



# **Dr.N.G.P. INSTITUTE OF TECHNOLOGY**

**Approved by AICTE, New Delhi & Affiliated to Anna University, Chennai  
Recognized by UGC & Accredited by NAAC A+ & NBA (BME, CSE, ECE, EEE & MECHANICAL)  
Coimbatore, Tamil Nadu, India**

## **DEPARTMENT OF MANAGEMENT STUDIES**

*in association with*

### **EQUILIBER – Management Association**

The Management, Principal, Directors, Faculty Members & Students

*cordially invite you all to the*

## **TWO DAY INTERNATIONAL CONFERENCE**

*on*

### **ENTERPRISE MANAGEMENT**

**&**

### **BUSINESS INTELLIGENCE**

**October 8 – 9, 2021**

**(Virtual Mode)**

**GOOGLE MEET LINK**

**<https://meet.google.com/cnw-cwmp-yef>**

## CHIEF PATRONS

**Dr.Nalla G. Palaniswami, Chairman,** Kovai Medical Center and Hospital, Coimbatore.

**Dr.Thavamani D. Palaniswami, Secretary,** Dr.N.G.P. Institute of Technology, Coimbatore.

## PATRONS

**Dr.O.T.Buvaneswaran**  
**Chief Executive Officer**

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**Director – Academics**

Dr.N.G.P. Educational Institutions  
Coimbatore

**Dr.S.U.Prabha**  
**Principal**

Dr.N.G.P. Institute of Technology  
Coimbatore

## CONVENERS

**Dr.P.Saradhamani,** Professor & Head of the Department

**Dr.R.Indumathy,** Senior Assistant Professor

## ORGANIZING COMMITTEE

**Dr.K.Satheesh Kumar,** Associate Professor

**Dr.A.V.R.Akshaya,** Associate Professor

**Dr.M.Murali Krishnan,** Assistant Professor

**Dr.A.Saravanakumar,** Assistant Professor

**Ms.V.Ambika,** Assistant Professor

**Mr.K.Bakiyaraj,** Assistant Professor

**Mr.C.R.Vijay,** Assistant Professor

**Ms.R.Saranya,** Assistant Professor

**Ms.M.Padmapriya,** Assistant Professor

# RESOURCE PERSONS



**INAUGURAL ADDRESS**  
**Dr. Amirrudin Kamsin**  
Acting Director - Centre for Continuing Education  
University of Malaya, Malaysia



**KEYNOTE ADDRESS – TECHNICAL SESSION - 1**  
**Dr. Ankur Saxena**  
Director & Professor  
SAGE University, Indore



**KEYNOTE ADDRESS – TECHNICAL SESSION - 2**  
**Dr. Paresh Shah**  
Principal, Rai School of Management Studies  
Rai University, Ahmedabad



**KEYNOTE ADDRESS – TECHNICAL SESSION - 3**  
**Dr. Chintan A Shah**  
HoD & Assistant Professor  
Bhagwan Mahavir College of Commerce and Management  
Surat



**KEYNOTE ADDRESS – TECHNICAL SESSION - 4**  
**Dr. Nitin Pangarkar**  
Academic Director – MBA Program  
National University of Singapore, Singapore

# DAY-WISE PROGRAM SCHEDULE

Day 1 : 08.09.2021 (Friday)

## INAUGURATION

09:50 AM : Prayer

09:55 AM : Welcome Address

**Dr.P.Saradhamani**

Professor & Head, Department of Management Studies

Dr.N.G.P. Institute of Technology, Coimbatore

10:00 AM : Presidential Address

**Dr.S.U.Prabha**

Principal

Dr.N.G.P. Institute of Technology, Coimbatore

10:05 AM : Introduction to the Resource Person

**Dr.T.Satheesh Kumar**

Associate Professor, Department of Management Studies

Dr.N.G.P. Institute of Technology, Coimbatore

10:10 AM : Inaugural Address

**Dr.Amirrudin Kamsin**

Acting Director - Centre for Continuing Education

University of Malaya, Malaysia

10:25 AM : Felicitation

**Dr.P.R.Muthuswamy**

Director – Academics

Dr.N.G.P. Educational Institutions, Coimbatore

10:30 AM : Vote of Thanks

**Dr.A.V.R.Akshaya**

Associate Professor, Department of Management Studies

Dr.N.G.P. Institute of Technology, Coimbatore

# DAY-WISE PROGRAM SCHEDULE

Day 1 : 08.09.2021 (Friday)

## TECHNICAL SESSION - 1

- 10:45 AM : Introduction to the Keynote Speaker  
**Ms.V.Ambika**  
Assistant Professor, Department of Management Studies  
Dr.N.G.P. Institute of Technology, Coimbatore
- 10:50 AM : Keynote Address  
**Big Data for the Enterprise – Fuel for analytic value**  
**Dr.Ankur Saxena**  
Director & Professor  
SAGE University, Indore
- 11:10 AM : Paper Presentation by the Participants
- 12:45 PM : Vote of Thanks  
**Dr.M.Murali Krishnan**  
Assistant Professor, Department of Management Studies  
Dr.N.G.P. Institute of Technology, Coimbatore

## TECHNICAL SESSION - 2

- 02:00 PM : Introduction to the Keynote Speaker  
**Mr.K.Bakiyaraj**  
Assistant Professor, Department of Management Studies  
Dr.N.G.P. Institute of Technology, Coimbatore
- 02:05 PM : keynote Address  
**Managing Technology & Innovation**  
**Dr.Paresh Shah**  
Principal, Rai School of Management Studies  
Rai University, Ahmedabad
- 02:25PM : Paper Presentation by the Participants
- 04:00 PM : Vote of Thanks  
**Dr.A.Saravanakumar**  
Assistant Professor, Department of Management Studies  
Dr.N.G.P. Institute of Technology, Coimbatore

# DAY-WISE PROGRAM SCHEDULE

Day 2 : 09.09.2021 (Saturday)

## TECHNICAL SESSION - 3

- 10:45 AM : Introduction to the Keynote Speaker  
**Mr.C.R.Vijay**  
Assistant Professor, Department of Management Studies  
Dr.N.G.P. Institute of Technology, Coimbatore
- 10:50 AM : Keynote Address  
**The new era of Digital Commerce**  
**Dr.Chintan A Shah**  
HoD & Assistant Professor  
Bhagwan Mahavir College of Commerce & Management, Surat
- 11:10 AM : Paper Presentation by the Participants
- 12:45 PM : Vote of Thanks  
**Ms.R.Saranya**  
Assistant Professor, Department of Management Studies  
Dr.N.G.P. Institute of Technology, Coimbatore

## TECHNICAL SESSION - 4

- 02:00 PM : Introduction to the Keynote Speaker  
**Ms.M.Padmapriya**  
Assistant Professor, Department of Management Studies  
Dr.N.G.P. Institute of Technology, Coimbatore
- 02:05 PM : Keynote Address  
**Business Strategy for Entrepreneurs**  
**Dr.Nitin Pangarkar**  
Academic Director – MBA Program  
National University of Singapore, Singapore
- 02:25 PM : Paper Presentation by the Participants
- 03:55 PM : Vote of Thanks  
**Dr.T.Satheesh Kumar**  
Associate Professor, Department of Management Studies  
Dr.N.G.P. Institute of Technology, Coimbatore

# DAY-WISE PROGRAM SCHEDULE

Day 2 : 09.09.2021 (Saturday)

## VALEDICTION

04:15 PM : Welcome Address

**Dr.P.R.Muthuswamy**

Director – Academics

Dr.N.G.P. Educational Institutions, Coimbatore

04:20 PM : Release of E-Proceedings

04:25 PM : Valedictory Address

**Dr.C.Vivekanandan**

Director, Department of Science & Humanities

Dr.N.G.P. Institute of Technology, Coimbatore

04:30 PM : Rapporteur's Report

**Dr.P.Saradhamani**

Professor & Head, Department of Management Studies

Dr.N.G.P. Institute of Technology, Coimbatore

04:40 PM : Best Paper Awards

04:45 PM : Vote of Thanks

**Dr.R.Indumathy**

Senior Assistant Professor, Department of Management Studies

Dr.N.G.P. Institute of Technology, Coimbatore

04:50 PM : National Anthem

Rapporteur

**Dr.P.Saradhamani**

Professor & Head

Department of Management Studies, Dr.N.G.P. Institute of Technology, Coimbatore

Master of Ceremony

**Dr.R.Indumathy**

Senior Assistant Professor

Department of Management Studies, Dr.N.G.P. Institute of Technology, Coimbatore