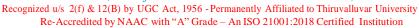
MARUDHAR KESARI JAIN COLLEGE FOR WOMEN, VANIYAMBADI



(A Project of Sri Marudhar Kesari Jain Trust)





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

SPI, M. VINMAL CHAND JAIN SPI, C. LICKMICHAND JAIN SPI, J. RATHANLAL JAIN SPI, K. SUDARSAN KUMAR JAIN SPI, K. RAJESH KUMAR JAIN SPI, N. SRIPAL KUMAR JAIN SPI, K. ANAND KUMAR JAIN

Sei, N. LALFTH KUMAR JAIN

Sri, U. RISHAB JAIN

- Ambur - Ambur - Vaniyambadi - Vaniyambadi - Vellore - Vaniyambadi - Tirunattur

Vaniyambadi

- Vaniyambadi

Programme Schedule	
09.00am	Registration
10:00am Inaugural Session	Dr M. Inbavalli, Principal, Marudhar Kesan Jain College for Women, Vaniyambadi
10:30 am Session I	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 Session II	Mr. J.M. Jaffar Sadiq Motivational Speaker & Social Activist Assistant Professor New College Chennal "Digital Marketing Opportunities in Financial Services for Commerce and Management"
1.15pm	Lunch Break
2.00pm Session III	Paper Presentation
3.15pm	Valediction

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/i/8173038317?pwd=eVIMNm
R6TW9nNkNvNUJpSzNIUmZadz09
YouTube Link:
https://www.youtube.com/channel/UC9KoldT
RG78-TKYeyaGer0



(A Project of 5ri Manufabr Kesari John Treat)
Recognized under Sec. 2(16.5.12)(6 of the UGE. Act, 1556.) | Promanently Affiliated to Thinvoillusar University
Accredite with "Grade by MAAC (3nd Cycle) | An ISO 2.1001.2016 (50MS) Gretifield institution
Manufabr Nagar, Chimalaliqualit, Vanlyambad -635753, Tamilladu, 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

Date : 09.05.2023 @ 10.00 am Venue: New Seminar Hall

MANAGEMENT



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 us 20,8-12(8) of the UCC Act 1956 || Re-Accredited with A
Grade by National Negar, Chimadally usil, Vaniyambadi
Pormonerity Affiliated to Thirvollatora University
Marudhar Nagar, Chimadallyuli, Vaniyambadi

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

AGERDA

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)

PRINCIPAL Marudhar Kesari Jain College for Women Vaniyambadi - 635 751



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 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

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" Digitial 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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Marudhar Kesari Jain College for Women

Vaniyambadi - 635 751.

PHOTOS





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