



# MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI

(A Project of Sri Marudhar Kesari Jain Trust)

Recognized u/s 2(f) & 12(B) by UGC Act, 1956 - Permanently Affiliated to Thiruvalluvar University

Re-Accredited by NAAC with "A" Grade – An ISO 21001:2018 Certified Institution



## PG DEPARTMENT OF COMMERCE (CA) 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
Inaugural Session	
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=eVlMNmR6TW9nNkNvNUJpSzNIUmZadz09>

#### YouTube Link:

<https://www.youtube.com/channel/UC9KoldT RG7B-TKYeyaGer0>



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Accredited with "A" Grade by NAAC(3rd Cycle) | An ISO 21001:2018 (EOMS) Certified Institution  
Marudhar Nagar, Chinnakallupatti, 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 (3<sup>rd</sup> cycle) || An ISO 9001 – 2015 certified institution  
Permanently Affiliated to Thiruvalluvar University  
Marudhar Nagar, Chinnakallupalli, Vaniyambadi.



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

#### AGENDA

**DATE:** 09<sup>th</sup> 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

**Guest Speech** : 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.

The introduction of the resource persons was given by Ms. H. Pooja II.B.Com. Then the resourceperson Dr. A. Abdul Hameed 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.

HOD signature

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## PHOTOS



GPS Map Camera



Google


Peddakallupalli, Tamil Nadu, India

JJQ3+GMP, Peddakallupalli, Tamil Nadu 635751, India

Lat 12.638848°

Long 78.603222°

09/05/23 01:02 PM GMT +05:30

  
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