



SINCE 1881

The American College

Madurai, Tamilnadu

An Autonomous Institution Affiliated to Madurai Kamaraj University
Re-accredited (3rd Cycle) by NAAC with Grade "A+" CGPA - 3.47 on a 4 point scale

WE CORDIALLY INVITE YOU TO THE

INTERNATIONAL CONFERENCE ON

COMMERCE AND MANAGEMENT

IN THE DIGITAL AGE:

TRENDS,
CHALLENGES &
INNOVATIONS

DATE: 5 AND 6 JANUARY, 2024

VENUE: EVA M. SWIFT HALL,
SATELLITE CAMPUS, CHATRAPATTI,
MADRURAI.



School of Commerce

The American College



PROGRAM SCHEDULE

DAY-1

10:00 am

INAUGURATION

Prayer

Rev. J. JOHN JEYA KAMARAJ
Chaplain

Welcome Dance

Lighting the Lamp

Welcome Address

Dr. A. MARTIN DAVID
Convenor - ICCM'24
Vice Principal & Head - School of Commerce

Presidential Address

Dr. M. DAVAMANI CHRISTOBER
Principal & Secretary

Felicitation

Mr. DAVE CRANE
Motivational Speaker, CEO Mentor and
Event Host, UAE
Dr. J. PAUL JAYAKAR
Director - Satellite Campus

Inaugural Address

Prof. Dr. NAGALINGAM NAGENDRAKUMAR
Dean, SLIIT Northern Uni, Jaffna, Sri Lanka

Vote of Thanks

Prof. J. JUSTIN MANOHAR
Co - Convenor - ICCM'24
Dean of Academic Advising
Coordinator - M.Com

11:00 am Photo Session & Plantation of Saplings

11:15 am Tea Break

KEYNOTE ADDRESS

11:45 am **Speaker**

Prof. Dr. FIRDOUSE RAHMAN KHAN
Adjunct Professor, STIA Abdul Haris College
Makassar, Indonesia

01:00 pm Lunch

PLENARY SESSION - I

02:00 pm **Panel Discussion** **Mr. RAMANATHAN & TEAM**
Chair - Learning - Yi Madurai

03:30 pm Paper Presentation @ Various Halls

04:30 pm Tea Break

05:00 pm Cultural Program

DAY-2

PLENARY SESSION - II

09:30 am **Topic** **Business Analytics and Digital Transformation**
Speaker **Mrs. AMINA MIRZA**
Director of Data Analytics at UnitedHealth Group
Minnesota, USA

10:00 am **Topic** **Reshaping the Workforce for Industry 5.0**
Speaker **Mr. PRASHAN RASANJAYA**
Senior Project Quantity Surveyor
VT Engineering Limited, United Kingdom

10:45 am Tea Break

11:00 am Paper Presentation @ Various Halls

01:00 pm Lunch

PLENARY SESSION - III

02:00 pm **Topic** **Quality Management for a New Paradigm**
Speaker **Dr. YOBBE LUNGU**
Director of Quality Assurance
DMI St. John the Baptist University
Lilongwe, Malawi

02:30 pm **Topic** **From Likes to Loyalty: Enhancing Customer Relationships through SCRM**
Speaker **Ms. GBONEME MERCY GOODNESS**
Digital Marketer| Computer Scientist | Digital Presenter
Asaba, Nigeria

03:00 pm Tea Break

03:30 pm

VALEDICTORY

Prayer Song

Welcome Address

Dr. S. C. B. SAMUEL ANBU SELVAN

Co - Convenor - ICCM'24

Associate Professor

Additional Dean of Academic Advising

Rapporteur Report

Dr. D. KANAKAVALLI

Conference Coordinator - ICCM'24

Coordinator – B.Com (Computer Applications)

Valedictory Address

Dr. VINOD MANGAT

Director, Modular Concepts LLC, Dubai, UAE

Best Paper Award

ICCM'24 Highlights

Vote of Thanks

Dr. R. MARY SOPHIA CHITRA

Organising Secretary - ICCM'24

Additional Dean for International Exchange & Study Abroad

Coordinator - B.Com (Self - Financed)

KEY SPEAKERS



Dr. M. DAVAMANI CHRISTOBER

Patron - ICCM'24
Principal & Secretary



Prof. Dr. NAGALINGAM NAGENDRAKUMAR

Dean, SLIIT Northern Uni
Jaffna, Sri Lanka



Prof. Dr. FIRDOUSE RAHMAN KHAN

Adjunct Professor, STIA Abdul Haris College
Makassar, Indonesia



Dr. VINOD MANGAT

Director, Modular Concepts LLC
Dubai, UAE



Dr. YOBBE LUNGU

Director of Quality Assurance
DMI St. John the Baptist University
Lilongwe, Malawi



Mr. DAVE CRANE

Motivational Speaker, CEO Mentor and
Event Host, UAE



Mrs. AMINA MIRZA

Director- Data Analytics
UnitedHealth Group, Minnesota, USA



Ms. GBONEME MERCY GOODNESS

Digital Marketer | Computer Scientist |
Digital Presenter
Asaba, Nigeria



Mr. PRASHAN RASANJAYA

Senior Project Quantity Surveyor
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