## **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)

Dr. N.G.P. - KalapattiRoad, Coimbatore – 641 048, Tamil Nadu, India

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#### NATIONAL CONFERENCE

or

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: 5<sup>th</sup> September, 2023 Time: 09.30 a.m.** 

**Venue: Conference Centre** 

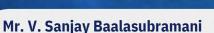
## **Keynote Speakers**

#### Dr. Selvaraaju 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.



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.



Founder of 123 Coimbatore.com

Coimbatore

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



# **Presidential Address**



Dr.Nalla G. Palaniswami Chairman, Dr NGPRET



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



Mr .V. Thirugnanam Dr.O.T.Buvaneswaran

President Chief Executive Officer

CODISSIA Dr NGPRET

### **Felicitation Address**



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



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

# **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

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

- Jeanne W. Ross