



RABIAMMAL AHAMED MAIDEEN COLLEGE FOR WOMEN

(Affiliated to Bharathidasan University)

An institution formed under the Article 30 (1) of Constitution of India
Recognised Under Section 2 (f) & 12 (B) of the UGC Act , 1956
Near Vasan Nagar, Thiruvavur 610001, Tamil Nadu, India.



**PG&RESEARCH DEPT. OF COMMERCE
DEPARTMENT OF COMMERCE (CA) & (BM)**

NATIONAL CONFERENCE

on

**MARKETING IN THE AGE OF
DIGITAL TRANSFORMATION:
STRATEGIES FOR SUSTAINABLE SUCCESS**



Prof. Dr. R. RENUKA

Department of Commerce & Management Studies,
SASTRA Deemed University,
Kumbakonam

The Inaugural Chief Guest



Prof. Dr. STEPHEN DEEPAK

School of Management., Vice President,
Institution Innovation Council & Incubation Center,
Kristu Jayanti College
Bengaluru, Karnataka, India.

Resource Person

&



Prof. Dr. A. MEHATHAB SHERIFF

DEAN OF ARTS (Women) &
Assistant Professor of Commerce
Jamal Mohamed College (Autonomous)
Tiruchirappalli

Resource Person

CONVENOR :

DR.S.SRIDEVI

ASSISTANT PROFESSOR & HEAD

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