



## **Report**

Department of Management Studies, Periyar Maniammai Institute of Science & Technology (Deemed to be University) organised Two Day International Conference on “Management & Technology Practices for Business Sustainability”.

On 11<sup>th</sup> March Dr. J. Sathyapriya, Conference Convenor, Associate Professor & Head of the Department, Management Studies welcomed the gathering. Further, key note address was delivered by Mr. R. John Sekar, Head – HR, Velammal Medical College Hospital & Research Institute, Velammal Village, Madurai on the topic Business Sustainability from the HR perspective. Inaugural Address was delivered by our Vice Chancellor, Prof. Dr. S. Velusami on the topic “Recent Trends in Business and Technology”

Totally 292 participants attended the conference, 161 participants presented research papers in various topics including Human Resources, Marketing, Finance, Commerce, Production, Operation, Architecture, Engineering & Technology.

Out of those presentations, Best presenter certificates were given. Participants from various institutions including Holy Cross college, Bishop Heber college Trichy, Periyar University Salem, SASTRA deemed to be University Thanjavur, Dhanalakshmi Srinivasan engineering college, Trichy, Administrative College, Bangalore, Chiang Mai University Thailand, RYMEC college, Nehru Memorial College Bellary, Sathyabama deemed to be University, SRM deemed to be University Eswari Engineering College, Ethiraj College for Women Chennai.

Session by International Professors’ Prof. Dr. Muraliraman, Director, Multimedia University, Malaysia on the topic “Surviving Digital Tsunamis” was delivered virtually on day one.

On the second day of the conference, Prof. Meena Madhavan from Chiang Mai University delivered a speech on “Globalisation & Deglobalisation” and Prof. Selvakumar Samuel, from Asia Pacific University of Technology & Innovation, Malaysia delivered a speech on Technology for Business Sustainability.

The presented research articles will be published in Scopus Indexed journals and Web of Science. Dr. S. Devadoss, Pro Vice Chancellor, Dr. P. K. Srividya, Dean Academics were present at the time of valediction. Dr. KVR Rajandran, Co-Convenor & Associate Professor delivered the welcome address at the time of valediction. The conference summary was delivered by Ms. Abirami, Organizing Secretary & Assistant Professor. The vote of thanks was delivered by Mr. P. Guru, Co-Convenor & Assistant Professor of Department of Management Studies.

## Photos



International Conference Proceedings released by Chief Guest Mr.K.A.John Head – HR, Velammal Medical College Hospital & Research Institute, Velammal Village, Madurai and received by the Honorable Vice-Chancellor Dr.S.Velusami



Participants in the International Conference