

**8<sup>TH</sup> INTERNATIONAL CONFERENCE ON  
INNOVATION, ENTREPRENEURSHIP AND ECONOMY  
FOR SUSTAINABLE DEVELOPMENT**

**10<sup>th</sup> & 11<sup>th</sup> October, 2018**



*In association with :*



Confederation of Indian Industry



The Madras Chamber  
of Commerce & Industry



UNIVERSITI TEKNOLOGI PETRONAS, PAJAJARAN



INDO-AUSTRALIAN  
CHAMBER OF COMMERCE



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

and

*Sri* Department of Management Studies  
**SAI RAM INSTITUTE OF TECHNOLOGY**

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

[www.sairamgroup.in](http://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. The institute 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 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 2017, 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 2018. 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, Entrepreneurship and Economy that 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. May the Innovation, promoting the spirit of entrepreneurship in the young minds that results in economic abundance across national boundaries. This conference is an attempt to establish the connection between the sustainable entrepreneurship 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 functions and operation streams.

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

### ENTREPRENEURSHIP

- Agriculture Entrepreneurship
- Entrepreneurship and Regional Development
- Innovation and Technological Entrepreneurship
- Entrepreneur Finance and Venture capital
- Social and community Entrepreneurship
- Green Entrepreneur
- Entrepreneurship Culture
- Entrepreneurship and Gender
- Institutions focused on Entrepreneurship
- Universities and Incubation Center
- Role of Small and Medium Entrepreneurship
- Minority Entrepreneurship
- International Entrepreneurship
- Entrepreneurial Ethics

### INNOVATION & TECHNOLOGY

- Robotics
- Aeronautics
- Construction Technology
- Structural Engineering
- Machine Learning
- Artificial Intelligence

- Manufacturing Technology
- Nanotechnology
- Solar Energy
- Telecom
- Networking
- Cloud Computing
- Bigdata Analytics
- Interior Engineering
- Engineering Technology
- Biotechnology
- Genetic Engineering
- Agriculture Engineering
- Lien Manufacturing
- Digital Signal Processing
- Data Analytics
- Technology ventures
- Technology and knowledge transfer
- Innovation and diffusion
- Technology Standardization
- Computer Graphics
- Internet Censorship
- Data Security
- Medical Robotics



- Electronic Surveillance
- 3-D Algorithms
- Data mining and Security
- Auto Text Summarization
- Earth Sciences
- Planetary Sciences
- Astrophysics & Space Sciences
- Communication, Computing & Software
- Instrument Technology

## **ECONOMICS**

- GDP
- Inflation
- World Trade Organization
- World Banking
- EXIM
- Forex Management
- International Money Market
- International Capital Market
- Foreign Direct Investment
- Foreign Institutional Investment
- Foreign Portfolio Management
- Balance of Payments
- International Monetary Fund

## **MARKETING**

- Branding & brand equity
- Rural Marketing
- Industrial Marketing
- Direct event marketing
- Digital Marketing
- Services Marketing
- Online marketing
- Software marketing
- Integrated marketing communications
- Consumer behavior
- Marketing channel
- 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
- NPA management
- 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
- 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
- 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
- 6s

## **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



**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:** It 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 : [simsconference2018@sairam.edu.in](mailto:simsconference2018@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.

➤ **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. (The 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	-	Rs.2,000
Foreign delegates	-	30 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 "SAIRAM ASSOCIATION" payable at **Chennai**

**IMPORTANT DATES**

Last date for Submission of Abstract	:	30 <sup>th</sup> August 2018
Intimation of Acceptance of abstracts	:	5 <sup>th</sup> September 2018
Last date for submission of full paper	:	15 <sup>th</sup> September 2018

**CONVENER**

**Dr. K. MARAN,**

Professor and Director

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