SSN SCHOOL OF MANAGEMENT

RAJIV GANDHI SALAI (OMR), KALAVAKKAM, CHENNAI - 603110.

Invitation

The Management, Director, Staff and Students cordially invite you
to the Inaugural Function of

INTERNATIONAL CONFERENCE ON EMERGING TRENDS IN BUSINESS AND MANAGEMENT

Theme : Business Intelligence and Analytics as Drivers for
Digital Transformation

Presidential Address

Dr. Kala Vijayakumar, President,
SSN Institutions

Keynote Address

Prof. Kok-Leong Ong,
Head of the Department,
College of Business & Law,
RMIT University, Australia

Prof. Bharadhwaj Sivakumaran,
Dean,
School of Entp. and Mgt. Studies (SEAMS),
SRM University – AP.

Dr. Ernest Johnson,
Associate Professor,
Faculty of Business Administration,
University of Regina, Canada

Date : Friday, 24th February 2023
Time : 9:30 a.m.
Venue : Mini Auditorium, SSN College of Engineering

Panel Discussion

*Business Intelligence and Analytics as Drivers for
Digital Transformation*

Panel Members

*Dr. S. Vasudevan,
Director - Business Development
Institute of Analytics, USA.
(Moderator)*

*Mr. PTR Rajan,
Director,
Software Plus Solutions Pvt. Ltd.,
India.*

*Mr. K. Bhaskaran,
Business Consultant,
India.*

*Date : Friday, 24th February 2023
Time : 11:30 a.m.
Venue : Mini Auditorium, SSN College of Engineering*

AGENDA

Day 1 - 24ᵗʰ February 2023

Inaugural Function

9:30 a.m.	Prayer
9:35 a.m.	Welcome Address & Conference Overview
9:45 a.m.	Presidential Address
9:50 a.m.	Keynote Address by Prof. Kok-Leong Ong
10:05 a.m.	Vote of Thanks

10:10 a.m. - Tea Break

Keynote Address

10:30 a.m.	Address by Prof. Bharadhwaj Sivakumaran
10:50 a.m.	Address by Dr. Ernest Johnson

Panel Discussion

11:30 a.m.	Panel Discussion by Dr. S. Vasudevan (Moderator), Mr. PTR Rajan, and Mr. K. Bhaskaran

1:00 p.m. - Lunch Break

Technical Sessions

2:00 p.m.	Parallel Sessions

AGENDA

Day 2 - 25th February 2023

Time	Agenda
9:30 a.m. - 11:15 a.m.	*Technical Sessions*
11:30 a.m. - 1:00 p.m.	*Technical Sessions*
2:00 p.m. - 3:00 p.m.	*Technical Sessions*
3:00 p.m. - 3:30 p.m.	*Valedictory*