



ADHIYAMAAN COLLEGE OF ENGINEERING
(AUTONOMOUS)

Dr. M. G. R. Nagar, Hosur - 635130



DEPARTMENT OF MANAGEMENT STUDIES

PROUDLY ORGANIZES

A

ONE DAY - NATIONAL LEVEL CONFERENCE

ON

EMERGING TRENDS IN MANAGEMENT AND RESEARCH



CHIEF GUEST

Mr. K. SEENIVASAN

ASSOCIATE VICE - PRESIDENT

TITAN COMPANY LIMITED

Watches & Wearables



PATRON

Dr. G. RANGANATH

PRINCIPAL

ADHIYAMAAN COLLEGE OF ENGG.

HOSUR



MODERATOR

Dr. SANTHOSH KUMAR S

PROFESSOR - DOMS

DAYANANDA SAGAR UNIVERSITY,

BANGALORE



MODERATOR

Prof. ARUN RAGHU BABU

HOD - DoMS

NEW HORIZON COLLEGE,

BANGALORE

DATE : 12th JUNE 2024

VENUE : MBA SEMINAR HALL

TIME : 9 : 30 AM

ORGANIZING COMMITTEE

CO - CONVENOR

Dr. M. A. SURESHKUMAR

PROFESSOR

CONVENOR

Dr. M. DHANASEKARAN

PROFESSOR & HEAD

PATRON

Dr. G. Ranganath, ME, Ph.D.,
Principal

CHIEF GUEST

Sri. K. Seenivasan
Associate Vice-President
Titan Company Limited, Hosur

CONVENOR

Dr. M. Dhanasekaran
HoD-MBA

CO - CONVENOR

Dr. M. A. Suresh Kumar
Professor

ORGANIZING COMMITTEE

Dr. N. Priya, Associate Professor
Mr. R. Naveen Prakash, Assistant Professor
Mr. B. Sanjay, Assistant Professor
Mrs. S. Janaki, Assistant Professor
Ms. N. Aswiya, Assistant Professor

IMPORTANT DATES

Paper submission deadline 01st June, 2024
Last date of registration 03rd June, 2024
Date of Conference 12th June, 2024

E Mail: dhanasekaran.mba@adhiyamaan.in.

PLEASE CONTACT:

Dr. M. Dhanasekaran: 9842634977
Dr. M.A. Suresh Kumar: 9444433779

REGISTRATION FEE

Students : Rs.500/-
Research Scholar : Rs.800/-
Academician : Rs.1000/-
Industries Delegates : Rs.2000/-

CONVENOR NOTE:

Welcome to the National Level Conference on Emerging Trends in Management & Research. The conference will be held at Department of Management Studies, Adhiyamaan College of Engineering, Hosur, Tamilnadu, India on 12th June, 2024. The conference is aiming at facilitating the exchange of ideas and developments in all aspects of emerging trends in Management topics provides opportunities for the 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.

All the papers will be peer reviewed by 2-3 experts. The paper will be selected or rejected as per the review report and organizing committee decision. If the paper needs revising, the revised copy should be submitted again for peer review. All the accepted papers will be included in the conference proceeding having ISBN, which will be indexed. Selected papers with great extension will be recommended to publish in international journals.



ADHIYAMAAN COLLEGE OF ENGINEERING

(AUTONOMOUS)
Affiliated to Anna University - Chennai & Approved by AICTE - New Delhi.
Accredited by NBA, AICTE - New Delhi & NAAC - UGC - New Delhi.
HOSUR - 635 130, TAMIL NADU, INDIA.

DEPARTMENT OF MANAGEMENT STUDIES

Proudly presents

A
One Day
National Level Conference on
Emerging Trends in Management & Research

Date: 12th June, 2024

Time: 09.30 AM

Venue: MBA Seminar Hall



ABOUT THE INSTITUTION

The institution is spread over a sprawling campus with calm surroundings, creating a fitting atmosphere for study. The Institute provides a clean and invigorating environment conducive for higher education. Adhiyamaan College of Engineering is one of the educational institutions developed by Adhiyamaan Educational & Research Institution - a trust, which was started in the year 1987-1988 to cater the needs of the nation in the development of technocrats and to provide facilities for educating and training men and women to meet the entrepreneurial and management needs. The management has created adequate infrastructural facilities and sufficient funds and is keen on developing the institution for higher education. Adhiyamaan College of Engineering was affiliated to the Anna University, Chennai. The college is housed in Adhiyamaan Educational & Research Institutions Campus, Dr.M.G.R Nagar, Hosur. The Campus is spread over an area of 250 acres abutting National Highway NH-7. The Institution is situated 6 kms from Hosur bus stand and railway station. The Institution is well connected to three major Railway Junctions viz., Hosur, Jolarpet and Bangalore. It is the first Engineering College to be started in the most backward erstwhile Krishnagar District of the State of Tamilnadu to develop the people academically, socially and economically. It was originally affiliated to University of Madras. When the Periyar University was carved out from the University of Madras; it was affiliated to it. Since the government of Tamilnadu decided to bring all the Engineering and Technical Institutions in the State under one Technological University in the year 2001.

ABOUT THE DEPARTMENT

The Department of Management Studies was incepted in the year 1992 with the state of the art infrastructure as per the norms and beyond. Ours is the first MBA Program affiliated to the University of Madras after the Department of Management Studies of the University. It is dedicated to impart need based and result oriented management education to develop talented managers to face the Global challenges and align them to today's societal needs. The department offers two Post Graduate Programs namely two-year MBA (Full time) and a three-year MBA (Part time) under Permanent Affiliation to Anna University, Chennai. Both the programs are approved by AICTE. The department has been listed as one of the top 100 B-Schools in the country by Business India and Dalal Street. The department is headed by a full-time director supported by eminent faculty members are MBA degree holders while senior faculty members are Ph.D. and M. Phil. degree holders. The department has all teaching-learning facilities for providing quality management education.

THEME OF THE CONFERENCE

Human Resources

Strategic Human Resource Management, HR Outsourcing, HR Investment and Risk

Finance

Investment, Financial distress and Crisis, Corporate Finance and Investment, Merger and Acquisition, Derivatives

Marketing

Digital Marketing, Green Marketing, Viral Marketing, Brand Building, Artificial Intelligence,

Operations

Global chain Management, Logistics Distribution, Materials Management, Supply Chain Management

General Management

IoT, Knowledge Management, Management Information System, Entrepreneurial ideas,

Paper Submission

Authors are invited to submit their original unpublished full-length papers must be written in English only, with up to three pages for technical content including figures, tables and references. The paper should be prepared according to the Full Paper Template. Presenters are expected to submit the abstract of speech for peer review. Publication in Journals: All registered conference papers will be published Conference proceeding (Having ISBN Number) and the extended versions of the papers will be published in related reputed Scopus/ UGC Care Listed international journals.

GUIDELINES FOR PAPER SUBMISSION

- The paper should be an original research work of not exceeding 5000 words.
- The paper must include title, authors name, affiliation and email address in the front page.
- A structured abstract of not more than 250 words along with keywords is required.
- The paper should be submitted in MS Word and must follow APA reference style.
- Soft copy must be mailed to dhanasekaran.mba@adhiyamaan.in.

REGISTRATION FORM

Name Mr/Ms/Dr/.....

Designation.....

Industry/Company.....

Qualification.....

Mob.No.....

Email.....

Demand Draft for (drawn in favour of DOMS,

Ac No:086901000011302. Bank Name: Indian

Overseas Bank, IFSC Code: IOBA0000869, Branch

Kumudepalli, Hosur)

D. D No..... Date.....

Bank.....

Date.....

(Signature of Nominee)

(Signature and Designation of the Competent Authority)