

ADVISORY COMMITTEE

Dr. Satyanarayana Parayitam

Professor

Department of Management and Marketing
Charlton College of Business
University of Massachusetts
Dartmouth, USA

Dr. S. Sahayaselvi

Principal

Holy Cross College (Autonomous)
Nagercoil

Dr. V. Selvam

Professor

Department of Commerce
School of Social Sciences and Languages
Vellore Institute of Technology (VIT)
Vellore

Dr. A. Jayabal

Professor & Dean, School of commerce
Veltech Rangarajan Dr.Sagunthala
R&D Institute of Science and Technology
Chennai

Dr. A. Elizabeth

Assistant Professor & Head
Department of Commerce
Nirmala College for Women (Autonomous)
Coimbatore

Dr. A. Martina Franciska

Convenor

Dr. Lourdes Poobala Rayen

Director, Centre for Entrepreneurship Development

President, IIC

Professor, Entrepreneurship
Francis Xavier Engineering College (Autonomous)
Vannarpettai, Tirunelveli

Dr. A. Revathy

Assistant Professor

Department of Commerce with Computer Applications
Kongunadu Arts and Science College
Coimbatore.

Dr. Sk Shamshad Ahamed

Associate Professor

Department of MBA
Prabhat institute of management studies
Nandyal, Andhra Pradesh

Dr S Shahul Hameed

Assistant Professor and Head

Department of Business Administration
Sadakathullah Appa College
Tirunelveli.

Dr.A.Saleth Mary Vetriselvi

Assistant Professor

PG and Research Department of Commerce
St.Mary's College (Autonomous)
Thoothukudi.

Dr. K. Thanga Glara

Coordinator

Department of Commerce (Shift - II) St. Xavier's College (Autonomous) Palayamkottai

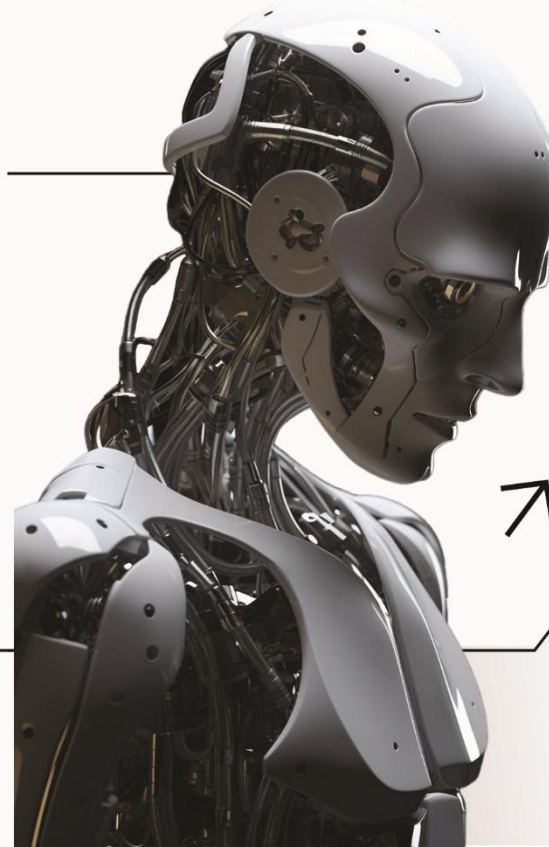


International Seminar on UNLOCKING THE POTENTIAL OF ARTIFICIAL INTELLIGENCE IN E-COMMERCE FOR DIGITAL INDIA

Date
05 & 06
December, 2024

Venue
Prof. Peter Paradesi Hall

YOU ARE INVITED



05.06.2024

INAUGURAL FUNCTION

9.30 AM

Presidential Address **Rev. Dr. Godwin Rufus, S.J.,**
Principal, St. Xavier's College.

Felicitation **Dr. S. David Appathurai**
Head, Department of Commerce.

Inaugural Address **Rev. Dr. S. Ignacimuthu, S.J.**
Rector, St. Xavier's Institutions.

KEYNOTE ADDRESS

10.30 AM

KEYNOTE SPEAKER

Dr. S. R. Sathyanarayanan

Assistant Professor
Commerce (Hons) International Accounting and Finance
SRM Institute of Science and Technology
Chennai, India.



SESSION I

11.45 AM

TOPIC: Government Initiatives and Challenges
in Implementing AI in E-Commerce.

RESOURCE PERSON

Dr. D. Andrews Scott

Associate professor and Head
PG Department of Commerce,
Government Arts and science college
Kanyakumari, Tamil Nadu, India



PAPER PRESENTATION

2.00 PM

MODERATORS

Dr. S. David Appathurai

Head & Associate Professor
PG & Research Department of Commerce
St. Xavier's College (Autonomous)
Palayamkottai



Dr. P Stella

Assistant Professor
Department of Business Administration
St. Xavier's College (Autonomous)
Palayamkottai



SESSION II

4.00 PM

TOPIC: Exploring the Role of AI in Transforming E-Commerce:
A Research Perspective

RESOURCE PERSON

Dr. Satyanarayana Parayitam

Professor
Department of Management and Marketing
Charlton College of Business
University of Massachusetts Dartmouth
USA



06.06.2024

SESSION III

10.00 AM

TOPIC: AI Innovations in E-commerce: Crafting the Blueprint
for Tomorrow's Business Ecosystem

RESOURCE PERSON

Dr. Nishad Nawaz

Associate professor
Department of Business Management
College of Business Administration, Kingdom University
Bahrain.



PANEL DISCUSSION

11.15 AM

TOPIC: Leveraging AI Innovations in E-Commerce:
Transforming the Future

MODERATOR

Dr. Lourdes Poobala Rayen

Director, Centre for Entrepreneurship Development
President, IIC
Professor, Entrepreneurship
Francis Xavier Engineering College (Autonomous), Tirunelveli.



MEMBERS

Mr. R. Ramkumar

Assistant Professor
Operations
Xavier Institute of Business Administration
Palayamkottai

Dr. S. Devi Narayani

Assistant Professor
Department of Commerce
SRM Institute of Science and Technology
Chennai

Dr. E. Sahaya Chitra

Assistant Professor
Department of Artificial Intelligence
St. Xavier's College (Autonomous)
Palayamkottai

Ms.A.Sarlin Venotha

Assistant Professor
Commerce Computer Application
St. Joseph's College (Autonomous)
Trichy

SESSION IV

12.15 PM

TOPIC: Revolutionizing the E-Commerce Landscape

RESOURCE PERSON

Dr. K. Balaji

Associate Professor and Chairperson,
Dept of Management and Commerce
Amrita Vishwa Vidya Peetham,
Mysuru Campus, Karnataka, India.



SESSION V

2.30 PM

TOPIC: Pertinence of AI tools in e commerce

RESOURCE PERSON

Dr. M. Seethalakshmi

Assistant Professor
Kamarajar Government Arts College
Surandai, Tamil Nadu, India.



VALEDICTORY FUNCTION

4.00 PM

Felicitation

Dr. A. Lourdusamy
Deputy Principal

Valedictory Address

Rev. Dr. G. Pushparaj, S.J.
Secretary