

DEPARTMENT OF MANAGEMENT STUDIES

ORGANIZES

ONE DAY INTERNATIONAL SEMINAR (HYBRID MODE) ON

Emerging Trends in **SOCIAL MEDIA ANALYTICS**

MEET THE SPEAKERS



Dr. V. SELVALAKSHMI
Professor, VCET



Mrs. YAMINI JAYASHRI
BDE, 4iapps, Chennai



Mrs. RAMYA
Wormald Fire Safety Company
UNITED STATES



Mrs. S. KASTHURI
AP, VCET



Dr. KUMARAN T
AP, VCET

Date: 23rd August 2024 (Friday)

Time: 10.15 a.m to 3.30 p.m (Time zone-India)

KEY TAKEAWAYS

- Importance of Data-Driven Decisions
- Identifying Key Metrics and KPIs
- Quality Content Creation

KEY TAKEAWAYS

- Consistent Branding
- Engaging with Followers
- Showcase Products and Improve User Experience

For Registration **SCAN QR CODE**
Contact Us: (91)86677 00208 or
(91)99423 32074



Registration Fee
INR 250 for Indian Participants
\$ 5 for Abroad Participants

About the International Seminar

The International Seminar is one of the most prestigious gatherings for academicians and practitioners. The role of analytics in solving business problems has increased manifold in recent years. **SOCIAL MEDIA analytics** have become a competitive strategy for many companies. Through this Seminar, the Business Analytics Club at the Department of Management Studies provides a platform for Analytics professionals and students to create and disseminate knowledge in Analytics. This seminar is an apt platform to understand applications of Analytics in various social media platforms and how they are being used for solving domain and sector-specific problems.

Who should attend?

Anyone who is interested in business analytics and meets the seminar's requirements can typically attend the event. (UG/PG Students, MBA aspirants, Research Scholars, Faculty, Industry delegates, and professionals)

About Velammal College of Engineering and Technology

Velammal College of Engineering and Technology is an eminent autonomous institution established in 2007 to impart quality technical education. It is a self-financing non-minority Institution approved by the All-India Council for Technical Education (AICTE), New Delhi affiliated to Anna University Chennai, accredited with 'A' grade by NAAC (2022) and all 6 UG Programmes have been accredited by NBA. Ranked in band performer by ARIIA (2022), and 7th rank in EW India Private Engineering college rankings (2020). Our Institution has received 59 grants to the tune of 12.54 Crores.

About Department of Management Studies

VCET-MBA holds its pride in being a part of such a prestigious institution. The Department was started with a vision to become an Institute of excellence, bringing up world-class executives, and leaders with a global mindset and promoting overall development for the students. The Department is backed by experienced and well-qualified faculty members, well well-stocked library and a good infrastructure. The Department has been adopting cutting-edge teaching strategies like case study analysis and activity-based learning. We provide specializations in Business Analytics, Marketing, Human Resource Management, and Finance.

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Mr.Shree Shrawan Kumar P, AP-MBA

OUR SPEAKERS

SESSION & TIME	RESOURCE PERSON NAME	ABOUT RESOURCE PERSON	TOPIC
I 10.15 a.m. to 10.50 a.m.	Dr.V.Selvalakshmi Qualification: D.L.L & L.W, MBA, Ph.D.	<ul style="list-style-type: none"> ➤ PROFESSOR & HEAD OF DEPARTMENT/MBA, VCET & Expert member in NAHEP-IDP. ➤ Fifteen years of teaching experience. ➤ “Young Researcher” in Universal Innovators Leadership Award 2020. ➤ Dynamic Teacher (National level) Avishkar Foundation, Solapur. ➤ Area of Interest: HRM, ESG, and analytics. 	Introduction to Social Media Analytics
II 10.50 a.m. to 12.00 p.m.	Yamini Jayashri BDE Qualification: B.E, M.B.A., (Ph.D.)	<ul style="list-style-type: none"> ➤ BUSINESS DEVELOPMENT EXECUTIVE, 4i Apps - Cloud Applications Consulting and Services, Chennai. ➤ Five years of Industry experience ➤ Expert in utilizing various tools and techniques such as process mapping, data analysis, and data-driven insights to create compelling reports. ➤ Area of Interest: Business Analytics 	Google Analytics
III 12.20 p.m. to 1.30 p.m.	Mrs.S.Kasthuri Qualification: B.E., M.B.A., (Ph.D.)	<ul style="list-style-type: none"> ➤ Five years of teaching experience in the field of business analysis at MONASH UNIVERSITY AUSTRALIA ➤ Completed BA (BUSINESS ANALYTICS) AT LONDON ,PURDUE UNIVERSITY ➤ An outstanding student and GOLD MEDALIST in UG-BE[ECE] (Anna University) and PG-MBA (Anna University), India. ➤ Expert in SQL, Tableau, business process modelling, Agile methodology, and requirement analysis. 	Social Media Monitoring Tools
IV 2.30 pm to 3.00 pm	Mrs Ramya Qualification: MBA, M Phil., PGDCA., Ph.D., NET	<ul style="list-style-type: none"> ➤ MAJOR ACCOUNTS TEAM AGENT, WORMALD FIRE SAFETY COMPANY, UNITED STATES ➤ SQL Microsoft Office Suite expert ➤ Presented executives with analytics and support tools used to reorganise the company and its relocation strategies ➤ Expert-in-depth analyses for business projects, payment-processing applications and reporting tools 	Avenues in Business Analytics across the Globe
V 3.00 pm to 3.30 pm	Dr.Kumaran T, Qualification: M.E., M.B.A., Ph.D.	<ul style="list-style-type: none"> ➤ Twelve years of Teaching Experience and four Years of Industrial experience. ➤ SEBI and ICAI - Resource Person for conducting Financial Education Workshop in South India. ➤ Expert in Data Analysis using SPSS, and MS Excel and acted as Resource person for more than 100 Colleges in South India. ➤ Area of Interest: Business Analytics 	Real-world case studies (social media analytics)

REGISTRATION PROCESS

- The INTERNATIONAL SEMINAR is open to all members across various colleges/institutes/universities in India and Abroad.
- The INTERNATIONAL SEMINAR would be conducted through the Hybrid platform for wider reach and effectiveness
- Registration fees for Indian Participants are INR 250 and for other countries participants are \$ 5.

- Kindly fill out the following registration form after remitting the registration fees along with the screenshot of the payment made:
- • Joining link and details of the sessions would be sent to the participant's email ID before the commencement of the session.
- • e-certificate will be provided to all registered participants after the completion of the INTERNATIONAL SEMINAR
- Only 50 participants are permitted for offline event. (Paid Refreshment/Lunch is Available)

NAME: VELAMMAL COLLEGE OF ENGINEERING AND TECHNOLOGY
ACCOUNT NUMBER: 254502000000007
BANK and Branch: IOB, Anuppanadi
ACCOUNT TYPE: Current Account
IFSC CODE: IOBA002545
MICR NO.: 625020062

REGISTER NOW



Expected Outcomes of International Seminar on SOCIAL MEDIA ANALYTICS FOR BUSINESS ENHANCEMENT

- The participants will understand the Key Metrics and KPIs of social media.
- Enhance participants' knowledge and skills in data-driven decision-making.
- Participants learn to use social media listening tools to monitor conversations about their brand, competitors, and industry.
- Understanding how to evaluate the success of social media campaigns is another key outcome.
- Learn Real-world case studies and examples.