



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN
(AUTONOMOUS), VANIYAMBADI**

PG & Research Department of Management Studies

**National Conference on
“Business Innovation and Sustainability in Digital Era”**

DATE: 06.03.2026

AGENDA

- Prayer** : **10.15 am**
- Lightening of Kuthuvilakku:** **Dignitaries**
- Welcome Address** : **Ms.K.JEEVITHA III-BBA (RRC Secretary)**
- Inaugural Address** : **Dr. D.VETRIVELAN**
Dean, School of Business
Marudhar Kesari Jain College for Women (Autonomous),
Vaniyambadi
- Felicitation** : **Dr. M. INBAVALLI**
Principal,
Marudhar Kesari Jain College for Women (Autonomous),
Vaniyambadi
- Release of ISBN Book** : **Dignitaries**
SESSION I – 10.30 am
- Guest Introduction** : **Ms.E. LAVANYA II-BBA**
Marudhar Kesari Jain College for Women (Autonomous)
Vaniyambadi
- Chief Guest Address** : **Dr. GANESAN PALANISAMY**
Dean Kalasalingam Business School (KBS),
Kalasalingam Academy of Research And Education,
Virudhunagar(Dt.)

PRINCIPAL
Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.
Tirupattur District

SESSION II – 11.30 am

Guest Introduction : **Ms. S.SAI NANDHITHA III-BBA**
Marudhar Kesari Jain College for Women (Autonomous)
Vaniyambadi

Chief Guest Address : **Dr. DHEEBA.J**
Assistant Professor, Department of MBA And Research,
RNS Institute Of Technology, Chennasandra ,Bengaluru

Lunch Break : **12.30 pm – 1.30 pm**

SESSION III – 1.30 pm

Guest Introduction : **Ms.P.DHAANUSRI III-BBA**
Marudhar Kesari Jain College for Women (Autonomous)
Vaniyambadi

Chief Guest Address : **Dr. MERLIN MYTHILI NELSON**
Director-Teaching Learning Centre
Marudhar Kesari Jain College for Women
(Autonomous),Vaniyambadi.

Vote of Thanks : **Ms.SWETHA SHREE.J III-BBA (Department Secretary)**
PG & Research Department of Management Studies
Marudhar Kesari Jain College for Women
(Autonomous),Vaniyambadi


PRINCIPAL
Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.
Tirupattur District



**MARUDHAR KESARI JAIN
COLLEGE FOR WOMEN (AUTONOMOUS), VANIAMBADI**

Activity Report

Title	Business Innovation and Sustainability in Digital Era		
Organized By	PG & Research Department of Management Studies		
Type of Activity	Conference		
Level	National		
Date	06.03.2026	Time	10.15 am
Venue	Sri Roop Rajat Hall	Mode	Offline
Resource Person Details	1. Dr. Ganesan Palanisamy Dean Kalasalingam Business School (KBS), Kalasalingam Academy of Research And Education, Virudhunagar(Dt.) 2. Dr. Dheeba.J Assistant Professor, Department of MBA RNS Institute Of Technology, Chennasandra ,Bengaluru 3.Dr. Merlin Mythili Nelson Director-Teaching Learning Centre Marudhar Kesari Jain College for Women (Autonomous),Vaniyambadi.		
Objective of the Programme	<ul style="list-style-type: none">• To enhance understanding of business innovation, sustainability, and digital transformation in the modern era.• To provide a platform for academicians, researchers, and students to share ideas and present research findings.• To create awareness about emerging areas such as FinTech, financial inclusion, and Artificial Intelligence in business and HR practices.• To promote research-oriented thinking and knowledge development among students and scholars.• To encourage collaboration, networking, and the role of women-led innovation for inclusive economic		
Internal Participants Count	Students : 297 Faculty : 10	External Participants Count	Students : 63 Faculty : 01

Summary

The PG & Research Department of Management Studies of Marudhar Kesari Jain College for Women (Autonomous), Vaniyambadi organized a One Day National Level Conference on "Business Innovation and Sustainability in Digital Era" on 06 March 2026 at Sri Roop Rajat Hall. The conference was organized with the objective of creating a platform for academicians, researchers, industry experts, and students to exchange ideas, research findings, and knowledge related to emerging trends in business innovation and sustainable practices in the digital era. The programme commenced at 10.15 AM with a prayer song followed by the traditional Lighting of the Kuthuvilakku by the dignitaries. The participants and guests were warmly welcomed by Ms. K. Jeevitha, III BBA (RRC Secretary). The Inaugural Address was delivered by Dr. D. Vetrivelan, Dean, School of Business, Marudhar Kesari Jain College for Women (Autonomous),

Vaniyambadi, who emphasized the importance of innovation, digital transformation, and sustainability in today's competitive business environment. The Felicitation Address was delivered by Dr. M. Inbavalli, Principal of the institution, who appreciated the department's efforts in organizing the conference and encouraged students to actively involve themselves in research and academic activities. The inaugural session also witnessed the Release of the ISBN Conference Book by the dignitaries.

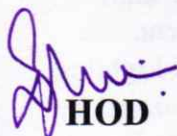
The conference featured three informative technical sessions handled by eminent academicians and experts. The first session was delivered by Dr. Ganesan Palanisamy, Dean, Kalasalingam Business School, on "FinTech and Financial Inclusion," where he explained the role of financial technology in improving accessibility and transforming the financial sector. The second session was delivered by Dr. Dheeba J, Assistant Professor, RNS Institute of Technology, Bengaluru, on "Women Led Innovation for Inclusive Development," highlighting the significant contribution of women entrepreneurs and innovators towards economic growth and inclusive development. The third session was handled by Dr. Merlin Mythili Nelson, Director – Teaching Learning Centre, who spoke on "Leading HR in the Age of AI," explaining how artificial intelligence is reshaping human resource management and leadership practices.


The conference also included research paper presentations by academicians, research scholars, and students in various domains such as General Management, Marketing, Human Resource Management, and Finance. The presentations promoted academic interaction, intellectual discussion, and knowledge sharing among participants.

The programme provided valuable insights into digital transformation, sustainable business practices, financial technology, women-led innovation, and AI-driven HR practices. It enhanced research-oriented thinking and encouraged networking among academicians, industry experts, and students. The conference concluded with the Vote of Thanks delivered by Ms. Swetha Shree J, III BBA (Department Secretary), who expressed gratitude to the management, principal, dean, resource persons, faculty members, organizing committee, and participants for their support in making the event a grand success.

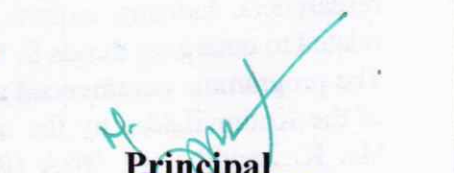
Outcome of the Programme

- The conference enhanced participants' understanding of business innovation and sustainability in the digital era.
- It provided a platform for academicians, researchers, and students to exchange ideas and research findings.
- Participants gained knowledge about FinTech, financial inclusion, and digital transformation in business.
- The programme highlighted the importance of women-led innovation for inclusive economic development.
- It created awareness about the role of Artificial Intelligence in modern HR practices and leadership.
- The conference encouraged research-oriented thinking among students and scholars.
- It helped participants understand emerging trends and challenges in various functional areas of management.
- The programme promoted collaboration and networking among academicians, industry experts, and researchers.


HOD


Dean


IQAC Director


Principal
PRINCIPAL
Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.
Tirupattur District



**MARUDHAR KESARI JAIN
COLLEGE FOR WOMEN (AUTONOMOUS),
VANIYAMBADI**



PG & Research Department of Management Studies

**National Conference on
"Business Innovation and Sustainability in Digital Era"**

DATE: 06.03.2026



H. J. Jayaram
Principal
PRINCIPAL
Marudhar Kesari Jain College
for Women (Autonomous)
Vaniyambadi - 635 751.