



ABOUT SIMS

SIMS was established with the motto of "Prosperity through Innovative Management" by the Founder Chairman Shri. MJF Ln. Leo Muthu. The institute got Autonomous status offers the 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, video facilities, a central library with latest books, national and international journals. The highlights of the institute are that, it was rated in B-schools with prestigious AA+ in career 360, 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 A2 category. 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

In the present Scenario, the world faces a rapid change in post COVID-19, that leads to high volatility in the global markets. The entire business organisation changes the strategy to survive in the global crisis some organisations vanished out of the market not able to face the market impossibilities. It's very important for the business to grab the business opportunities and all the other possibilities according to the current scenario, Economies around world are steadily growing, recovering from the crisis, adopted many new strategies for increasing their production and expanding their business opportunities. This Conference is an attempt to unite the academicians and researchers on management and engineering worldwide to share their expert opinions, experience, innovations and vision on dealing with the pandemic Covid-19. It also creates a platform to share ideas to combat the recent challenges in business and grabs the opportunity for the new emerging markets.

TRACKS FOR ONLINE PAPER SUBMISSION

Theme of the conference papers should reflect in the following areas:

BUSINESS

- Business Administration
- Business Communication
- Business Fluctuations
- Business Forecasting
- Information Systems & Business
- Business Intelligence & Financial Intelligence
- Business Interviewing
- Law & Regulations in Business
- Innovation
- Business Leadership
- Business Models
- Monopolies & Business
- Emerging Markets
- Privatization
- Business Negotiation
- Business Planning
- Statistics in Business
- Business Writing
- Culture & Ethics in Business
- E-Business
- Entrepreneurship
- Family-Owned Businesses
- Food Business
- Product Management
- Global Business
- Public Offerings & Equity Restructuring
- Internet Commerce
- Business Ethics
- Islamic Business
- Outsourcing/In Sourcing
- Market Structure & Pricing

TECHNOLOGY

- Big Data Analysis
- Block chain Security Models
- Enterprise Information
- Cloud Service Innovations
- Communication and Network Technology

- Data Mining and Intelligent Computing
- Data Privacy & Security Protection
- E-Commerce & E-Government
- E-Commerce Laws & Standards
- E-Commerce Services & Infrastructure
- Electronic Contract
- Electronic Invoice
- Information Security & Trusted Computing
- Internet Economy
- Tax Collection Management
- Internet Finance
- Smart Logistics
- Internet-Of-Things
- Management Information Systems
- Mobile Commerce & Social Networks
- Monitoring Services for E-Commerce
- Multimedia & Image Processing
- Smart Connected Products & Services
- Software Quality

ENTREPRENEURSHIP

- Academic Entrepreneurship
- Rural Entrepreneurship
- Social Entrepreneurship
- Students mindset for Entrepreneurship
- Startups
- The future of Entrepreneurship Education
- Entrepreneurial ecosystem
- Women Entrepreneurship
- Knowledge management and knowledge transfer in Entrepreneurial firms and SMEs
- Sustainable development goals and SMEs
- Entrepreneurial Mindset

- Entrepreneurship Skills for the future
- Open innovation
- Creativity for innovation

ECONOMY

- Applied Economics
- Agriculture Economics
- Balance of Payment (BOP)
- Comparative Economics
- Consumer Credit
- Corporate Social Responsibilities & Governance
- Dollarization
- Econometrics
- Economic Democracy
- Economic Depressions
- Economic Growth
- Economic Modeling
- Economic Recessions
- Economic Systems
- Economic Theory
- Family Economics
- GDP
- Global Economy
- Globalization
- Human Capital
- Income Distribution
- Income Inequality
- Inflation
- Intellectual Capital
- Macroeconomics
- Microeconomics
- MNREGA
- National & Regional Economies
- Pension Funds
- Geo - Political Economy
- Energy Economics
- Supply And Demand
- Taxation
- Transaction Cost Economics
- Underemployment
- Unemployment

Paper Submission Procedure:

Authors should submit their original, unpublished research papers.

- 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.
- Plagiarism Report should be attached with the Paper consisting 80% originality.
- 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.

Conference take aways:

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

CONFERENCE PUBLICATION:

All Selected research papers will be published in ISBN Edited Book and peer-reviewed journals.

- > **ABDC / Scopus Index journal / Web of Science (WOS) / UGC CARE journal publication opportunities:**

Those who are interested to publish their research work in ABDC / Scopus index journals / Web of Science (WOS) / UGC CARE journal have to pay the additional charges apart from conference registration fees and have to inform well in advance while submitting the conference paper. (The additional charges shall be notified upon selection of the paper). Name of the Journal will be intimated later based on the acceptance suitability.

- > **Best paper award in each track.**

- > **Registration fee per Author:**

Students/Research scholar	-	Rs. 1,200
Faculty	-	Rs 1,500
Industry/Corporate	-	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	:	15 th November, 2022
Last date for submission of full paper	:	30 th November, 2022
Last date for Payment of Registration fees	:	05 th December, 2022

Delegates from all countries should submit their articles in electronic format (MS Word) only to E-mail: simsconference2022@sairam.edu.in



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EMERGING RESEARCH IN BUSINESS, TECHNOLOGY,
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16th & 17th December, 2022

To



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