Sadiq Motivational Speaker & Social Activist Assistant Professor New College Chennai "Digital Marketing Opportunities in Financial Services for Commerce and Management"
1.15pm	Lunch Break
2.00pm	Session III Paper Presentation
3.15pm	Valediction

Co ordinators

Ms.N.Karpagam- Assistant Professor
Ms.M.Usha – Assistant Professor
Organising Committee

Commerce
Ms.B.Vasanthi
Ms.M.Geetha
Dr.P.Anandi
Ms.A.Kavitha
Ms.P.Priyanka
Ms.J.Jeevitha
Ms.V.Ramya
Ms.H. Shashikala
Ms.Vadivukarasi

Commerce CA

Ms.M.Revathi
Ms.P.Priyanka
Ms.S.Girija
Ms. D.Ambrisha
Ms. R. Shanmugapriya
Ms.A.K.Tasleem Anjum
Ms.B.Jyothi

Zoom Link:

<https://zoom.us/j/8173038317?pwd=eVIMNmR6TW9nNkNvNUJpSzNlUmZadz09>

YouTube Link:

<https://www.youtube.com/channel/UC9KoldTRG7B-TKYeyGer0>



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Recognized under Sec. 2(f) & 12(B) of the UGC Act, 1956 || Permanently Affiliated to Thiruvalluvar University
Accredited with 'A' Grade by NAAC (3rd Cycle) || An ISO 21001:2018 (EOMS) Certified Institution
Marudhar Nagar, Chinnakallupalli, Vaniyambadi – 635 751, Tamilnadu, India

PG AND RESEARCH DEPARTMENT OF COMMERCE

PG DEPARTMENT OF COMMERCE (CA)

ORGANISES

**NATIONAL CONFERENCE ON
DIGITAL TRANSFORMATION: CHALLENGES AND
LEARNING OPPORTUNITIES IN COMMERCE AND
MANAGEMENT**

Date : 09.05.2023 @ 10.00 am
Venue: New Seminar Hall



CHIEF PATRONS : Sri. M. VIMMAL CHAND JAIN

President

: Sri. C. LICKMICHAND JAIN

Secretary

PATRON

: Dr. M. INBAVALLI

Principal

CONVENORS

: Dr. M. SRINIVASAN || Dr. C. NITHYA

PG & Research Department of Commerce

PRINCIPAL
Marudhar Kesari Jain College
for Women
Vaniyambadi - 635 751.

AGENDA

Marudhar Kesari Jain College for Women, Vaniyambadi

Recognized u/s 2(f) & 12(B) of the UGC Act 1956 || Re-Accredited with A
Grade by NAAC (3rd cycle) || An ISO 9001 – 2015 certified institution
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Marudhar Nagar, Chinnakallupalli, Vaniyambadi.

PG & RESEARCH DEPARTMENT OF COMMERCE PG DEPARTMENT OF COMMERCE (CA)

AGENDA

DATE:09th May 2023

TOPIC:National conference on Digital Transformation : Challenges & Learning
Opportunities in Commerce and Management.

TIME:10.00 am

Prayer:
Lighting of Kuthu Velakku

Welcome Address : Ms. U. Abirami,
II M.com (CA)
MKJC


Inaugural Session (10.00am) : Dr. M. Inbavalli,
Principal,
MKJC

Session 1 (10.30 am)

Chief Guest Introduction : H. Pooja
II B.COM
MKJC

GuestSpeech : Dr. A. Abdul Hameed
Head of Academic Operation
Alliance School of Business
Alliance University, Bangalore
Digital Transformation in Financial Services: Issue and
Challenges

Tea Break
(11:30 am)


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**PG DEPARTMENT OF COMMERCE (CA) ORGANIZED NATIONAL
CONFERENCE ON DIGITAL TRANSFORMATION: CHALLENGES AND
LEARNING OPPORTUNITIES IN COMMERCE AND MANAGEMENT ON
09.05.2023**

REPORT

PG & Research Department of Commerce and PG Department of Commerce (CA) of Marudhar Kesari Jain College for Women jointly organized National Conference on the topic "Digital Transformation: Challenges And Learning Opportunities In Commerce And Management" on 09.05.2023 Dr. A. Abdul Hameed Head of Academic Operation, Alliance School of Business Alliance University, Bangalore and Mr.J.M.Jaffar Sadiq, Motivational Speaker & Social activist Assistant Professor, New college, Chennai chaired a session. The program started with the prayer song followed by the welcome address which was delivered by Ms.U.Abirami II M.Com CA. The principal of Marudhar Kesari Jain College Dr.M.Inbavalli gave the inaugural address.

Then the introduction of the resource persons was given by Ms.H.Pooja II.B.Com. Then the resource person Dr. A. Abdul Hammed started addressing on the topic "Digital Transformation in Financial Services: Issue and Challenges". In session II the resource person Mr.J.M.Jaffar Sadiq started his speech on the topic "Digital Marketing Opportunity in Financial Service for Commerce and Management". The speech kindled the minds of the participants to understand the concepts of digitalization in commerce and management. Followed by the paper presentation was held in session III through online. There was a question, answer session where the doubts of the participants were cleared. There were around 628 Participants in the program. The session ended by Ms.Ashmitha III B.COM CA rendered her gratitude.

Head of the Department

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PHOTOS



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