



**SCHOOL OF**  
COMMERCE & MANAGEMENT STUDIES

## **Business Analytics Symposium 2025**

### **About the University**

Dayananda Sagar Group of Institutions has been serving the education sector for over 60 years. Established in 2014, Dayananda Sagar University (DSU) focuses on fostering comprehensive student development. We take pride in offering excellent sports facilities and comfortable hostel services, catering to both local and international students. Since the academic year 2015–16, DSU has expanded its academic offerings to include a diverse range of programs across various disciplines.

### **About the School of Commerce & Management Studies**

The MBA program at the School of Commerce & Management Studies, DSU, goes beyond traditional pedagogical methods. Our MBA program is meticulously designed to provide students with a solid foundation and a panoramic view of the business landscape. Offering eight specializations, the two-year full-time MBA program is tailored to meet the evolving demands of various industries.



## About the Event

The Business Analytics Symposium 2025 will focus on the latest trends in AI and analytics and their applications in management. The Symposium aims to foster research collaboration among faculty members and explore future opportunities in applied analytics.

Key topics include:

- AI-powered business transformation
- Trends in applied analytics
- Real-world business applications of AI and analytics

The event will feature expert talks by industry leaders, a quiz session, and a brainstorming session on future research directions.

**Theme:** Applied Research in Management – AI and Analytics

**Date:** 21.02.2025 (Friday)

**Time:** 09:30 AM - 03:00 PM

**Venue:** DSU Innovation Campus, Kudlu Gate, Hosur Road, Bengaluru

# Introduction

Businesses today face challenges like market changes, growing competition, and rapid technological advancements. To stay competitive, organizations must adopt modern technologies such as Artificial Intelligence (AI) and advanced analytics, which support smarter decision-making. Emerging trends like real-time analytics, prescriptive analytics, and hyper-personalization are transforming how businesses operate and interact with customers. As data generation increases, advanced analytics and AI help organizations gain deeper insights, reduce risks, and improve decision-making by making it more efficient and transparent.

The Business Analytics Symposium 2025 will explore the latest trends and applications in business analytics, including:

- AI-powered transformation in business operations
- Trends in analytics and their role in key areas like finance, supply chain, and marketing
- The practical use of analytics for personalized and real-time decision-making

The event will feature expert talks, a quiz session, and a brainstorming session to discuss future opportunities in analytics and AI for business and management research.

# Schedule of Events

Time	Session Title
9:30 AM – 10:00 AM	Welcome & Keynote Address by Capt. Dr A Nagaraj Subbarao, Dean
10:05 AM – 10:25 AM	Expert Talk: AI /ML, demystifying the Jargons. Speaker: Dr Somnath Kundu, Toronto Metropolitan University, Canada
10:30 AM – 11:00 AM	Expert Talk: Trends in Analytics Speaker: Dr. K. N. Amarnath, Chief Research Officer (CRO) @ AmberTAG
11:05 AM – 11:25 AM	Expert Talk: Agentic AI and its Role in Digital Translation Speaker: Dr. Srinivas Padmanabhuni, Co-Founder, testAIng.com
11:25 AM – 11:40 AM	Tea Break
11:40 AM – 12:00 PM	Expert Talk: AI-Powered Transformation in Business Operations Speaker: Prof. H. N. Shankar
12:05 PM – 12:20 PM	Expert Talk: Ethical AI in Business Strategy: The Competitive Advantage of Trust Speaker: Prof. Neelima Vobugari, Founder, Tarah AI
12:25 PM – 01:00 PM	Expert Talk: Digital Assessment Speaker: Prof. M G Raghuraman, Executive Coach (IPAUSE consultants), Ex CIO Mphasis
1:00 PM – 2:00 PM	Lunch
2:00 PM – 3:00 PM	Discussion & Brainstorming Session Certificate Distribution & Closing Remarks

## Host



**Capt. A. Nagaraj Subbarao, Ph.D.**, is a Master Mariner specializing in Navigation and Ocean Engineering. He holds a Ph.D. in Organizational Behaviour and an advanced specialization in Strategic Leadership from the University of Illinois, Urbana-Champaign, USA. He consults in the area of talent management and has served as Director of Human Resources in the IT industry and at a major university.

## Profile of Resource Persons



**Dr. Somnath Kundu**, a PhD in Mathematics from Toronto Metropolitan University, specializes in Computational Geometry, Game Theory, Random Graphs, and Optimization. With three master's degrees (Structural Engineering, Data Science, and Mathematics), he has expertise in Machine Learning, Statistical Learning, and Time-Series Analysis. His research includes bouncing, visibility, search, evacuation, and patrolling problems. Dr. Kundu has vast industry experience in finance, engineering, and data science, working with top firms like Ernst & Young and Bank of America. An experienced researcher, educator, and mentor, he actively contributes to academia, industry, and interdisciplinary applications of computational science.



**Dr. K. N. Amarnath** is the Chief Research Officer (CRO) at AmberTAG, with over 30 years of experience in data science and research across multiple sectors. He is known for making strategic recommendations and driving market positioning strategies. Dr. Amarnath has contributed to several product launches and provides key insights across industries. He is also known for his collaborative leadership, integrating teams for customer service excellence. He holds a Ph.D. in Management from CMR University (2023) and an M.Phil. and M.Sc. in Statistics from Bangalore University.

## Profile of Resource Persons



**Dr. Srinivas Padmanabhuni** was awarded the title of "Eminent Engineer" by the Institution of Engineers (IEI) at its 32nd Annual Convention for his contributions to computing, particularly Artificial Intelligence (AI). A Ph.D. in AI from the University of Alberta, he blends academia, research, and industry expertise. Dr. Padmanabhuni is the Chief Mentor at Tarah Technologies, co-founder of TestAIing.com, and past president of ACM India. He was previously a Principal Research Scientist and Associate Vice President at Infosys, leading research and innovation. He holds a B.Tech from IIT Kanpur and an M.Tech in CS from IIT Bombay. His expertise spans AI, Machine Learning, Software Engineering, and Cybersecurity. With seven granted patents, a Wiley-published book, over 100 refereed publications, and 400+ invited talks across eight countries, he has taught AI to over 15,000 students. He has also founded multiple startups. His accolades include the Excellence Award for Innovation at Infosys, Research Excellence Award at the University of Alberta, and Merit Award at IIT Kanpur.



**Prof. H.N. Shankar** is a management consultant with over five decades of experience in manufacturing, IT, and ITES across Mfg, BFSI, and various verticals. He was the former CEO of DDE:ORG Systems, an Indo-Danish JV headquartered in Copenhagen, Denmark. He has worked with BHEL, HCL Tech, and Tech Mahindra, specializing in Business Process Reengineering and IT-led Business Transformation. He served as a Technical Consultant for Paessler Solutions for two years and is now a senior consultant for a Swiss-based startup. His expertise lies in Business Analytics. As an adjunct faculty member at SCMS, Dayananda Sagar University, he teaches Operations Management, IT, and Analytics. Prof. Shankar has held key roles, including Head of Network Management at Convergent Wireless. At Tech Mahindra, he worked on British Telecom Transformation Projects in the UK. While with HCL Tech in Sunnyvale, California, he was Director of Strategic Accounts, managing clients like Sybase, Intel, AMD, and HDS. He also guided two SCMS-DSU students in developing an IT network capacity forecasting module using a linear regression algorithm.

## Profile of Resource Persons



**Prof. Neelima Vobugari** is a seasoned entrepreneur with over 20 years of IT experience. A certified Data Scientist, she holds a Data Science degree from Johns Hopkins University, an MBA from Symbiosis, and a B.Tech from JNTU. She focuses on solving complex problems with AI and is passionate about training in Data Science and AI. Her career spans major IT firms, including IBM, and she is currently building an innovative AI product through testAIing.com. She recently received the "Women in AI" award, recognizing top women leaders in Data Science. An innovator with filed patents, including one granted in AI, she has led 20+ AI consulting projects for marquee clients. She has trained over 2,000 students and professionals through enterprise and B2C programs, earning high praise. A sought-after speaker, she has presented at GHCI, Data Science Congress, and the International Women Entrepreneur Conference. She was also invited by the Chief Minister of Karnataka for the pre-budget session, representing women entrepreneurs.



**Prof MG Raghuraman**, Ex-CIO of Mphasis (HP), is a seasoned leadership coach with 45+ years of experience in IT strategy, transformation, and outsourcing. A former Indian Railways officer, he has held CXO roles in EDS, Mphasis, and HP, leading global delivery, business operations, and IT transformation. As Founder of IPAUSE Consultants, he has coached 200+ corporate leaders, CEOs, and executives on strategy, leadership, and business growth. A Professional Certified Coach (ICF), EQi/Belbin assessor, and Adjunct Professor at DSU, he specializes in change management, executive presence, and leadership transformation for corporates and startups.

**Coordinated by**

**COPE - Business Analytics**

School of Commerce and Management Studies (SCMS) – PG  
Dayananda Sagar University  
Bengaluru

**Thank You, and We Look Forward to  
Interacting with You!**

