



Lady Doak College

AUTONOMOUS



(An Autonomous Institution Affiliated to Madurai Kamaraj University)
Re-accredited with 'A+' Grade by NAAC (4th Cycle)



Departments of Commerce and Business Administration



Cordially Invites you all to the

***International Conference
on***

AI-driven Strategies for Sustainable Business Excellence

Dr. Vanitha Malarvizhi P.

Head & Associate Professor
Department of Commerce
Bursar, Lady Doak College

Dr. Jeyakodeeswari R.

Head & Associate Professor
Department of Business Administration
Lady Doak College



August 21 & 22, 2025



9.00 AM



BCM MT

AGENDA

DAY - 1

INAUGURATION

9.00 AM - 10.20 AM

PRAYER

Dr. Jessie Ranjitha Jebaselvi C.

Chaplain, Associate Professor
Lady Doak College



WELCOME ADDRESS

Dr. Vanitha Malarvizhi P.

Head & Associate Professor
Bursar, Department of Commerce
Lady Doak College



ABOUT THE CONFERENCE

Dr. Saral Rajamani C.

Assistant Professor
Department of Commerce
Lady Doak College

PRESIDENTIAL ADDRESS

Dr. Beulah Jeyashree R.

Principal & Secretary
Lady Doak College



INTRODUCING THE CHIEF GUEST

Dr. Jeyakodeeswari R.

Head & Associate Professor
Department of Business Administration
Lady Doak College



INAUGURAL ADDRESS

Dr. Siva Kumar M.

Director - UGC & MMTTC
Professor and Head
Department of Entrepreneurship Studies
Chairperson - School of Business Studies
Madurai Kamaraj University



VOTE OF THANKS

Dr. Vijayalakshmi K.

Associate Professor
Department of Business Administration
Lady Doak College



10.20 AM - 10.45 AM

TEA BREAK + GROUP PHOTO

DAY - 1

TECHNICAL SESSION I

10.45 AM - 12.00 Noon

**“AI-Powered Resource Management:
Smart Energy, Waste Reduction, and Eco-Friendly
Practices”**

Dr. Sivakumar Somasundaram
Associate Professor &
PG Program Coordinator
School of Governance and Development
Hawassa of Ethiopia University



TECHNICAL SESSION II

12.00 Noon - 1.15 PM

**“AI in Climate and Environmental Action:
Predictive Modelling and Disaster Prevention”**

Mr. Alexander Arokiasamy
Co - Founder and Managing Director
Banking & Payment Expert, Abu Dhabi



1.15 PM - 2.00 PM

Lunch Break

2.00 AM - 3.30 PM

Paper Presentation

3.30 PM - 3.45 PM

Break

TECHNICAL SESSION III

3.45 PM - 5:00 PM

**“AI-Driven Business Sustainability:
Strategies for Future-Ready Enterprises”**

Mr. Arockiaraj Arockiam
VP Data, Analytics & AI
Doctoral Researcher (GenAI)
Dubai, United Arab Emirates



DAY II

TECHNICAL SESSION IV

8.30 AM - 10.30 AM

**"AI and Workforce Transformation: Human-
AI Collaboration for Sustainable Economic Growth"
Efficient use of AI Applications in Career**

Mrs. Merlin Imtha Lois
Vice - President
Nat West Group



10:30AM - 10:45 AM

Break

TECHNICAL SESSION V

10.45 AM - 12.00 Noon

**“AI for Financial Sustainability:
Green Investments, ESG Analytics, and
Economic Resilience”**

Mr. Dr David Godfrey
Entrepreneur, Business Consultant
Data Strategist, AI Enthusias
Co-Founder & CEO EndowPro



Dr. Sampath Nagi
Assistant Professor
Department of Management
Pondicherry University, Brookshabad Andaman



12.00 PM - 1.15 PM

Paper Presentation

1.15 PM - 2.00 PM

Lunch Break

DAY – 1

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Associate Professor & PG Program Coordinator
School of Governance and Development Hawassa of Ethiopia University



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Dubai, United Arab Emirates

Mrs. Merlin Imtha Lois
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“AI and Workforce Transformation: Human-AI Collaboration for Sustainable Economic Growth” Efficient use of AI Applications in Career

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Entrepreneur, Business Consultant, Data Strategist, AI Enthusias
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“AI for Financial Sustainability: Green Investments, ESG Analytics, and Economic Resilience”

Dr. Sampath Nagi
Assistant Professor, Department of Management
Pondicherry University, Brookshabad Andaman



Paper Presentation

12.00 PM – 1.15 PM

PANEL DISCUSSION

2.00 PM – 3.00 PM

"The AI innovations and Future Sustainable Business: Governance, Challenges, Opportunities, and Ethical Considerations"



Mr. Varun Jayabalan
iTianz Software Solutions
Co-Founder



Mr. Rajendran S.
Sumans Technology Pvt. Ltd.,
Founder & Director



Mr. Ramanathan L.
Managing Partner
Sree Vinayaga Screens
Chennai



Mr. Vigneshwaran A.
Young Indians
Madurai



Mr. Prabhu Nagoormani
Senior Product Manager
Cloud Platforms, AI Automation
FinOpsext, Karnataka

3.30 PM- 3.45 PM

Tea Break

4.00 PM – 5.30 PM

VALEDICTORY

VALEDICTORY ADDRESS



Mr. Ranjit Babu Kota
Executive Director, E&Y
Kerala

VOTE OF THANKS

Ms. Priyadharshni M.
Associate Professor
Department of Commerce
Lady Doak College

