Panel 1

CHIEF PATRON:

Thiru P.N.Venkatachalam *B.E.,*

Correspondent & Secretary

PATRON:

Mrs S.A.Dhanalakshmi M.Sc.,M.Phil.,

Vice Principal & Controller of Examinations

ORGANISING SECRETARY

Dr. V. Kavitha M.B.A.,M.Phil.,Ph.D.,

Associate Professor & Head, Department of Management

CONVENOR

Mrs.S.Subhatharadevi M.B.A.,M.Phil.,(Ph.D)

Assistant Professor of Management

EXECUTIVE COMMITTEE MEMBERS:

Dr. K. Radhamani M.B.A.,M.Phil.,Ph.D.,

Assistant Professor of Management

Ms. R.Gomathi M.B.A.,M.Phil.,(Ph.D)

Assistant Professor of Management

Dr.G.K.Pooranee B.E.,M.B.A.,Ph.D.,

Assistant Professor of Management

Mrs. A.Arulmithradevi M.B.A.,M.Phil.,

Assistant Professor of Management

Mrs. A.C.Sowmiya M.B.A.,

Assistant Professor of Management

Mrs.V.Hamsadharani B.E.,M.B.A.,(Ph.D)

Assistant Professor of Management

Ms.R.Rajeswari M.com.,

Assistant Professor of Management

Student council members of II MBA & III BBA

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Panel 2

Key Note Speakers

Session I: AI-Driven Decision-Making: Leveraging Data for Strategic Leadership

Mr. Senthilvelan Natarajan
Co-Founder, The Yellow Network,
Vice President, Virtual Tech Gurus, Coimbatore.

A.Senthilvelan Natarajan is an experienced IT professional with over 25 years in global IT services. He has led AI and Enterprise Digital Twin innovations at TCS and is now focused on academia, mentoring, and advising AI startups. As VP of Strategy and Products, he drives innovative solutions while fostering skill development.

Session II: Building and Leading AI-Enabled Teams: Skills, Culture, and Collaboration

Mr. A.Praveen Kumar
GM sales
Iron Kettle- South India
Bangalore

A. Praveen Kumar is a seasoned sales professional with over two decades of experience in brand development, team leadership, and strategic planning across various industries. His expertise spans handling Modern Trade, E-commerce, and general trade across South India and beyond.His leadership has consistently resulted in significant revenue growth and market expansion.

Session III: Ethical AI Leadership: Navigating the Moral and Social Implications of AI

Dr K Chokkanathan,
Asso. Prof. and Head, Department of AI,
Madanapalle Institute of Technology &
Science,Andrapradesh

Dr. K. Chokkanathan is an accomplished academic and Associate Professor with a Ph.D. in Network Security from Veltech University. As a leader in computer science and engineering, his expertise spans network security, AI, and machine learning. He has contributed significantly to research, with numerous publications in prestigious journals, and is actively involved in academic conferences and workshops.

Panel 3

P.K.R. ARTS COLLEGE FOR WOMEN
Re-Accredited with 'A' Grade by NAAC
Autonomous Institution-Affiliated to Bharathiar University
Gobichettipalayam-638 476.

One day National Level Conference

on

Managing the AI Driven Organisation: Preparing the Next Gen Leaders

September 25,2024

Organized by

Department of Management

About the College

P.K.R. Arts College for Women, affiliated to Bharathiar University is an unaided Autonomous Arts and Science college. It had been founded with a vision to empower rural women and has been managed by Dhandapani Rural Charitable Trust since 1994.The college is located in a beautiful locale, surrounded by hillocks and green fields providing a serene and pleasant atmosphere for learning. The Management's tireless efforts have resulted in getting affiliation for more number of new courses every year. With strenuous efforts and progressive results, the college now offers 12 Under Graduate, 7 Post-Graduate, 7 M.Phil. and 6 Ph D., research Programmes.Sports and games, being the best activity of the college, are encouraged by the Management and the students have continuously brought many laurels to the institution. The college stands second in sports and games amongst institutions affiliated to Bharathiar University.

About the Department

Bachelor of Business Administration (BBA)

The Department of Business Administration started its journey towards imparting a whole some management education in the year 1994. With an objective of motivating and fascinating budding managers, the department has been involved in developing student centric courses curriculum and industry based learning methodologies.

Master of Business Administration (MBA)

The Post-graduate management programme was started in 1997 and the same was recognized by AICTE and the Government of Tamil Nadu and affiliated to Bharathiar University, Coimbatore. The main objective of the MBA programme is to bring out the professional skills of the students and to keep them fit for the professional demands of the corporate. We use innovative and pragmatic methodologies such as live project exposure, analytical techniques in problem solving, team coordination through group seminars, industry and technology domain training.

Vision

Shaping entrepreneurs to build quality enterprises

Mission

Impart practical knowledge to imbibe managerial skills and confidence

Programme Objectives:

To Educate participants with a foundational understanding of artificial intelligence, machine learning, and data analytics, emphasizing their applications in organizational contexts.

Programme Outcomes:

- Participants will gain a strong grasp of AI technologies, enabling them to make informed decisions about AI implementation and its impact on their organizations.
- Attendees will be equipped to manage the human and operational aspects of AI integration, effectively guiding their teams through the transition.
- Participants will leave the program with a forward-looking mindset and the skills necessary to navigate and thrive in the evolving landscape of AI-driven industries.

About the Conference

This conference serves as a crucial forum for visionary leaders, innovators, and industry experts to explore the profound impact of artificial intelligence on modern business. This year's theme, "Managing the AI Driven Organisation: Preparing the Next Gen Leaders," underscores the urgent need for organizations to adapt and lead in the face of rapid technological change.

As AI revolutionizes business processes and decision-making, today's leaders must not only unlock its potential but also navigate the ethical challenges and complexities of human-AI collaboration. The conference will ignite engaging discussions on effective AI integration strategies, cultivating AI-ready teams, and leading with strategic foresight in a technology-centric world.

We invite you to join us at this pivotal event as we delve into the future of leadership within AI-driven organizations, providing leaders with the insights and tools needed to guide their teams and organizations through significant transformations. Together, we'll shape a future where AI amplifies leadership, fuels innovation, and drives sustainable success.

Mode of Registration

Registration can be made through Online on or before September 20,2024
SPOT REGISTRATION IS ALSO ACCEPTED
e-certificates will be provided to all the registered participants
No TA & DA will be provided.
All your correspondence regarding conference must be sent to:management@pkrarts.org

Payment Details

Google Pay   PhonePe   to: 9965159213

Scan here to register

Conference Schedule

Time	Session
10:00 a.m -12.00 noon	Inauguration & Session I
12.00 noon - 12.15 p.m	Tea Break
12.15 p.m - 1.30 p.m	Session II
1.30 p.m - 2.15 p.m	Lunch Break
2.15 p.m - 3.30 p.m	Session III
3.30 p.m - 4.00 p.m	Valediction

Registration Fee

Participants Categories	Indian Participants (₹)	International Participants ($)
Corporates /Industrial Delegates	500	5.96
Academicians/ Research Scholars	200	2.38
Students UG/PG	150	1.79

P.K.R. ARTS COLLEGE FOR WOMEN

Autonomous Institution- Affiliated to Bharathiar University

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Gobichettipalayam

DEPARTMENT OF MANAGEMENT

Mode: Offline **Date: 25 SEP 2024 @ 10.30 a.m**

Venue : MBA Seminar Hall

Resource Persons:

Session I – Mr. Senthilvelan Natarajan, Co-Founder, The Yellow Network, Vice President, Virtual Tech Gurus, Coimbatore.

Session II - Mr .A. Praveen Kumar, GM Sales Iron Kettle- South India, Bangalore.\

Session III- Dr. K Chokkanathan, Associate Professor and Head, Department of AI, Madanapalie Institute of Technology &Science, Andrapradesh.

Objective of the programme: Preparing the Next-Gen Leaders is to develop future leaders with the skills to leverage data-driven decision-making and innovation for organizational success. It focuses on fostering agility, emotional intelligence, and strategic thinking to excel in dynamic business environments.

Report:

One Day National Conference on Managing the AI Driven Organization: Preparing the Next Gen Leaders held on September 25, 2024, was a significant event that brought together AI professionals, experts, and students from various colleges. This report aims to provide a comprehensive overview of the One Day National Conference, highlighting key insights and takeaways.

Session I – Leveraging Data for Strategic Leadership

The conference commenced with ceremonial lamp lighting by dignitaries and participants. Senthilvelan Natarajan, Co- Founder of Yellow Network, delivered the inaugural session. He explored the transformative role of AI in enhancing leadership strategies. The conference emphasized the importance of data-driven insights in improving decision-making accuracy and agility in dynamic business environments. Key discussions revolved around how AI can identify trends, predict outcomes, and support risk management. The event highlighted the need for leaders to adapt to AI innovations to remain competitive and drive organizational growth. Attendees gained valuable knowledge on integrating AI into their strategic leadership practices.

Session II – Skills, Culture and Collaboration

Mr .A. Praveen Kumar delivered on *Building and Leading AI-Enabled Teams* emphasized the need for both technical and soft skills, such as AI expertise, business acumen, adaptability, and collaboration. It highlighted the importance of fostering an innovation-driven, data-oriented, and inclusive culture to support AI initiatives. Interdisciplinary collaboration, agile project management, and clear communication were identified as key strategies for success. Challenges like talent acquisition and ethical concerns were discussed, with solutions including up-skilling and ethical AI practices.

Session III- Navigating the Moral and Social Implication of AI

Dr. K Chokkanathan emphasized the responsibility of leaders in ensuring AI technologies are developed and used ethically. Key topics included addressing data privacy, mitigating algorithmic bias, and promoting transparency in AI decision-making. Leaders were encouraged to prioritize human rights and ensure AI benefits society, especially vulnerable communities. The program also stressed the importance of collaboration between industries, governments, and communities to establish ethical standards. Overall, the focus was on balancing innovation with social responsibility in AI leadership.

Organizational Support and Participant Engagement:

The Department of Management, led by Dr. Kavitha, with a team of 9 faculty members and approximately 140 students, worked diligently to prepare for the conference. The event was meticulously planned a month in advance, with three speakers scheduled for three sessions. Over 200 participants from more than 10 colleges attended the conference,. Participants were provided with QR codes to submit feedback via a Google form.

The program also emphasized fostering innovation, ethical AI practices, and creating a culture that supports collaboration between AI systems and human teams with distinguished speakers. Overall, the focus was on developing leaders who can leverage AI responsibly and strategically for organizational success.
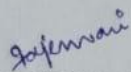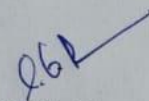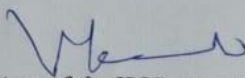
Photos:

Outcome of the Programme:

- The program fostered a mindset of strategic leadership in leveraging AI technologies to drive innovation and maintain a competitive edge in the market.
- Leaders were trained on how to cultivate organizational resilience and agility, crucial for navigating the rapid technological advancements driven by AI.
- The program fostered a mindset of strategic leadership in leveraging AI technologies to drive innovation and maintain a competitive edge in the market.

Organizing Secretary:Mrs.S.Subathradevi, Assistant Professor, Department of Management

Report Prepared by Ms. R.Rajeswari	**Verified by Dr. G.K. Pooranee**	**Signature of the HOD with Seal Dr.V.Kavitha**

Dr.V.KAVITHA,
HOD, Department of Management
P.K.R. Arts College for Women,
Gobichettipalayam - 638 476.

P.K.R. ARTS COLLEGE FOR WOMEN, GOBICHETTIPALAYAM

DEPARTMENT OF MANAGEMENT

FEEDBACK FORM

One day National level Conference on Managing the AI driven Organization Preparing the Next Gen Leaders on 25.09.2024

Name : _Kavin Raj. P_ Class : _III - B.BA_

Name of the college : _Gobi arts & Science_ Mobile no : _9786290010_

1. Overall, how would you rate the conference?
   - o Excellent
   - ✓ Good
   - o Fair
   - o Poor

2. How would you feel about our arrangements of Conference?
   - o Excellent
   - ✓ Good
   - o Fair
   - c Poor

3. Please indicate your overall satisfaction about this conference session wise

	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Session 1:Mr. Senthilvelan Natarajan		✓			
Session 2: Mr. A Praveen Kumar		✓			
Session 3: Dr K Chokkanathan,		✓			

4. Will you recommend our conferences in future? a. Yes ✓ b.No

5. Please suggest other topics you would like to see included in future conferences and Any other suggestions please specify. _Encellent_ ....

Thank you for your valuable feed back!!!!!!!

P.K.R. ARTS COLLEGE FOR WOMEN, GOBICHETTIPALAYAM
DEPARTMENT OF MANAGEMENT
FEEDBACK FORM
One day National level Conference on Managing the AI driven
Organization Preparing the Next Gen Leaders on 25.09.2024

Name : MADHUMITHA. D   Class : III - B.Com

Name of the college : Erode arts and science   Mobile no : 7417066738
college

1. Overall, how would you rate the conference?
   - ✓ Excellent
   - o Good
   - o Fair
   - o Poor

2. How would you feel about our arrangements of Conference?
   - o Excellent
   - ✓ Good
   - o Fair
   - c Poor

3. Please indicate your overall satisfaction about this conference session wise

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Session 2: Mr. A Praveen Kumar		✓			
Session 3: Dr K Chokkanathan,		✓			

4. Will you recommend our conferences in future? a. Yes b.No

5. Please suggest other topics you would like to see included in future conferences and Any other suggestions please specify.

Digital Marketing, Machine Learning and Data science

Thank you for your valuable feed back!!!!!!!

P.K. R. ARTS COLLEGE FOR WOMEN, GOBICHETTIPALAYAM

DEPARTMENT OF MANAGEMENT

FEEDBACK FORM

One day National level Conference on Managing the AI driven Organization Preparing the Next Gen Leaders on 25.09.2024

Name : *Keerthana K*   Class : *Biotechnology*

Name of the college : *Dr. NGP Arts and Science College*   Mobile no : *93456 06338*

1. Overall, how would you rate the conference?
   - o Excellent
   - ✓ Good
   - o Fair
   - o Poor

2. How would you feel about our arrangements of Conference?
   - o Excellent
   - ✓ Good
   - o Fair
   - c Poor

3. Please indicate your overall satisfaction about this conference session wise

	Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Session 1: Mr. Senthilvelan Natarajan		✓			
Session 2: Mr. A. Praveen Kumar			✓		
Session 3: Dr K Chokkanathan,		✓			

4. Will you recommend our conferences in future? a. Yes b. No

5. Please suggest other topics you would like to see included in future conferences and Any other suggestions please specify.

_____

Thank you for your valuable feed back!!!!!!!

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