

# Programme Schedule



*Let's Learn • Let's Grow • Let's Make an Impact*



## ARUL ANANDAR COLLEGE (AUTONOMOUS)

(Affiliated to Madurai Kamaraj University  
Reaccredited by NAAC at 'A' Grade &  
DST FIST Sponsored College)  
Karumathur - 625514, Madurai.



Department of Commerce with Computer Applications  
and  
Department of Commerce  
*jointly organize*

### NATIONAL CONFERENCE

ON  
"BRIDGING TRADITION AND TECHNOLOGY:  
AI AND IKS FOR ETHICAL COMMERCE"



DATE  
29 SEPTEMBER 2026  
(TUESDAY)



TIME  
9:00 AM



VENUE  
INDOOR STADIUM



# Programme Schedule



**REGISTRATION**

**9:00 AM**



**INAUGURATION**

**9:30 AM**



**WELCOME ADDRESS**

**Mr. A. STEPHEN JEYARAJ**  
ASSISTANT PROFESSOR AND HEAD



**FELICITATION**

REV. Dr. BASIL XAVIER S SJ  
RECTOR  
  
REV. DR. JOSEPH A SJ  
SECRETARY



**INAUGURAL ADDRESS**

**REV. Dr. ANBARASU M SJ**  
PRINCIPAL



**KEY NOTE ADDRESS**



**Mr. PONKUMAR**  
JOINT SECRETARY  
MADITSSIA  
MADURAI



**VOTE OF THANKS**

**Dr. S. RAJESWARI**  
ASSISTANT PROFESSOR



**10.45 AM**



**BREAK**

*Let's Learn • Let's Grow • Let's Make an Impact*

## TECHNICAL SESSIONS



**11:00 AM**

**TECHNICAL SESSION - 1**



**"Entrepreneurship and Leadership"**

**Mr. Ramesh Muthu Murugesan**  
Associate Vice President - Operations.  
Infinx Healthcare  
ELCOT-SEZ, Vadapalanji, Madurai



**12:00 PM**

**TECHNICAL SESSION - 2**



**"BRIDGING TRADITION AND INNOVATION"**

**Dr. A. Sevuga Pandian**  
Professor & Dean  
School of Computational and Physical Sciences  
Kristu Jayanti (Deemed to be University)  
Bengaluru



**1:00 PM**

**LUNCH BREAK**



**2:00 PM**

**TECHNICAL SESSION - 3**



**"BRIDGING TRADITION AND INNOVATION:  
INTEGRATING AI & IKS FOR ETHICAL MARKETING  
& RESPONSIBLE CONSUMERISM"**

**Dr. M. JULIAS CEASAR**  
Dean School of Commerce  
Associate Professor of Commerce  
School of Management Studies  
St. Joseph's College (Autonomous),  
Tiichy

*Ideas to Action*

