

9TH INTERNATIONAL CONFERENCE ON

EDUCATION, ADVANCE MANAGEMENT AND TECHNOLOGY FOR SUSTAINABLE DEVELOPMENT

25th & 26th February, 2020



In association with :



Confederation of Indian Industry



The Madras Chamber of Commerce & Industry



UNIVERSITI TEKNOLOGI PETRONAS, MALAYSIA



INDO-AUSTRALIAN
CHAMBER OF COMMERCE

Organized by
SAI RAM INSTITUTE OF MANAGEMENT STUDIES
Sri **SAI RAM ENGINEERING COLLEGE**

Accredited by NBA and NAAC 'A+' | An ISO 9001:2015 Certified and MHRD NIRF ranked institution

and

Sri Department of Management Studies
SAI RAM INSTITUTE OF TECHNOLOGY

Accredited by NBA and NAAC 'A+' | An ISO 9001:2015 Certified and MHRD NIRF ranked institution

Sai Leo Nagar, West Tambaram, Chennai - 44, Tamil Nadu, India.

www.sairamgroup.in

ABOUT SIMS

SIMS was established with the motto of “Prosperity through Innovative Management” by the Founder Chairman Shri. MJF Ln. Leo Muthu. Institute offers post graduate programme leading to the award of MBA degree by the Anna University, approved by AICTE and the government of Tamilnadu. The department is well equipped with modern facilities such as syndicate room, seminar hall, computer center, department library, audio and video facilities and a central library with latest books, national and international journals. The highlights of the institute are that, it was rated with prestigious AAA status by Career 360 during 2018, and also categorized as A+ Grade Institution by Business India, A3 rated B school by AIMA, Platinum category for past 4 years by AICTE-CII survey, Business Today India's Best B-School survey rated among Top 150 B-Schools, and Business Standard rated our institution with A4 category, Career 360 Magazine has rated SIMS as one of the Top 100 B-Schools in India for 2019. We engage our students in various societal development activities to provide them the overall exposure to world of business and management by regularly organizing National level seminars, International conferences, Conduct Workshops and International Student Exchange programs. We also arrange Faculty Development Programs and Workshops sponsored by AICTE and leading well known management associations.

CONFERENCE THEME

The nexus of Innovation in education, advance management and Technology has an expectant impact on the sustainable development. This is more than a subject to be discussed on a greater interest nowadays, as society is looking for solutions leading to sustainable development. Sustainable development of the Global economy is not only due to a country's endogenous force; rather external environment too contributes to the equal extent. The challenge is that, how these endogenous factors can be channeled towards the right direction that leads to sustainability. The innovation and promoting the spirit of education and management in the young minds results may in economic abundance across national boundaries. This conference is an attempt to establish the connection between the sustainable development and education, management and technology and sustainable development from both the perspectives of conceptual and empirical reflection in various spheres of international economy to promote innovation and collaboration across borders to help solve pressing global challenges in varied functional streams.

This conference invites research paper and article in the following themes.

TOURISM AND HOSPITALITY MANAGEMENT

- Hospitality and tourism management and marketing
- Sustainable tourism
- Tourism and environment
- Tourism planning and regional development
- Entrepreneurship in Tourism and Hospitality
- Consumer behavior in hospitality and tourism
- Hospitality and tourism information systems
- Hospitality and tourism operations
- Education and training in tourism and hospitality
- Research and innovations in hospitality marketing and management
- Hospitality and tourism product development and management

MARKETING

- Marketing Analytics
- Branding & brand equity
- Rural Marketing
- Industrial Marketing
- Direct event marketing
- Digital Marketing
- Services Marketing
- Online marketing
- Software marketing

- Integrated marketing communications
- Consumer behavior
- Strategic sales force management,
- Pharma marketing
- CRM
- Export Marketing
- Green Marketing & advertising.
- Retail marketing
- Aggressive marketing strategy
- Guerilla marketing strategy
- Agriculture marketing
- Promotional strategies
- Neural marketing

FINANCE

- Finance & Accounting
- Financial Analytics
- Financial markets & institutions
- Behavioral finance
- Financial inclusion development finance,
- Derivatives & risk management,
- Portfolio management services
- Mergers & acquisitions

- Leasing & hire purchasing
- Mutual funds
- Hedge funds
- Pension funds
- Micro finance
- Real estate financing
- Investment banking
- Green banking
- Asset pricing models
- Commodity, debt and forex markets
- FDI, Insurance & banking services
- Credit rating
- Venture capital
- Non banking financial institutions,
- Financial econometrics
- Treasury management
- Financial reporting in India
- Islamic banking & Islamic finance
- Private equity
- Money Market
- Capital Market

HR

- HR Accounting
- Human capital
- HR Analytics
- Green Organizational Behavior,
- Work culture & organization,
- Contemporary work force,
- Conflict resolutions.
- Building high performance teams
- Recruitment, Reward and recognition
- Career Success & Mentoring
- Acquisitions & retaining employee strategies
- Organizational Citizenship Behavior
- Managing a Diverse Workforce
- Sustaining High-Performing Employees
- Change Management
- Challenges for HR
- Sexual Harassment
- Employee Engagement
- HR Outsourcing Performance appraisal
- Career Counseling
- Emotional Intelligence & Stress management
- Legal frame work of HR
- Cross cultural management
- Managing Gen X, Gen y
- Talent management
- Work life balance
- Quality of work life
- E-HRM
- Strategy - HRM

OPERATIONS

- Operations & Logistics
- Supply Chain Analytics
- Operational Challenges for E-Commerce Companies
- Global operations and strategic sourcing,
- Healthcare operations management
- Inventory management
- Lean & agile operations
- Logistics management
- Supply chain management,
- TQM, Kaizen & Six Sigma.
- Service operations
- Scheduling and logistics
- Quality and cost control
- Six sigma (6σ)

ECONOMICS

- Economic Policy
- Make in India, Start-up India
- Digital India
- Skill India
- Impact of demonetization
- Money supply and inflation
- Balance of payments
- Balance of trade
- Currency issue management
- Forex market
- On-tap Licensing
- Demonetization & Digital Money
- Current account deficit
- New economic and industrial policy
- GDP
- Foreign investment policies
- Unemployment
- Impact of Developed country policies in Indian economy
- Federal Budgets and Budget Deficits
- Crisis in the Housing Market
- Rising Gasoline and Oil Prices
- Social Security Reform
- Impact of European economy in the wake of Britain exit
- WTO and its implication

GENERAL MANAGEMENT

- Business Policy & Strategy
- Risk Management Practices & Corporate Governance
- Business & Technology
- Bribe and business policies
- Global innovation Index
- Corporate ethics
- Social responsibility

LAW

- Company act 2013
- Civil Rights

- Consumer protection law
- Foreign business security law
- Child labor act
- Criminal Law
- Divorce & Family La
- Education Law
- Elder law & Aging
- Real Estate; regulatory policy
- Small Business Social Security and Retirement.
- Cyber laws
- IPR Act
- Juvenile crime

EDUCATION

- Teaching learning system
- E-learning, - /Virtual learning
- Higher Education, - in India & abroad
- Teaching and Learning systems
- Education policy
- Montessori system
- CBSE standards
- State board education standards
- Educational Institutional environment
- Compact syllabi for contemporary markets
- Career counseling
- Mentoring strategies

PSYCHOLOGY

- Health psychology
- Behavioral Psychology
- Clinical Psychology
- Social psychology
- Pro-social behavior
- Eating disorders
- Learning disabilities
- Child abuse
- Parenting styles
- The aging process
- Wealth Psychology
- Industrial Psychology

OTHER CONTEMPORARY AREAS

- Food Technology
- Entrepreneurship
- Business analytics
- GST implication
- Big data
- Data Mining
- Artificial Intelligence (AI)
- Cloud computing
- ERP
- e-business Strategies
- Business Intelligence
- Environmental engineering
- SME's Role in New India.

Case Studies on Emerging Challenges in Specific Industries Above themes are only suggestive. We welcome papers from other related research areas aligned with the conference.

Paper Submission Procedure: Abstract should be in Times New Roman, font size 12, italicized and not be more than 250 words. Papers should be submitted in MS Word format and should not exceed 2500 words; text should be typed in Times New Roman, font size 12 and all text should be one-and-a half line spaced and fully justified. Heading should be bold faced in font size 14, sub heading bold faced and in font size 12 each page should be numbered at the bottom on the right side. References should be in the APA format. Verifiable sources for the secondary information are to be given. Scanned, signed copyright form has to be submitted along with the full paper and the signed hard copy should be submitted before the conference. Cover page should contain title of the paper, author/s' name and affiliation, contact details including mobile number and e-mail address. If the paper is co-authored by more than one, all the authors need to be registered individually.

Paper should be submitted in electronic format to the mail id : **simsconference2020@sairam.edu.in**

Conference take aways:

- 1) Conference Kit, Certificate
- 2) Opportunity to network with enlightened minds in the areas of management
- 3) Enhance visibility through various publicity and promotional materials

CONFERENCE PUBLICATION:

The Selected research papers will be published in peer-reviewed journals.

➤ **ABDC and Scopus Index journal publication opportunities:**

Those who are interested to publish this research work in Scopus index journals have to pay the additional charges apart from conference registration fees. (Research paper having more than 20% plagiarism will not be accepted. Additional charges shall be notified upon selection of the paper).

➤ **Best paper award for each track.**

➤ **Registration fee per Author:**

Students/Research scholar	-	Rs. 1,200
Faculty	-	Rs 1,500
Industry/Corporate delegates	-	Rs. 2,000
Foreign delegates	-	50 USD.

Note : Registration for all authors to be done separately

MODE OF PAYMENT

Payment should be made in the form of DD in favor of **"SAIMAN ASSOCIATION"** payable at **Chennai**

IMPORTANT DATES

Last date for Submission of Abstract	:	5 th February, 2020
Intimation of Acceptance of abstracts	:	10 th February, 2020
Last date for submission of full paper	:	25 th February, 2020



CONVENER

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Professor and Director

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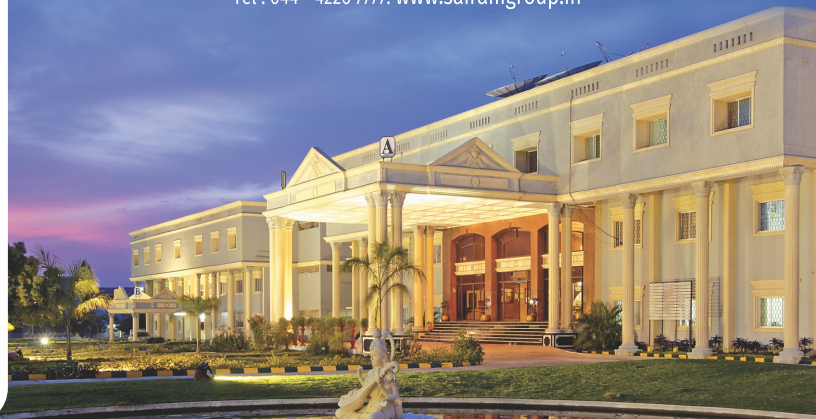


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