



**SEETHALAKSHMI RAMASWAMI COLLEGE**  
(AUTONOMOUS)  
AFFILIATED TO BHARATHIDASAN UNIVERSITY  
TIRUCHIRAPPALLI  
*Accredited with A+ by NAAC (4<sup>th</sup> Cycle)*



## **DEPARTMENT OF BUSINESS ADMINISTRATION & DEPARTMENT OF HOSPITAL ADMINISTRATION**

**Cordially invite you to**



## **TWO DAY INTERNATIONAL CONFERENCE**

**ON**

## **Business Intelligence in Healthcare: Driving Quality Growth**

**(Hybrid Mode)**

**Registration Link:**

**<https://forms.gle/57M6aXBM9GrYw6VL8>**

**29.09.2026 to 30.09.2026**



## PROGRAMME SCHEDULE

**DAY 1 - 29.09.2026- 10.00 a.m.**  
**INAUGURATION**

**Prayer**

**Department of Music**

### Welcome Address

**Dr. R. Gowri**

**Assistant Professor and Head**

**Department of Business Administration**



### Presidential Address



**Dr. M. V. Alli**

**Principal**

### INAUGURAL ADDRESS

(11.30 a.m. to 12.30 p.m.)

## AI- Enabled Healthcare : Transforming Business Models for Quality and Sustainable Growth

**Prof. Dr. R. M. Duraiarasan**

**Assistant Professor and Research Supervisor**

**PG and Research Department of Commerce**

**Patricia College of Arts & Science, Adyar, Chennai.**



**Lunch - 12.30 p.m. to 1.15 p.m.**

### TECHNICAL KEYNOTE SESSION 1

(1.30 p.m. to 2.30 p.m.)

## Workforce Analytics for Improving Employee Performance in the Healthcare Industry



**Dr. J. Shanmugapriya**

**Professor**

**Mahatma Gandhi College of Hospital Administration**

**Mahatma Gandhi University of Medical Sciences & Technology,  
Jaipur, Rajasthan**

**ORAL AND POSTER PRESENTATIONS (2.30 p.m.- 4.00 p.m.)**

**DAY 2 - 30.09.2026**

**TECHNICAL KEYNOTE SESSION 1**  
**(10.00 a.m. to 11.00 a.m.)**

**Business Intelligence for Strategic Decision Making in Hospital**

**Prof. Dr. T. Jeyarajasekar**  
**Principal**  
**College of Hospital Administration**  
**Dr. Someevell Memorial CSI Medical College**  
**Thiruvananthapuram.**



**Tea Break 11.00 a.m. to 11.15 a.m.**

**TECHNICAL KEYNOTE SESSION 2**  
**(11.15 a.m. to 12.30 p.m.)**

**Neuromanagement Perspective in Business Intelligence**



**Dr. J. Satpathy**  
**Research Director**  
**Neuro - Integral Scientific Institute of Colombia, Bogota, Republic of Colombia**  
**Director**  
**Poornaprajna Centre for Neuro-Management & Strategic Brain Research**  
**Professor and Chair of Neuro-Management**

**Lunch 12.45 p.m. to 1.30 p.m.**

**TECHNICAL KEYNOTE SESSION 3**  
**(2.00 p.m. to 3.00 p.m.)**

**AI and Data Analysis in Healthcare**

**Dr. Niranchana Shri Viswanathan**  
**Professor**  
**Amity Business School**  
**Amity University, Bengaluru**



**Tea Break 3.15 p.m. to 3.30 p.m.**

# VALEDICTION

## Felicitation Address



**Dr. A.S. Maheswari**  
**Dean of Quality & IQAC Coordinator**

## VALEDICTORY ADDRESS (4.00 p.m. to 5.00 p.m.)

### Financial Analytics for Sustainable Hospital Growth: Turning Cost and Performance Data into Decisions

**Dr. Santosh Nelamakanahalli Chikkamari**  
**Lecturer**  
**The University of Sydney Business School**  
**Sydney, Australia**



## Presentation of Report

**Ms. B. Anupriya**  
**Lecturer and Head**  
**Department of Hospital Administration**



## Feedback Session

## Vote of Thanks



**Ms. Pritika Kumar**  
**Lecturer**  
**Department of Business Administration**