

Department Highlights

- Association with Industries
- CA/ACS/CMA Coaching Classes
- Case Based Analysis
- Commerce lab
- Experiential Learning through Expo's
- Government Internship
- Industrial Connect – Velicham, Vanigha Valagam and Vettri Padigal
- Intensive Training for Placement
- Internship programme for Online Trading
- National Media Ranking
- Society Bridge Programmes
- Visiting Faculty



Dr. N.G.P. ARTS AND SCIENCE COLLEGE

(An Autonomous Institution, Affiliated to Bharathiar University, Coimbatore)
(Approved by Government of Tamil Nadu & Accredited by NAAC with A++ Grade (3rd Cycle - 3.64 CGPA))
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NATIONAL CONFERENCE **on** **DIGITAL TRANSFORMATION IN BUSINESS : OPPORTUNITIES & CHALLENGES** **(DTBOC-23)**

Organized by
Faculty of Commerce & Management
Department of Commerce A&T, B&I, CS (CA), IB & Management Studies
In association with
The Coimbatore District Small Scale Industries Association (CODISSIA)

Invitation



Date: 5th September, 2023

Time : 09.30 a.m.

Venue: Conference Centre

Keynote Speakers

Dr. Selvaraju Murugesan

Head of Data Science, Kovai.Co
Coimbatore

Topic : Role of Data Analytics in Digital Transformation Journey
Timing : 09: 45 a.m. to 10:45 a.m.



Mr. V. Sanjay Baalasubramani

Head, Business Strategies and Creative Director
Creativeville, Bengaluru

Topic : The Techno Talent in the AI Era
Timing : 11:00 a.m. to 12:00 p.m.



Mr. D. Selvakumar

Founder of 123 Coimbatore.com
Coimbatore

Topic : Digital Marketing Trends in 2023
Timing : 02:00 p.m. to 03:00 p.m.



Programme Schedule

08.35 a.m. - 09.45 a.m. : Registration

09.45 a.m. - 10.45 a.m. : Inaugural Address

10.45 a.m. - 11.00 a.m. : Tea Break

11.00 a.m. - 12.00 p.m. : Technical Session - I

12.00 p.m. - 01.00 p.m. : Paper Presentation

01.00 p.m. - 02.00 p.m. : Lunch

02.00 p.m. - 03.00 p.m. : Technical Session – II

03.00 p.m. - 03.30 p.m. : Valedictory Address

Presidential Address



Dr. Nalla G. Palaniswami
Chairman, Dr NGPRET



Dr. Thavamani D. Palaniswami
Secretary, Dr.N.G.P. Arts and Science College



Dr. P.R. Muthusamy
Director
Dr. N.G.P. Educational Institutions



Mr. V. Thiruganham
President
CODISSIA



Dr. O.T. Buvaneswaran
Chief Executive Officer
Dr NGPRET



Dr. S. Saravanan
Principal (i/c)
Dr. N.G.P. Arts and Science College

Felicitation Address

“Clearly, the thing that's transforming is not the technology — it's the technology that is transforming you.”

— Jeanne W. Ross