

DEEN DAYAL UPADHYAY KAUSHAL KENDRA (DDUKK)
COCHIN UNIVERSITY OF SCIENCE AND TECHNOLOGY (CUSAT)

in association with

APPALACHIAN STATE UNIVERSITY, BOONE, NORTH CAROLINA, USA

INTERNATIONAL COLLOQUIUM

on

**“Analytics Driven Models & Innovations in
Supply Chain and Marketing”**

Inauguration by



Prof.(Dr.)K.N.MADHUSOODANAN

Honourable Vice Chancellor

Cochin University of Science and Technology (CUSAT)

July
14th & 15th
@
5.30 pm IST

ZOOM



Meeting ID: 915 6606 7405
Passcode: GSCM



Our Speakers



Dr. Dinesh Dave

Professor and Director of Supply Chain Management
Department of Marketing & Supply Chain Management
John A. Walker College of Business
Appalachian State University Boone, North Carolina USA

Shri. S Manohar

Regional Head- South
VDMA India Services Private Limited
German Engineering Federation(VDMA)



Ms. Laura L. Brewer

Lecturer of Supply Chain Management
Department of Marketing & Supply Chain Management
John A. Walker College of Business
Appalachian State University
Boone, North Carolina, USA

Dr. Ken Corley

Associate Professor of Computer Information Systems
Department of Computer Information Systems
John A. Walker College of Business
Appalachian State University
Boone, North Carolina U.S.A.



Dr. Atanas Nik Nikolov

Assistant Professor Department of Marketing & Supply
Chain Management
John A. Walker College of Business
Appalachian State University
Boone, North Carolina USA



DDUKK - CUSAT

EMPOWER INNOVATE SUSTAIN

Programme Time Line

Day 1-14th July

Day 2 -15th July

5.30pm - 6.00pm

Inauguration
Honourable VC, CUSAT

FORMAL WELCOME

6.00pm -6.45pm

Session 1

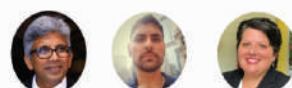
5.30pm -6.15pm

Session 1



Supply Chain Innovation and Analytics

6.45 - 7.00pm : Moderator remarks & Q & A Session



Analytics enabled Business Transformation

6.15 - 6.30pm: Moderator remarks & Q & A Session

7.00pm -7.45pm

Session 2

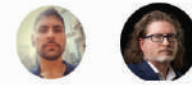
6.30pm -7.15pm

Session 2



Agile Supply Chain in the Post Covid Era

7.45 - 8.00pm: Moderator remarks & Q & A Session



**Artificial Intelligence for Marketing-
Emerging Models**

7.15 - 7.30pm : Moderator remarks & Q & A Session

7.30 - 8.00pm

Valedictory

ORGANISING COMMITTEE

Chairman : Prof.(Dr.) Zakkariya.K.A., Director, DDUKK, CUSAT

Co-Chairman : Prof.(Dr.) Dinesh Dave, Director,
Department of Marketing & Supply Chain Management
Appalachian State University, USA

Colloquium Coordinator : Mr.Shajin.P, Assistant Professor, DDUKK, CUSAT

Members : Dr.Renjini.D, Associate Professor, DDUKK, CUSAT

: Dr.Nimitha Aboobaker, Assistant Professor, DDUKK, CUSAT

: Mr.Pratheep Kumar.R, Assistant Professor,
Viswajyothi School of Management Studies, Muvattupuzha

Registration Link

<https://forms.gle/FbDwKdnHCqjZPm4W9>



e-certificate will be provided for registered participants

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Register before 13th July, 7.00pm

