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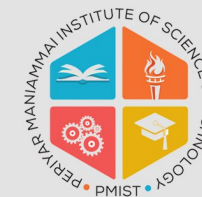


## TWO DAY INTERNATIONAL CONFERENCE ON MANAGEMENT & TECHNOLOGY PRACTICES FOR BUSINESS SUSTAINABILITY



11<sup>th</sup> & 12<sup>th</sup> MARCH, 2020 @ Freud Hall

Organised by  
Department of Management Studies



**PERIYAR  
MANIAMMAI**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
(Deemed to be University)  
Established Under Sec. 3 of UGC Act, 1956 • NAAC Accredited  
think • innovate • transform

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## ABOUT PMIST

Periyar Maniammai Institute of Science & Technology is proud to be a unique institution of higher learning and academic excellence. In an endeavour to fulfil the dreams of our Mentor Thanthai Periyar and Annai Maniammai, the University is dedicated to its societal responsibility for transforming students from different parts of India and abroad into stalwarts by igniting their hidden talents. As it is located in a rural area, the students are admitted from a wide range of calibre and by personal attention, and modern teaching methodology towards a Product / Process / Demo / Case Study teaching, they are shaped into career oriented professionals with bright future. The University is making efforts to create new horizons in the arena of technical education and research. Curriculum innovation is given priority by the University to make the courses industry and research oriented. The dedicated and qualified faculty members routinely preach and practice for outcome based learning which leads towards an excellent academic career for the betterment of the students.

## ABOUT DoMS

The Department of Management Studies was started in the year of 2007. In an effort to cater to the present day requirement for trained managerial talent, since its inception the department has been offering Master of Business Administration (MBA) with diversified specializations such as Human Resources, Marketing, Finance, Systems and Operations. The uniqueness of this MBA (Dual\Specialization) programme is that the students are allowed to specialize in two areas of their choice concurrently. The faculty members of the department have rich experience both in industry and academics. Some of the faculty members have worked abroad in countries such as United States of America, Singapore, Australia and Seychelles. The department regularly organizes Workshops, Faculty Development Programmes, Seminars and Conferences to enlighten the academic community. The faculty members of the management department are also actively involved in research. Outcome Based Education has been implemented in the academic year 2015-16. Faculty Office is situated at Technology Block-II and has spacious classrooms equipped with AV services, wireless internet connections and facilities for e-learning.

## ABOUT THE CONFERENCE

India is one of the largest countries in the globe and is considered not just a potential market but is also a place with an exceptional talent pool. From the days of F.W. Taylor, the management science has seen a number of changing waves. Rapid changes are taking place in every sphere of Business, Management and Technology. New ideas, trends and technologies and its methods are emerging for addressing new issues and problems that the world is facing in the context of globalized and digitized market scenario. Thus new strategies and practices are to be identified to face these new challenges and opportunities. Interaction and exchange of ideas through this conference will certainly contribute towards generation of knowledge. It would create a platform for dissemination of business intelligence and new and useful ideas both in Management and Technology

## CONFERENCE THEME

**"Management & Technology Practices for Business Sustainability"**

## SUB-THEMES

Marketing	Engineering and Technology
Human resource	Infrastructure Management
Finance	ICT for development
Commerce & Trade	Production/Operations
Entrepreneurship	Bio-technology

## SUBMISSION PROCEDURE

1. Paper submitted should be of original contribution.
2. Paper should contain the Abstract, Keywords, Objectives, Methodology, Major results, Implications and References.
3. Maximum three authors are permitted in a paper.
4. Full papers must be in Times New Roman – 12, 1.5 line spacing and not more than 6000 words.
5. In absentia authors are also permitted to submit the paper and are encouraged to present through Skype.
6. Individual registration of each author is mandatory.
7. Full papers should be submitted along with plagiarism report. Permitted plagiarism is 10% only.
8. All papers would undergo a double blind review system. Selected papers will be published in ISBN / SCOPUS / UGC Care Listed journal.
9. Registration fee for Paper presentation:  
*UG Students - Rs.250/-*  
*PG Students - Rs.500/-*  
*Research Scholars - Rs.750/-*  
*Faculty - Rs.1000/-*  
*Foreign Authors - 120USD*  
*For Participation Only - Rs.150/-*
10. All payment should be made through DD in favour of The Registrar, Periyar Maniammai Institute of Science & Technology (PMIST), Vallam – 613403.
11. All communications and full paper submission, please mail to pmistmbanc@pmu.edu
12. Publication fee for ISBN / SCOPUS / UGC Care Listed journal has to be paid separately upon acceptance of the paper.

## Important Dates to Remember

*Abstract Submission and Registration - 15.02.2020*  
*Acceptance Intimation 20.02.2020*  
*Full paper submission & Last date for Registration - 29.02.2020*