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

SINCE 1881

UNLEASH TO EXCEL

SCHOOL OF COMMERCE

WE CORDIALLY INVITE YOU TO THE

ICAICM'25

INTERNATIONAL CONFERENCE ON

ARTIFICIAL INTELLIGENCE

IN COMMERCE AND MANAGEMENT

DATE : 6 & 7 JANUARY, 2025

VENUE: MAIN HALL,
THE AMERICAN COLLEGE

INAUGURATION

10:00 am

Prayer — Rev. J. JOHN JEYA KAMARAJ
Chaplain

Welcome Dance

Lighting the Lamp

Welcome Address — Dr. A. MARTIN DAVID
Convenor - ICAICM'25
Vice Principal & Head - School of Commerce

Presidential Address — Dr. M. DAVAMANI CHRISTOBER
Principal & Secretary

Inaugural Address — Dr. MARCUS RODRIGS
Associate Professor & President of Academic Senate
The University of Newcastle, Australia

Felicitation — Prof. Dr. NUWAN KODAGODA
Pro-Vice Chancellor of the Faculty of Computing
SLIIT, Sri Lanka

Vote of Thanks — Prof. J. JUSTIN MANOHAR
Co-Convenor - ICAICM'25
Dean of Academic Advising
Coordinator - M.Com

11:00 am Photo Session

11:15 am Tea Break

KEYNOTE ADDRESS

11:45 am **Topic**
Navigating the Future: Leveraging AI for Strategic Decision-Making in Higher Education and Business Leadership

Speaker
DR. L. MUTHUVEL
Deputy Vice Chancellor - RI
DMI St. John The Baptist University, Malawi

01:00 pm Lunch

02:00 pm **Topic** **AI -Powered Personalized Learning: Enhancing Student Outcomes and Experience**

Speaker **Ts. JONATHAN**
Program Manager, Digital Learning Hub
Asia Pacific University of Technology & Innovation Malaysia

03:30 pm **Panel Discussion** **Mr. L. RAMANATHAN & TEAM Yi**
Managing Partner
Sree Vinayaga Screens

04:30 pm Tea Break

Heritage Tour of Madurai

DAY-2: 07/01/25

09:30 am **Prayer** **Dr. A. HILARY JOSEPH**
Conference Coordinator - ICAICM'25
Coordinator - B.Com (CA - Satellite Campus)

Topic **The AI Effect: Revolutionizing Learning, Research, and Jobs**

Speaker **Prof. Dr. NUWAN KODAGODA**
Pro-Vice Chancellor of the Faculty of Computing
Sri Lanka Institute of Information Technology
Sri Lanka

10:45 am Tea Break

11:00 am Paper Presentation @ Various Halls

01:00 pm Lunch

02:00 pm **Topic** **Clustering Integrated Marketing Communications with AI**

Speaker **Prof. JAEE JOGALEKAR**
Assistant Professor
Shree Chanakya Education Society
ISBS, PGDM, Pune

03:00 pm Tea Break

03:30 pm

Prayer Song

Welcome Address
Dr. S. C. B. SAMUEL ANBU SELVAN
Co-Convenor - ICAICM'25
Associate Professor, Dept of Commerce
Additional Dean of Academic Advising

Rapporteur Report
Dr. D. KANAKAVALLI
Conference Coordinator - ICAICM'25
Assistant Professor, Dept of Commerce

Valedictory Address
Dr. L. MUTHUVEL
Deputy Vice Chancellor - RI
DMI St. John The Baptist University, Malawi

Best Paper Award

ICAICM'25 Highlights

Vote of Thanks
Dr. R. MARY SOPHIA CHITRA
Organising Secretary - ICAICM'25
Additional Dean for International Exchange & Study Abroad
Coordinator - B.Com (Self - Financed)

KEY SPEAKERS

Dr. M. DAVAMANI CHRISTOBER
Patron - ICAICM'25
Principal & Secretary

Dr. A. MARTIN DAVID
Convenor - ICAICM'25
Vice Principal & Head - School of Commerce

PROF. NUWAN KODAGODA
Pro-Vice Chancellor of the
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