

## 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

## 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.



**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**



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## 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](mailto:management@pkrarts.org)

## Payment Details



to: **9965159213**

Scan here to register



## Conference Schedule

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

