

# TWO DAY NATIONAL CONFERENCE ON INNOVATION IN MANAGEMENT AND TECHNOLOGY FOR SUSTAINABLE DEVELOPMENT OF BUSINESS

24th & 25th April, 2025 | Freud Hall, TB-II

Organised by **FACULTY OF MANAGEMENT STUDIES**

## 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 Maniammaiyyar, 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 Institution 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 FoMS

The Department of Management Studies was started in the year of 2007 and been elevated as Faculty of Management Studies in 2024. 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, Operations and Business Analytics. The uniqueness of this MBA (Dual Specialization) programme is that the students are allowed to specialize in two areas of their choice concurrently. The department also offers BBA (Three years regular programme) in General, Logistics and Supply Chain Management, Hospitality Management and Digital Marketing.

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.

## 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.

## SUB-THEMES

**“Innovation in Management and Technology for Sustainable Development of Business”** in:

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





## SUBMISSION PROCEDURE

- Paper submitted should be of original contribution.
- 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.
- In absentia authors are also permitted to submit the paper.
- 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 and selected papers will be published in Conference Proceedings with ISBN or in Scopus Indexed journal with additional charges.
- **Registration fee details:**
  - REGISTRATION FEES IN INR (WITH 18% GST)
  - UG Students - Rs. 300/-
  - PG Students- Rs. 500/-
  - Research Scholar / Faculty / Academicians - Rs. 500/-
  - Participants from other institutions - Rs. 590/-
- All payment should be made through DD in favour of The Registrar, Periyar Maniammai Institute of Science & Technology (PMIST), Vallam – 613403
- All communications and full paper submission can be done through [pmistmbanc@pmu.edu](mailto:pmistmbanc@pmu.edu)
- Publication fee for SCOPUS journal has to be paid separately upon acceptance of the paper.

### Important dates to remember

Abstract Submission and Registration : 20.04.2025

Full paper submission : 22.04.2025

## CONTACT US

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### TARGET AUDIENCE

Undergraduates, Postgraduates, Research Scholars,  
Faculty Members, Academicians.

