



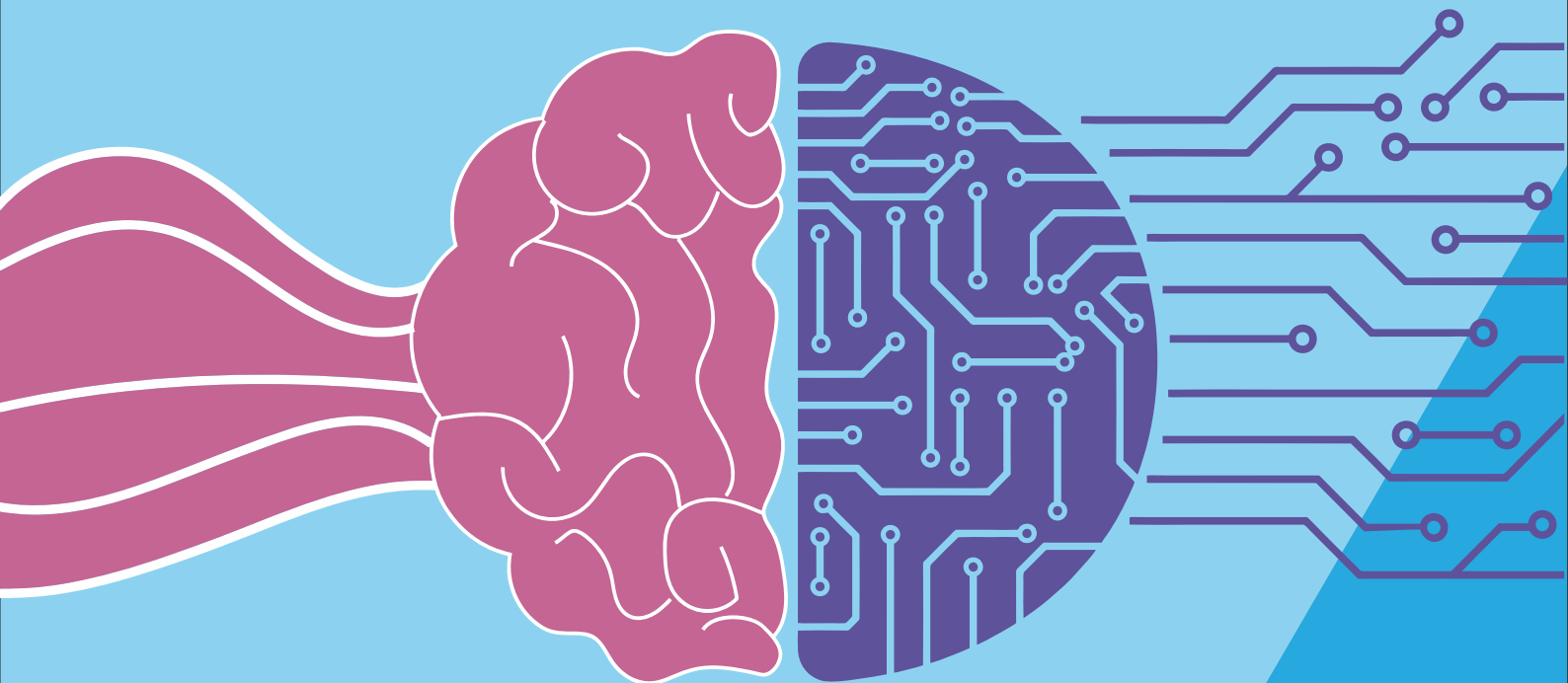
**SIIMS**  
Standalone  
BUSINESS SCHOOL



# A Hybrid Mode Two-Day International Conference on “Contemporary Approaches to Empower Smart Future through Digitalization”

- 24 & 25<sup>th</sup> November, 2022

*A Part of Centenary Celebrations of  
Padma Bhusan Arutchelvar Dr. N. Mahalingam*



Organised by

SAKTHI INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES  
(SIIMS), POLLACHI, TAMILNADU

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# A Hybrid Mode Two-Day International Conference on "Contemporary Approaches to Empower Smart Future through Digitalization"

## **About Sakthi Group**

Padma Bhushan Arutchelvar, Dr. N. Mahalingam, founded the Sakthi Group, a leading multinational conglomerate with operations in India, China, Europe, the Middle East, and Michigan, in 1931. Sakthi Group has always considered its social responsibility to be an important aspect of its pursuit of business excellence. As a responsible corporate citizen, the Sakthi Group has established a number of educational institutions to enable rural students to learn and explore in today's fast-paced world. Dr. Mahalingam College of Engineering and Technology (MCET) Pollachi, Kumaraguru College of Technology (KCT) Coimbatore, Nallamuthu Gounder Mahalingam College (NGM) Pollachi, and others are among the Group's major educational institutes.

## **About SIIMS**

Sakthi Institute of Information and Management Studies (SIIMS) is constituent of Sakthi Group of Educational Institutions. It was established by Padmabhusan Arutchelvar Dr. N. Mahalingam, founder of Sakthi Group, with the dream of setting up a modern institution to impart management education of international standards for MBA aspirants. He felt the need for bridging the rural and urban divide through education with the vision of 'Unearthing Leadership for emerging India'. The institute is managed and guided by Dr. B. K. Krishnaraj Vanavarayar, President and Mr. M. Balasubramaniam, Secretary. SIIMS imparts management education to address the issues pertaining to emerging economies and it responds to the managerial challenges faced by both small and medium enterprises (SMEs) and corporate sectors. In order to face the challenges, Industries need the students with managerial skills. The students at SIIMS are groomed with critical insights that give the desired knowledge & leadership to utilize the opportunities and emerge as winners in the growing Indian Economy. SIIMS, An Exclusive MBA with different specializations offered here widens the opportunity for students for starting business, job opportunities and equipping themselves to world class. The Department also provides various additional programmes like, Human Excellence, Training Programmes and other career building activities in current era. SIIMS highly focuses on focused development among faculties, students and quality education concepts. The functions are organized as a multi-focused quality to meet global standards.

## **About Conference**

The conference aims to bring together leading academic scientists, researchers and research scholars to exchange and share their experiences and research results about all aspects of Management and related areas. The SIIMS international conference is to promote research and developmental activities in Management and allied areas i.e., scientific information interchange between researchers, developers, engineers, students, and practitioners working in and around the world. Contemporary management issues often trigger opportunities for different areas delegates to exchange new ideas and application experiences face to face, to establish business or research relations and to find global partners for future collaboration.

## **Conference Objective**

Conference aims to provide development culture among faculties, research scholars and students at different disciplines in the field of contemporary approaches in current era

## **Paper Publication**

Quality Papers will be recommended for publication in ISBN Proceedings / Peer Reviewed / Refereed Journals, Scopus, Web of Science or UGC listed journals on the basis of Author's willingness. Publication fee will be charged separately.

## Conference Theme

<b>Marketing &amp; Digitalization</b>	<ul style="list-style-type: none"> <li>• Marketing &amp; digitalization</li> <li>• Integrated Marketing Communication</li> <li>• Customer Relationship Management</li> <li>• Brand Management</li> <li>• Digital Startup's</li> <li>• Social Media Marketing</li> </ul>
<b>Finance &amp; Digitalization</b>	<ul style="list-style-type: none"> <li>• Crowd funding</li> <li>• Financial Innovations</li> <li>• Digital Finance</li> <li>• Economic Growth</li> <li>• E-governance</li> </ul>
<b>HR &amp; Digitalization</b>	<ul style="list-style-type: none"> <li>• Intellectual Property Management</li> <li>• Corporate Governance</li> <li>• Corporate Social Responsibility</li> <li>• Entrepreneurship and Innovation</li> <li>• Strategic Human Resource Management</li> </ul>
<b>Sectoral Transformation through Digitalization</b>	<ul style="list-style-type: none"> <li>• Business Analytics</li> <li>• Analytics and Predictive Technologies</li> <li>• Production &amp; Operations Management</li> <li>• Quality Control and Management</li> <li>• Logistics and SCM</li> <li>• Enterprise Resource Planning</li> <li>• Statistics &amp; Operation Research</li> <li>• Mathematical Sciences</li> <li>• Health Sector</li> <li>• Insurance Sector</li> </ul>
<b>Green Management Practices</b>	<ul style="list-style-type: none"> <li>• Green Production</li> <li>• Green Human Resource Management</li> <li>• Green Supply Chain Management</li> <li>• Green Marketing</li> <li>• Green Logistics</li> </ul>
<b>Any Other Theme</b>	<ul style="list-style-type: none"> <li>• Engineering Applications</li> <li>• Computer Science</li> <li>• Information Systems</li> <li>• Education &amp; Digitalization</li> <li>• Education and Finance</li> <li>• Digital Library</li> <li>• Multidisciplinary topics</li> </ul>

## Registration Details

REGISTRATION FEE		IMPORTANT DATES	
Student Participant	₹ 100	Last date for submission of Full paper with abstract	12.11.2022
Research Scholar	₹ 200	Intimation of acceptance of paper	15.11.2022
Academicians	₹ 300	Last date for Registration (Presentation)	21.11.2022
Industry Delegates	₹ 500	Registration for Participation only	23.11.2022
International Participant	\$ 10		

- The submitted papers will be reviewed by conference committee.

- The authors are encouraged to present their papers in the conference.

## Guide lines for paper submission

- All submitted academic papers will be peer reviewed
- Make sure papers have not been submitted to any others publication and plagiarism free
- The preferred length of full paper (including footnotes) is 5,000 words (maximum limit) with 3 to 4 keywords
- All pages of the manuscript (including Tables and Figures) should be numbered.
- The file should be in Ms Word as below:
  - Font style - Times New Roman | Font Size - 12 | Line space - 1.5 | Paper Size - A4 | Minimum pages - 6 to 12
- Paper presented by Author / Co Author will be considered as presentation
- Maximum Two persons are allowed as Author & Co Author
- Selected paper will be published as mentioned above
- Full paper along with the abstract should be submitted through E-mail [iconference22@siims.ac.in](mailto:iconference22@siims.ac.in)
- E-certificates will be provided to your registered mail

## Payment Details

Name of the Account Holder : **Sakthi Institute of Information and Management Studies**  
Account Number : **170102000000122**  
Account Type : **Current Account**  
Name of the Bank & Branch : **Indian Overseas Bank (IOB), NGM College Branch, Pollachi**  
IFS Code : **IOBA0001701**



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### Registration Link

Scan here



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<https://bit.ly/3sNxV2A>



Further Details about conference contact  
99429 29266, 77088 09911, 97870 99896



## Sakthi Institute of Information and Management Studies

(Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai)

An institution Recognised Under 2(f) & 12 (B) of UGC Act 1956

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