



KONGUNADU ARTS AND SCIENCE COLLEGE
(AUTONOMOUS)
Re-accredited by NAAC with A+ Grade - 4th cycle,
College of Excellence – UGC
52nd Rank among Colleges in NIRF 2024
Coimbatore - 641 029, Tamil Nadu, India



DEPARTMENT OF COMPUTER SCIENCE (AIDED)

Guest Lecture on “ Digital Disruption and the Future of the Global Business”

Supported by
DBT STAR COLLEGE SCHEME
REPORT

Name of The Event	A Guest Lecture on “ Digital Disruption and the Future of the Global Business”
Date	22.07.2025
Time	10.30AM-1.00PM
Resource Person	Dr.R.Mayilsamy, Assistant Professor of Cooperation, SRMV College of Arts and Science,Coimbatore-20
Venue of The Programme	C-34
Objectives of the Programme	1. To examine how digital disruption transforms business models, operations, and consumer behavior in the global marketplace. 2.To assess the impact of digital disruption on competitive advantage, innovation, and market dynamics. 3.To explore the challenges and opportunities faced by global businesses in adapting to digital disruption.
Outcome of the Programme	1.Gained comprehensive understanding of digital disruption and its impact on global business models. 2.Introduced to emerging technologies such as AI, Blockchain, IoT, Cloud Computing, and Big Data. 3.Understood real-world business strategies through case studies of Amazon, Tesla, and Tata Digital.

	4.Became aware of digital-era career opportunities in fields like data science and AI development. 5.Encouraged to develop digital skills, adaptability, and engage in lifelong learning.
Number of Beneficiaries with class (Both students and faculty)	III B.Sc Computer Science – 45 Faculties: 3 Dr.A.Kavitha Mrs.S.Vishalini Mrs.Ansu Elsa Koshy Total No of Beneficiaries: 48

Report in Detail:

The Department of Computer Science (Aided), Kongunadu Arts and Science College (Autonomous), organized a Guest Lecture on “Digital Disruption and the Future of the Global Business” on 22nd July 2025 under the DBT STAR College Scheme. The session was conducted from 10.30 AM to 1.00 PM and was attended by enthusiastic students and faculty members from the department.

The event commenced with a warm welcome address by **Dr. A. Kavitha**, who greeted the gathering and highlighted the significance of the guest lecture in the context of current technological advancements and their implications on global business environments.

The resource person **Dr. R. Mayilsamy**, Assistant Professor of Cooperation, Sri Ramakrishna Mission Vidyalyaya College of Arts and Science, Coimbatore, delivered an insightful and intellectually stimulating lecture. His presentation delved deeply into the profound impact of digital disruption on the global business ecosystem. He began by explaining the concept of digital disruption and how it has emerged as a transformative force across industries in the 21st century.

He highlighted that digital disruption is not merely about technology adoption but involves a fundamental shift in how businesses operate, deliver value, and engage with customers. He systematically introduced the audience to key emerging technologies such as Artificial Intelligence (AI), Blockchain,

Internet of Things (IoT), Cloud Computing, and Big Data Analytics. He elaborated on how these technologies are redefining traditional business models, streamlining operations, enhancing decision-making processes, and creating new revenue streams.

Special emphasis was placed on how digital innovation fosters competitiveness, accelerates globalization, and enables the development of agile, customer-centric business strategies. He discussed the disruptive effects on sectors such as retail, banking, logistics, healthcare, and manufacturing, citing notable global trends and future projections.

To contextualize the topic he shared practical case studies and real-world examples, demonstrating how industry leaders such as Amazon, Tesla, and Tata Digital have strategically integrated digital transformation into their business operations. Amazon's use of AI and automation in supply chain logistics, Tesla's integration of IoT and AI in smart mobility solutions, and Tata Digital's digital-first customer approach were analyzed in depth. These examples illustrated how successful companies convert disruption into a sustainable competitive advantage by embracing change rather than resisting it.

The lecture concluded with an engaging Q&A session. Students actively participated by posing thoughtful questions related to digital entrepreneurship, future career opportunities in tech-driven industries, and the socio-economic implications of digital disruption. The lively interaction reflected their keen interest in the subject matter.

The event concluded with a vote of thanks proposed by **Mrs. Ansu Elsa Koshy**, who expressed heartfelt gratitude to the guest speaker, the organizing faculty members, and the enthusiastic participants for making the session a grand success.



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