



**PERIYAR
MANIAMMAI**
INSTITUTE OF SCIENCE & TECHNOLOGY
(Deemed to be University)
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think • innovate • transform

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TWO DAY NATIONAL CONFERENCE ON DIGITALIZATION FOR BUSINESS SUSTAINABILITY IN CORONA PHASE

**8th & 9th April 2021
(Virtual Mode)**

Organised by
**Department of Management Studies
& Internal Quality Assurance Cell (IQAC)**
Periyar Maniammai Institute of Science & Technology
(Deemed to be University)
Vallam, Thanjavur, Tamilnadu, India



ABOUT PMIST

Periyar Maniammai Institute of Science & Technology is proud to be a unique institution of higher learning and academic excellence. In an endeavour to fulfil the dreams of our Mentor Thanthai Periyar and Annai Maniammai, the Institute is dedicated to its societal responsibility for transforming students from different parts of India and abroad into stalwarts by igniting their hidden talents. As it is located in a rural area, the students are admitted from a wide range of calibre and by personal attention, and modern teaching methodology towards a Product / Process / Demo / Case Study teaching, they are shaped into career oriented professionals with bright future.

The Institute is making efforts to create new horizons in the arena of technical education and research. Curriculum innovation is given priority by the Institute to make the courses industry and research oriented. The dedicated and qualified faculty members routinely preach and practice for outcome based learning which leads towards an excellent academic career for the betterment of the students.



ABOUT DoMS

The Department of Management Studies was incepted in the year of 2007. In an effort to cater to the present day requirement for trained managerial talent, since its inception the department has been offering Master of Business Administration (MBA) with diversified specializations such as Human Resources, Marketing, Finance, Systems and Operations. The uniqueness of this MBA (Dual Specialization) programme is that the students are allowed to specialize in two areas of their choice concurrently.

The faculty members of the department have rich experience both in industry and academics. The department regularly organizes Workshops, Faculty Development Programmes, Seminars and Conferences to enlighten the academic community. The faculty members of the management department are also actively involved in research. Outcome Based Education has been implemented in the academic year 2015-16. Department is situated at Technology Block - II and has spacious classrooms equipped with AV services, wireless internet connections and facilities for e-learning.



ABOUT THE CONFERENCE

The Phase of COVID 19 has a great impact on business globally. The small, medium, large and service industries were exposed to various challenges and the business environment have to be revamped totally. The impact of this pandemic had suspended all the business activities at once. This impact had kindled the Business Magnets (Entrepreneurs) to rethink to rebuild their business during the Covid-19 pandemic using their core competencies and seek for new opportunities through Digitalization to reformulate the sustainable business models in a more powerful and timely manner. The digitalization is a biggest driving tool to accelerate the business activities in this pandemic. This conference will provide a platform for academicians, research scholars, technocrats, entrepreneurs and many learned fraternity to share their ideas on digitalization for business sustainability to withstand in the forthcoming second wave of COVID pandemic.

SUBMISSION PROCEDURE

- Paper submitted should be of original contribution. Paper should contain the abstract, keywords, Introduction, Literature review, objectives, methodology, major results, implications and references.
- Maximum 4 authors are permitted in a paper. Individual registration of each author is mandatory.
- Full papers must be in Times New Roman – 12, 1.5 line spacing and not more than 6000 words.
- Participants can present their research work through virtual mode.
- Full papers submitted will be checked for plagiarism and permitted plagiarism is 10% only.

IMPORTANT DATES TO REMEMBER

Abstract Submission and Registration

31.03.2021

Full paper submission

05.04.2021

REGISTRATION FEE

Presentation*

UG & PG Students – Rs.500/-

Faculty & Research Scholars – Rs.750/-

*Includes presentation and publication of full paper in ISBN Edited Book Volume

All papers would undergo a double blind review and selected papers will be published in Scopus Indexed journal. Processing Fee for the same shall be paid separately after acceptance.