

### ORGANIZING COMMITTEE

#### CHIEF PATRON

**Dr.V.Dhivaharan, M.Sc., D.E.M., Ph.D.,**

Correspondent

S.T.E.T Group of Institutions

PATRON

**Dr.N.Uma Maheswari**

Principal

S.T.E.T Women's College (Autonomous)

CONVENOR AND ORGANIZING SECRETARY

**Dr.B.Kayathiri Bai**

Associate Professor and Head

PG & Research Department of Commerce

S.T.E.T Women's College (Autonomous)

Sundarakkottai, Mannargudi

#### EXECUTIVE COMMITTEE MEMBERS

Dr.V.Pattammal, M.Com., M.Phil.,  
P.G.D.L.A., MBA., UGC-NET., SET., Ph.D.,  
Associate Professor  
Dr.K.Gomathi, M.Com., M.Phil., PCP., Ph.D.,  
Associate Professor  
Dr.J.Annammal, M.Com., M.Phil., B.Ed.,  
HDCA., Ph.D., Assistant Professor  
Dr.P.Rathinadevi, M.Com., M.Phil., PGDCA.,  
B.Ed., MBA., Ph.D., Associate Professor  
Dr.J.Shanthi, M.A., M.Ed., M.Phil.,  
Ph.D., MBA., Assistant Professor  
Ms. G.Bhuvaneswari, M.Com., M.Phil.,  
Assistant Professor  
Ms.A.Selvakumari, M.Com., M.Phil.,  
Assistant Professor

Ms.B.Arulmozhi, M.Com., M.Phil., Assistant Professor  
Ms.J.Vidhya, M.Com., M.Phil., Assistant Professor  
Ms.T.Abisheka, M.Com., M.Phil., Assistant Professor  
Ms.U.Vasanthi, M.Com., M.Phil., Assistant Professor  
Ms.P.Nathiya, M.Com., M.Phil., Assistant Professor  
Ms.M.Suguna, M.Com., M.Phil., Assistant Professor

#### Advisory Committee

Dr.C.Paramasivan, Associate Professor,  
Department of Commerce,  
Thanthai Periyar Arts and Science College,  
Thiruchirappalli.

Dr.V.Buvaneswaran, Associate Professor,  
Department of Commerce,  
Raja Serfoji Government Arts  
and Science College, Thanjavur.

Dr.J.Kannan, Head of the Department,  
Department of Commerce,  
Government Arts and Science  
College, Vedaranyam

Dr.G. Ramu, Associate Professor,  
Department of Commerce,  
Government Arts and Science  
Women's College, Mannargudi.

Dr.B.Ganga Bai,  
Assistant Professor of Economics,  
Sir Theagaraya College, Chennai.

Dr.P. Rajasimman,  
Assistant Professor of Economics,  
Sir Theagaraya College, Chennai.

**All are Cordially Invited**



## SENGAMALA THAYAAR EDUCATIONAL TRUST WOMEN'S COLLEGE (AUTONOMOUS)

(SILVER JUBILEE INSTITUTION)

(Affiliated to Bharathidasan University, Tiruchirappalli)

(Accredited by NAAC)

Sundarakkottai- 614016, Mannargudi. Thiruvavur (Dt.), Tamilnadu, India.

Phone : 04367 - 255423,

Email Id : stetwc@gmail.com

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### A TWO - DAY STATE LEVEL CONFERENCE ON ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING

**VENUE:** CONFERENCE HALL,  
VIVEKANANDHAM BLOCK

**DATE :** 08.10.2026 (Thursday) &  
09.10.2026 (Friday)

**TIME :** 10.00 a.m.

Organized by  
**COMNOVA ASSOCIATION OF PG & RESEARCH DEPARTMENT OF COMMERCE**  
in  
Association with  
**INTERNAL QUALITY ASSURANCE CELL(IQAC),  
INSTITUTION'S INNOVATION COUNCIL(IIC)**  
and  
**INDIAN ACADEMICIANS AND RESEARCHERS ASSOCIATION (IARA),  
Tiruchirappalli**

**PROGRAMME**  
Day-I : 08.10.2026 (Thursday)  
Registration: 9.00 a.m. – 10.00 a.m.

**INAGURAL SESSION: 10.00 a.m. – 10.45 a.m.**

Thamizh Thaa Vazhthu

**Invocation :** Dignitaries

**Welcome Address :** Dr.B.Kayathiri Bai  
Associate Professor and Head,  
PG & Research Department of Commerce,  
S.T.E.T Women's College (Autonomous),  
Sundarakkottai, Mannargudi.

**Inaugural Address :** Dr.N.Uma Maheswari  
Principal,  
S.T.E.T Women's College (Autonomous),  
Sundarakkottai, Mannargudi.

**Honoring & Releasing the Souvenir**

**Presidential Address :** Dr.K.Thiyagesan  
Academic Advisor  
S.T.E.T Women's College (Autonomous),  
Sundarakkottai, Mannargudi.

**Keynote Address :** Dr.C.Paramasivan  
Associate Professor,  
PG & Research Department of Commerce,  
Thanthai Periyar Government Arts and Science College,  
Tiruchirappalli.

**Tea Break – 10.45 a.m. to 11.00 a.m.**

**Topic: Artificial Intelligence: A Game Changer for Digital Marketers**

**Invited Lecture - I :** Dr.C.Paramasivan  
Associate Professor,  
PG & Research Department of Commerce,  
Thanthai Periyar Government Arts and Science College,  
Tiruchirappalli.

**Topic: AI Technologies Used in Digital Marketing**

**Invited Lecture - II :** Dr.R.Kamaraj  
Associate Professor, School of Commerce,  
Vel Tech Rangarajan Dr.Sagunthala R&D Institute of  
Science and Technology,  
Chennai.

**Lunch Break**  
12.45 p.m. – 1.30 p.m.

**Topic: Beyond Traditional Marketing: The Rise of AI-Driven Strategies**

**Invited Lecture - III :** Prof.S.Ramprakash  
Faculty in Computer Science Domain,  
University College of Engineering, Thirukkuvalai.

**TECHNICAL SESSION – I**  
Oral Presentation  
2.30 –p.m. – 3.00 p.m.

**Day-II : 09.10.2026 (Friday)**

**Topic: Digital Marketing 4.0: The Role of Artificial Intelligence**

**Invited Lecture - IV**  
10.00 a.m. – 11.15 a.m.

**:** Dr. A.Ramya  
Associate Professor,  
Department of Commerce (BPS),  
Sri Ramakrishna College of Arts & Science,  
(Formerly SNR Sons) Coimbatore - 641002.

**Tea Break – 11.15 a.m. to 11.30 a.m.**

**TECHNICAL SESSION – II**  
Oral Presentation  
11.30 a.m. - 12.45 p.m.

**Lunch Break**  
12.45 p.m. – 1.30 p.m.

**VALEDICTORY SESSION: 1.30 – 2.45 p.m.**

**Welcome Address**

**:** Ms.A.Selvakumari  
Assistant Professor,  
PG & Research Department of Commerce,  
S.T.E.T Women's College (Autonomous),  
Sundarakkottai.

**Report of the Conference**

**:** Dr.B.Kayathiri Bai  
Associate Professor and Head,  
PG & Research Department of Commerce,  
S.T.E.T Women's College (Autonomous),  
Sundarakkottai, Mannargudi.

**Valedictory Address**

**:** Dr. D.Supulakshmi  
Guest Lecturer of Commerce,  
Government Arts and Science College,  
Karambakudi.

**Feedback**

**:** Dr.P.Rathina Devi  
Associate Professor,  
PG & Research Department of Commerce,  
S.T.E.T Women's College (Autonomous),  
Sundarakkottai.

**National Anthem**

**Vote of Thanks**