

MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (Autonomous), 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 Accredited by NAAC with "A+" Grade (4th Cycle) – An ISO 21001:2018 EOMS Certified Institution Supported by DST-FIST

School of Business Organized National Conference On Disruptive Innovations: Redefining Tomorrow's Business Landscape - 07.03.2025 INVITATION



**MARUDHAR KESARI JAIN COLLEGE
FOR WOMEN (AUTONOMOUS)**
Vaniyambadi, Tirupattur District - 635 751

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**School of Business
Organizes
National Conference on**

**DISRUPTIVE INNOVATIONS: REDEFINING
TOMORROW'S BUSINESS LANDSCAPE**

Date : 07.03.2025 | Time : 09.30 am
Venue : Sri Roop Rajat Seminar Hall

RESOURCE PERSONS



Dr. Pulidindi Venugopal
Professor & Dean VIT-Business School, Vellore Institute of technology, Vellore

Session I
AI disruption in Business:
Transforming Operations and Customer Experience



Dr. Merlin Mythili Nelson
Director - Teaching Learning Centre Marudhar Kesari Jain College for Women (Autonomous)

Session II
Disruptive Workplace -
Adapting to HR Challenges and beyond



Dr. Anandraj. J
Assistant Professor, School of Management, Kristu Jayanti College (Autonomous) Bengaluru

Session III
Disruptions in Entrepreneurship: Exploring Innovation & Business Models

Fee Details

- UG & PG Students - Rs.200
- Research Scholars/ Academicians - Rs.350
- Industry Participants & Others - Rs.750
- ISBN Edited Volume Book Publication per copy (Courier charges etc.) - Rs.600
- No TA & DA will be paid
- Registration fee includes Notepad, Pen, Lunch and Refreshment

Registration Link
<https://forms.gle/RAeX6aG4m2xsjxdRA>

For Payment



Best Paper Award for Faculty, Research Scholars & Students will be awarded

Program Schedule

09.30 am	Registration
10.00 am	Inauguration & Session I
11.30 am	Session II
12.30 pm	LUNCH
01.30 pm	Session III
01.30 pm	Paper Presentation (Venue: Sri Arinanth Seminar Hall)
03.00 pm	Valediction

Themes

The themes of the conference include, but are not limited to the following:

- Technological Advancements in Business
- Sustainable Business Practices
- Workforce and Organizational Changes
- Consumer Behaviour and Market Dynamics
- Innovation in Business Models and Entrepreneurship
- Industry-Specific Innovations
- Global Trends and Future Projections

Convener
Dr. D. Vetrivelan
Dean, School of Business

Coordinators
Dr. N. Karpagam HOD, Commerce
Ms. M. Usha HOD, Commerce (CA)

Organizing & Advisory Committee

Dr. M. Srinivasan Deputy Controller of Examination	Dr. G. Deepalakshmi HOD, Management Studies & Director - Admissions	Dr. C. Nithya IQAC Director & Research Head
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About the Conference

Disruptive innovations are revolutionizing the business world by upending traditional models and giving rise to new industry leaders. These innovations often start by offering simpler, more cost-effective alternatives for niche markets but evolve over time to challenge and eventually replace established products or services. Organizations that embrace disruptive technologies or business strategies can gain a significant competitive advantage, while those that resist change risk falling behind. In today's rapidly evolving landscape, industries such as technology, healthcare, transportation and finance are being transformed by advancements like artificial intelligence, blockchain and sustainable energy. To stay competitive and succeed in this unpredictable environment, businesses must remain adaptable, proactive and open to continuous innovation. Keeping this as the main theme, we organize national conference on "Disruptive Innovations: Redefining Tomorrow's Business Landscape".

For More Info
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mkjconference2025@gmail.com

V. Dilip Kumar Jain President
Anand Singhvi Secretary
Dr. M. Inbavalli Principal

AGENDA



MARUDHAR KESARI JAIN COLLEGE FOR WOMEN (AUTONOMOUS)



SCHOOL OF BUSINESS

(COMMERCE, COMMERCE (CA), MANAGEMENT STUDIES, SOCIAL WORK AND
ECONOMICS)

ORGANISES

NATIONAL CONFERENCE ON "DISRUPTIVE INNOVATIONS: REDEFINING TOMORROW'S BUSINESS LANDSCAPE"

7th March, 2025 @ 10:00 a.m.

AGENDA

- Invocation : Prayer Song & Tamil Thai Vazhthu
- Lighting the Kuthuvilaku
- Welcome Address : Dr. D. Vetrivelan,
Dean , School of Business, MKJC (A)
- Felicitation : Dr. M.Inbavalli
Principal, MKJC (A)
- Introduction of the Guest (Session I) : Ms. N. Khaniya Sheza
III BBA, MKJC (A)
- Introduction of the Guest (Session II) : Ms. K. Muskan
III BBA, MKJC (A)
- Honoring the Guests
- Release of Conference Proceedings : Eminent Luminaries

SESSION I

- Key Note Address :Dr. Pulidindi Venugopal
Professor & Dean,
VIT Business School, VIT, Vellore
Topic: AI Disruption in Business:
Transforming Operations and Customer
Experience

SESSION II

Key Note Address

: Dr. Merlin Mythili Nelson

Director – Teaching Learning Centre,
MKJC (A)

Topic: Disruptive Workplace - Adapting to
HR Challenges and beyond

Paper Presentation

LUNCH

SESSION III

Introduction of the Guest

: Ms. N.P Ruchitha

III BBA, MKJC (A)

Key Note Address

: Dr. J. Anandraj

Asst. Professor, School of Management
Kristu Jayanthi College (Autonomous)
Bengaluru

Topic: Disruptions in Entrepreneurship:
Exploring Innovation & Business Models

VALEDICTION

Certificate Distribution

Vote of Thanks

: Ms. A. Nashika Fathima

II B.Com, MKJC(A)

National Anthem


PRINCIPAL
Marudhar Kesari Jain College
for Women
Vaniyambadi - 635 751.

REPORT



**MARUDHAR KESARI JAIN COLLEGE FOR WOMEN
(AUTONOMOUS), VANIYAMBADI**



Activity Report

Title	DISRUPTIVE INNOVATIONS: REDEFINING TOMORROW'S BUSINESS LANDSCAPE		
Organized By	SCHOOL OF BUSINESS (COMMERCE, COMMECE CA, BBA, MSW AND ECONOMICS)		
Type of Activity	CONFERENCE		
Level	Departmental Institutional		
Date	07.03.2025	Time	9.30 AM
Venue	Sri Roop Rajat Seminar Hall	Mode	Offline
Resource Person Details	<p>SESSION I: Dr. Pulidindi Venugopal Professor & Dean, VIT Business School, VIT, Vellore Topic: AI Disruption in Business: Transforming Operations and Customer Experience</p> <p>SESSION II Dr. Merlin Mythili Nelson Director – Teaching Learning Centre, MKJC (A) Topic: Disruptive Workplace - Adapting to HR Challenges and beyond.</p> <p>SESSION III Dr. J. Anandraj Asst. Professor, School of Management Kristu Jayanthi College (Autonomous) Bengaluru Topic: Disruptions in Entrepreneurship: Exploring Innovation & Business Models</p>		
Objective of the Programme	<p>To learn about AI Disruption in Business: Transforming Operations and Customer Experience that can help students understand how to enrich their knowledge.</p> <p>To Students will be able to know about Disruptive Workplace - Adapting to HR Challenges and beyond and the importance of workplace and their adaption.</p> <p>To Students will learn how Disruptions in Entrepreneurship: Exploring Innovation & Business Models and can use of decisions regarding investments, entrepreneurship financing strategies, and other business activities.</p>		

Internal Participants Count	Students:681 Faculty: 37	External Participants Count	Students: 105 Faculty: 07
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Summary

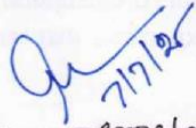
The program begun with the prayer song. Introduction of the Guest: Ms. N.P Ruchitha III BBA, MKJC (A): Ms. N. Khaniya Snega III BBA, MKJC (A) in **SESSION I** Key Note Address given by Dr. Pulidindi Venugopal Professor & Dean, VIT Business School, VIT, Vellore, based on the Topic AI Disruption in Business and Transforming Operations and Customer Experience. In **SESSION II** Key Note Address was given by Dr. Merlin Mythili Nelson Director – Teaching Learning Centre, MKJC (A) on the Topic, Disruptive Workplace - Adapting to HR Challenges and beyond. Followed by **PAPER PRESENTATION**. In **SESSION III** Introduction of the Guest was given by **Ms. N.P Ruchitha III BBA, MKJC (A)** and Key Note Address delivered **Dr. J. Anandraj Asst. Professor, School of Management Kristu Jayanthi College (Autonomous) Bengaluru**, on the Topic **Disruptions in Entrepreneurship: Exploring Innovation & Business Models**. Followed by, Certificate Distribution. The resource persons clearly explained about the, work place challenges and beyond and recent trends and up-dation in Disruptions in entrepreneurship and

The students interacted with the resource person effectively, got their queries cleared and registered their valuable feedbacks regarding the session. Vote of Thanks was given by Ms. A. Nashika Fathima II B. Com of MKJC(A). and the program came to an end by singing the National Anthem.

Outcome of the Programme

1. The student gained thorough knowledge Entrepreneurship and also to use AI and the usage of AI.
2. The students will be able to get knowledge the workplace strategies and its adaption.
3. Students will do steps Disruptions in Entrepreneurship in Exploring Innovation & Business Models.


Head/ Co Ordinator


IQAC Director


Principal
PRINCIPAL
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Tirupattur District

PHOTOS



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NATIONAL LEVEL CONFERENCE ON 07.03.2025

PHOTOS



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