## Two Day International Conference on "Management & Technology Practices for Business Sustainability"

## **Brochure**

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### TWO DAY INTERNATIONAL CONFERENCE

MANAGEMENT & TECHNOLOGY PRACTICES FOR **BUSINESS SUSTAINABILITY** 



11th 12th MARCH, 2020 @ Freud Hall

Organised by Department of Management Studies



Periyar Nagar Vallam, Thanjavur, Tamil Nadu, India Mobile: 8428142934 / 7708559695 www.pmu.edu / Email: pmi

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 Annal Maniammaiyar, the University is delicated 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 oriented. The dedicated and qualified faculty members routinely preach 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 DOM:

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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 (Duali 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 scademics. 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 2015-1s. Faculty Office is situated at Technology Block-II and has spacious classrooms equipped with AV services, wireless internet connections and facilities for e-learning.

ABOUTTHE 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 energing 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
Human resource
Finance
Commerce & Trade
Entrepreneurship Engineering and Technology
e Infrastructure Management
ICT for development
rade Production/Operations
iip 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.
- Maximum three authors are permitted in a paper. Full papers must be in Times New Roman 12, 1.5 line spacing and not more than 6000 words.

- than 6000 words. In absentia unbros are also permitted to submit the paper and are encouraged to present through Skype. Individual registration of each author is mandatory. Full papers should be submitted along with plagiarism report. Permitted plagiarism is 10% only. All papers would undergo a double blind review system. Selected papers will be published in ISBN/SCOPUS/UGC Care Listed Journal.

published in ISBN / SCOPUS / UGC Care Listed Journal.

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 D in favour of The Registrar, Periyar Maniammai Institute of Science & Technology (PMIST), Vallam 613403.

  11. All communications and full paper submission, please mail to pristm
- 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

## Report

Department of Management Studies, Periyar Maniammai Institute of Science & Technology (Deemed to be University) organised Two Day International Conference on "Management & Technology Practices for Business Sustainability".

On 11<sup>th</sup> March Dr. J. Sathyapriya, Conference Convenor, Associate Professor & Head of the Department, Management Studies welcomed the gathering. Further, key note address was delivered by Mr. R. John Sekar, Head – HR, Velammal Medical College Hospital & Research Institute, Velammal Village, Madurai on the topic Business Sustainability from the HR perspective. Inaugural Address was delivered by our Vice Chancellor, Prof. Dr. S. Velusami on the topic "Recent Trends in Business and Technology"

Totally 292 participants attended the conference, 161 participants presented research papers in various topics including Human Resources, Marketing, Finance, Commerce, Production, Operation, Architecture, Engineering & Technology.

Out of those presentations, Best presenter certificates were given. Participants from various institutions including Holy Cross college, Bishop Heber college Trichy, Periyar University Salem, SASTRA deemed to be University Thanjavur, Dhanalakshmi Srinivasan engineering college, Trichy, Administrative College, Bangalore, Chiang Mai University Thailand, RYMEC college, Nehru Memorial College Bellary, Sathyabama deemed to be University, SRM deemed to be University Eswari Engineering College, Ethiraj College for Women Chennai.

Session by International Professors' Prof. Dr. Muraliraman, Director, Multimedia University, Malaysia on the topic "Surviving Digital Tsunamis" was delivered virtually on day one.

On the second day of the conference, Prof. Meena Madhavan from Chiang Mai University delivered a speech on "Globalisation & Deglobalisation" and Prof. Selvakumar Samuel, from Asia Pacific University of Technology & Innovation, Malaysia delivered a speech on Technology for Business Sustainability.

The presented research articles will be published in Scopus Indexed journals and Web of Science. Dr. S. Devadoss, Pro Vice Chancellor, Dr. P. K. Srividya, Dean Academics were present at the time of valediction. Dr. KVR Rajandran, Co-Convenor & Associate Professor delivered the welcome address at the time of valediction. The conference summary was delivered by Ms. Abirami, Organizing Secretary & Assistant Professor. The vote of thanks was delivered by Mr. P. Guru, Co-Convenor & Assistant Professor of Department of Management Studies.

# **Photos**



International Conference Proceedings released by Chief Guest Mr.K.A.John Head – HR, Velammal Medical College Hospital & Research Institute, Velammal Village, Madurai and received by the Honoruable Vice-Chancellor Dr.S.Velusami



Participants in the International Conference