

Date : 11-5-2024 ( Saturday )

## VALEDICTORY FUNCTION

Time : 03.00 p.m - 04.00 p.m.

Welcome Address : **Mr. P. SANGEETHA**

Assistant Professor,  
Vivekanandha Institute of Information and Management Studies.

Presidential Address : "Vidhya Rathna"

**Prof. Dr. M. KARUNANITHI, B.Pharm., M.S., Ph.D., D.Litt.,**  
Chairman & Secretary,  
Vivekanandha Educational Institutions & Hospitals.

Valedictory Address : **PHILIPPE GERWILL,**

Healthcare Metaverse & AI Pioneer, My Anna, Chief Communication Officer, UK.

Guest of Honour : **Ms. RAJALAKSHMI SUBRAMANIAN,**

Director, Career Tree HR solutions, Chennai.

Special Address : **Dr. SRIDHAR SUNDARAM,**

Dean, College of Business and Economics, California State University,  
Fullerton, US.

Felicitations : **Prof. Dr. S. KUPPUSWAMI, B.E., M.Sc (Engg.), Dr. Ing (France)**

Executive Director, Vivekanandha Educational Institutions.

**Dr. V. KUMARAVEL, M.Com., M.B.A., M.Sc (IT), M.Sc (Psych), M.Phil., Ph.D.,**  
Director, Corporate Relationship & Skill Development,  
Vivekanandha Educational Institutions.

**Dr. KCK. VIJAYA KUMAR, M.E., Ph.D.,**

Principal, Vivekanandha College of Engineering for Women.

**Dr. M. DEVI, M.E., Ph.D.,**

Principal, Vivekanandha College of Technology for Women.

**Dr. V. MOHANASUNDARAM,**

Director, Vivekanandha Institute of Information and Management Studies.

Conference Report : **Dr. R. MIYALVAGANAN,**

Associate Professor,  
Vivekanandha Institute of Information and Management Studies.

Vote of Thanks : **Ms. SENTHAMARAI SELVI,**

HOD / MCA, Vivekanandha Institute of Information and Management Studies.

❖ Paper Presentation will be held on 13.05.2024 through virtual mode

### CO-ORDINATORS

Ms. S. CHANDRAKALA, Asst. Prof / VIIMS. Ms. R. PONMAYIL, Asst. Prof / VIIMS.

Ms. N. DHIVYA, Asst. Prof / VIIMS.

*With best compliments from*

## VIVEKANANDHA EDUCATIONAL INSTITUTIONS & HOSPITALS

Elayampalayam - 637 205, Tiruchengode Tk., Namakkal Dt., Tamil Nadu.

Mobile : 94437 34670, 99655 34670.

Veerachipalayam - 637 303, Sankari Tk., Salem Dt., Tamil Nadu.

Mobile : 99425 34564, 97888 54417.

website : [www.vivekanandha.ac.in](http://www.vivekanandha.ac.in)



**Prof. Dr. M. KARUNANITHI**  
B.Pharm., M.S., Ph.D., D.Litt.,  
CHAIRMAN & SECRETARY

## Invitation



Years of  
Academic Excellence



# VIVEKANANDHA INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES

Exclusive B-School for Women - MBA & MCA

(Since 2002)

( Approved by AICTE, New Delhi, Permanently Affiliated to Anna University, Chennai,

Recognized u/s 2(f) and 12(b) of UGC Act, 1956 )

An ISO 9001 : 2015 Certified Institution

Elayampalayam - 637 205, Tiruchengode, Namakkal (Dt), Tamil Nadu.

[www.viims.ac.in](http://www.viims.ac.in)



## INTERNATIONAL CONFERENCE ON

## "NAVIGATING METAVERSE IN SHAPING THE FUTURE OF BUSINESS"



10<sup>th</sup> & 11<sup>th</sup> May, 2024

E-mail Id : [viimsmetaverse@gmail.com](mailto:viimsmetaverse@gmail.com)

Mobile : 94433 16537, 98429 42240



## INAUGURAL FUNCTION

Date : 10.05.2024 ( Friday )

Time : 10.00 a.m. - 11.00 a.m.

- Lighting the Kuthuvilakku : **Tmt. KRISHNAVENI KARUNANITHI, M.A.,**  
Managing Director,  
Vivekanandha Educational Institutions & Hospitals.
- Welcome Address : **Dr. V. MOHANASUNDARAM,**  
Director,  
Vivekanandha Institute of Information and Management Studies.
- Conference Theme : **Dr. SENTHAMARAI GOKULAKRISHNAN**  
Founder, Yuukke Global Ventures, Chennai.
- Presidential Address : "Vidhya Rathna"  
**Prof. Dr. M. KARUNANITHI, B.Pharm., M.S., Ph.D., D.Litt.,**  
Chairman & Secretary,  
Vivekanandha Educational Institutions & Hospitals.
- Inaugural Address : **AJAY NAIR,**  
NEXIS. Space, UK MBA (College of Business & Analytics,  
S.IllinoisUni, USA), MURP (CEPT Uni, India), Smart City Executive  
(Harvard Uni, USA)
- Felicitations : **Dr. S. ARTHANAREESWARAN, M.D., (General Medicine)**  
Joint Managing Director,  
Vivekanandha Educational Institutions & Hospitals.  
**Dr. K. SREERAAGHANIDHI ARTHANAREESWARAN, M.S., (Ophthal)**  
Joint Secretary,  
Vivekanandha Educational Institutions & Hospitals.  
**Dr. K. KRUPANIDHI, M.D., (Emergency Medicine)**  
Vice Chairman,  
Vivekanandha Educational Institutions & Hospitals.  
**Dr. K.B. NIVETHANA KRUPANIDHI, M.S., (OG)**  
Director,  
Vivekanandha Educational Institutions & Hospitals.  
**Prof. Dr. S. KUPPUSWAMI, B.E., M.Sc (Engg)., Dr.Ing (France)**  
Executive Director,  
Vivekanandha Educational Institutions.  
**Mr. M. CHOKKALINGAM, M.Sc., B.Ed.,**  
Chief Executive,  
Vivekanandha Educational Institutions & Hospitals, Tiruchengode.  
**Dr. R. BALAGURUNATHAN, D.Sc., Ph.D.,**  
Research Director,  
Vivekanandha Educational Institutions.
- Vote of Thanks : **Prof. T. KRISHNA KUMAR, HOD / MBA,**  
Vivekanandha Institute of Information and Management Studies.

## LEAD TALKS - 10-05-2024 ( FRIDAY )

- 11.00 a.m. - 12.00 p.m.  
Guest Speaker : **Dr. ANAND KULKARNI,**  
Professor & Associate Director,  
Institute of Artificial Intelligence, MITWPU, Pune.  
**TITLE : "METAVERSE : INTRODUCTION, APPLICATIONS AND OPPORTUNITIES"**
- 12.00 p.m. - 01.00 p.m.  
Guest Speaker : **Dr. ARINDAM CHAUDHURI,**  
Professor, Great lake Institute of Management, Chennai.  
**TITLE : "OPTIMIZATION IN MACHINE LEARNING ALGORITHMS"**
- 02.00 p.m - 03.00 p.m  
Guest Speaker : **Dr. R. RAJKUMAR,**  
Professor, SRM Institute of Science Technology, Chennai.  
**TITLE : "METAVERSE FOR FUTURE OF WORK : CHALLENGES AND CONSIDERATIONS"**
- 03.00 p.m - 04.00 p.m  
Guest Speaker : **Dr. SUNIL BHUTADA,**  
Professor and Head, Sreenidhi Institute of Science and Technology, Hyderabad, Telangana.  
**TITLE : "NAVIGATING THE METAVERSE : OPPORTUNITIES AND CHALLENGES FOR EDUCATION AND INDUSTRY"**

### LEAD TALK CO-ORDINATORS

- Dr. S. SENTHILKUMAR,** Asso. Prof / VIIMS. **Dr. R. FLORENCE BHARATHI,** Asso. Prof / VIIMS.  
**Ms. M.S. TAMILSELVI,** Asst. Prof / VIIMS. **Mr. A. HAJA MYDEEN,** Asst. Prof / VIIMS.

## 11-05-2024 ( SATURDAY )

- 10.00 a.m. - 11.00 a.m.  
Guest Speaker : **Ts. Dr. JANITHA KULARAJASINGAM,**  
Professor, Taylor's University, Malayasia.  
**TITLE : "AI'S CONTRIBUTION TO THE EXPANSION OF THE METAVERSE"**
- 11.00 a.m. - 12.00 p.m.  
Guest Speaker : **MAHESH NARAYAN,**  
Generative AI Go to Market - Leading Technology Consulting Firm, Bengaluru.  
**TITLE : "NAVIGATING THE FUTURE OF RESEARCH: GENERATIVE AI AS A CATALYST IN MANAGEMENT RESEARCH"**
- 12.00 p.m. - 01.00 p.m.  
Guest Speaker : **Dr. SANTOSH KUMAR NANDA,**  
Architect - AI, AI Solutions, Wipro Limited, Bengaluru.  
**TITLE : "ROLE OF QUANTUM ARTIFICIAL INTELLIGENCE (QAI) IN TRANSFORMING THE METAVERSE"**
- 02.00 p.m. - 03.00 p.m.  
Guest Speaker : **Dr. ANAND MAHALINGAM,**  
Vice President - Data Science, Digit Insurance, Bengaluru.  
**TITLE : "RE-IMAGINING SALES AND SUPPORT THROUGH METAVERSE"**

### LEAD TALK CO-ORDINATORS

- Ms. S. SUGANYA,** Asst. Prof / VIIMS. **Mr. A. ARAVINTH,** Asst. Prof / VIIMS.  
**Mr. C. GANESH,** Asst. Prof / VIIMS. **Ms. R. GAYATHRI,** Asst. Prof / VIIMS.