

REPORT OF EVENT ORGANISED

Event: Seminar/Workshop/Conference/FDP/STTP/Training/Others		Date(s): 28.01.2026	
Title: International Expert Talk on “Building Sustainable Business in the Era of AI”			
Collaborating Agency: (if any)		Funding: (if any)	
Venue: B Block MG Hall			
Objective of the Event: The objective of the International Expert Talk on “Building Sustainable Business in the Era of AI” was to provide students and faculty with global insights into the growing influence of Artificial Intelligence on modern business practices and sustainable development. The event aimed to create awareness about AI-driven business models, digital innovation, and data-driven decision-making that contribute to long-term organizational success. It also sought to highlight the importance of ethical and responsible AI adoption, sustainability in business operations, and future-ready managerial skills. Through interaction with an international industry expert, the program intended to bridge the gap between academic learning and real-world industry applications, inspire entrepreneurial thinking, and prepare participants to face emerging challenges and opportunities in the AI-powered business environment.			
Details of the Resource Person			
Name & Address		Topic	
Mr. Raghulan Gowthaman		International Expert Talk on “Building Sustainable Business in the Era of AI”	
Budget (Rs.)	Estimated/ Sanctioned	Actual Expense	
	-	-	
No. of Participant’s Details	Internal	External	
	118	-	
Description About the Event: The School of Management Studies, Karpagam Innovation Centre, and Higher Education Cell of Karpagam College of Engineering jointly organized an International Expert Talk on the theme “Building Sustainable Business in the Era of AI.” The event aimed to provide students and faculty with global insights into how Artificial Intelligence is transforming modern business practices and driving sustainable growth. The session was delivered by Mr. Raghulan Gowthaman, Founder of Virtua Technologies, Australia, who served as the resource person. He shared expert knowledge on integrating AI-driven solutions into business models, enhancing innovation, and ensuring long-term sustainability in a rapidly evolving digital economy. Held on 28th January 2026 at 02:00 PM in MG Hall, the event witnessed enthusiastic participation from students, academicians, and aspiring entrepreneurs. The talk encouraged critical thinking on emerging AI trends, international industry practices, and future career opportunities. Overall, the program successfully enriched participants’ understanding of sustainable business strategies in the AI era and strengthened industry–academic collaboration.			
Outcome of the Event with Relevant PO, PSO mapping and SDGs PO1 Ability to apply the business acumen gained in practice for better solutions to solve business problems/business decision making.			

PO2 Select/ critically analyse and apply appropriate data-driven tools for strategizing business activities leading to accurate decisions.

PO3 Ability to develop value based socially responsible leadership.

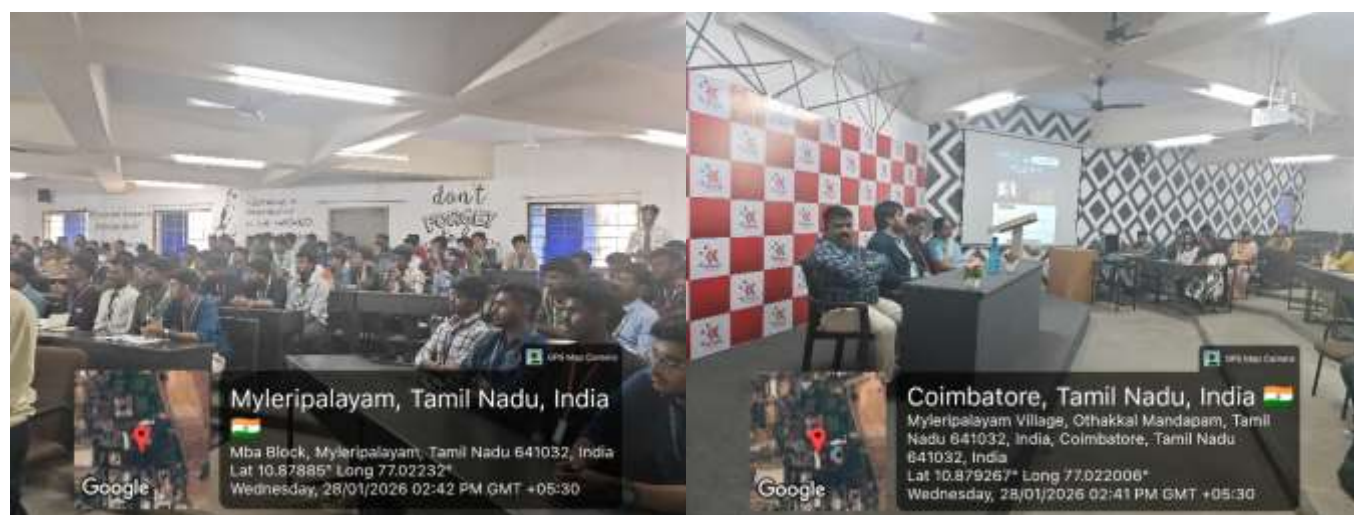
PO4 Ability to communicate effectively by establishing effective teams aspiring to to achieve organizational and individual goals

PO5 Ability to upgrade their managerial skills to understand and sustain the challenges in global, economic, legal and ethical dimensions.

PO1	PO2	PO3	PO4	PO5	PO6	PO7	PO8	PO9	PO10	PO11	PO12	PSO1	PSO2
2	1	2	2	3	-	-	-	-	-	-	-	-	-

Note: 3. Strongly Mapped 2. Moderately Mapped 1. Slightly Mapped

Geotagged Photographs of the Event:



Enclosure: (✓ the documents submitted)

Proposal with Budget, Resource	Brochure/ Circular	Schedule	Registration / participants list & Attendance	Sample Feedback	Feedback Analysis	Report with Geotagged Photo	Expenditure Details	Sample Certificate (if applicable)
-	✓	✓	✓	-	-	✓	-	-
<div> Date: 29.01.2026 Coordinator HoD- SoMS </div>								
Verified by							Remarks	Signature
Functional Head								
NSS	EDC	IIC	WDC	CHL	IIPC	PS		
IQAC Office								

Principal

Report on International Expert Talk – “Building Sustainable Business in the Era of AI”

Date: 28.01.2026

Title: International Expert Talk – “Building Sustainable Business in the Era of AI”

Venue: B Block (MG Hall)

The School of Management Studies, Karpagam Innovation Centre, and Higher Education Cell of Karpagam College of Engineering jointly organized an International Expert Talk on “Building Sustainable Business in the Era of AI” on 28th January 2026 at MG Hall. The program was conducted to provide global insights into the growing influence of Artificial Intelligence in modern business practices and to promote awareness of sustainable and technology-driven business development among students and faculty members.

The session was delivered by Mr. Raghulan Gowthaman, Founder of Virtua Technologies, Australia, who shared his international expertise on AI-powered business solutions. He explained how Artificial Intelligence is transforming industries through intelligent automation, data-driven decision-making, predictive analytics, and innovative strategies. The talk highlighted the importance of integrating AI into business models to improve operational efficiency, optimize resources, enhance customer experience, and achieve long-term economic and environmental sustainability.

The speaker also presented real-world industry examples of organizations successfully leveraging AI to build resilient and future-ready enterprises. An interactive question-and-answer session enabled participants to gain deeper understanding of global industry expectations and emerging career opportunities in AI-based business domains. The event successfully fostered industry-academic interaction and inspired students to explore innovative and entrepreneurial approaches for building socially responsible and technology-driven businesses.

