

Kongunadu Arts and Science College (Autonomous), Coimbatore

Department of Commerce

National level Conference On

“Artificial Intelligence in Shifting Global Business”

January 3rd, 2025

Report

The Department of Commerce conducted a **National level Conference on “Artificial Intelligence in Shifting Global Business”** on 3rd January 2025, between 10am and 1 pm in the College Auditorium. The Conference started with a prayer song continued with the welcome address delivered by Dr.S.Uma, Associate Professor & Head, Department of Commerce, Kongunadu Arts and Science College. She gave a brief note about the theme of the Conference. Dr.K.Sumangala, Coordinator – Academic affairs, Kongunadu Arts and Science College delivered the presidential address and provided an insight on the growth of Artificial Intelligence in Indian business. The inaugural address was delivered by **Dr.P.Chellasamy, Professor and Dean, Department of Commerce, Bharathiar University, Coimbatore**. He highlighted the significant role played by artificial intelligence in reshaping Indian business and its impact on employment opportunities. There were two technical sessions which were handled by Dr.VR.Nagarajan and Mr.I.Jyothilingam.

Session I

Session one started at 11.00 AM in the College Auditorium. Mr. Salman, III BCOM, Department of Commerce, Kongunadu Arts and Science College, introduced the Chief Guest of the Session I **Dr.VR.Nagarajan, Associate Professor, Dhanalakshmi Srinivasan University, Trichy**. The session highlighted the Artificial Intelligence and its role in Banking and Insurance. He emphasized the future trends in banking and insurance sector and its impact on the growth of Indian business. The session was very much interactive and informative. 194 students, faculty members and research scholars from Commerce stream, Kongunadu Arts and Science College participated and benefitted through the session.

Session II

Session two started at 12.00 PM and Ms.Dharshini of III BCOM introduced the Chief Guest of the Session II **Mr.I.Jyothilingam, IT Operations and Infrastructure Services, DXC Technology, Bengaluru.** The session highlighted the various advancement made in financial sector post the development of artificial intelligence in India. He enlightened the students by providing practical knowledge on the working of AI in workplace discussions and decision making. The session was very much interactive and informative. 194 students, faculty members and research scholars from Commerce stream, Kongunadu Arts and Science College participated and benefitted through the session.

Dr.S.Kalpana Devi, Assistant Professor, Department of Commerce delivered the Vote of Thanks.



Dr.P.Chellasamy, Professor and Dean, Department of Commerce, Bharathiar University, Coimbatore



Dr.VR.Nagarajan, Associate Professor, Dhanalakshmi Srinivasan University, Trichy

