

## PATRONS

Dr. K. Veeramani, Chancellor  
Dr. A. Rajasekaran, Pro-Chancellor  
Dr. S. Velusami, Vice-Chancellor  
Dr. P. K. Srividhya, Registrar

## ADVISORY COMMITTEE

Dr. A. George, Dean Academic  
Dr. P. Vijayalakshmi, Dean FHSM (i/c)  
Dr. S. Kumaran, Dean Research

## CONVENOR

Dr. B. Mahendramohan,  
Associate Professor & Head / DoMS

## CO-CONVENORS

Dr. KVR. Rajandran, Professor  
Dr. P. Guru, Associate Professor  
Dr. J. Sathyapriya, Associate Professor

## ORGANISING SECRETARY

Dr.A.Arun Kumar, Assistant Professor

## ORGANISING COMMITTEE MEMBER

Dr. Aarthi Dhakshana J. D, Assistant Professor  
Mr. Gopalakrishnan S, Assistant Professor  
Ms. Priyanka C, Assistant Professor  
Mr. Rosanth I, Assistant Professor  
Mr. Panneerselvam K, Assistant Professor  
Ms. Suriya. S. Kumar, Assistant Professor  
Ms. Sindhu P, Assistant Professor  
Ms. Bhuvaneshwari J, Assistant Professor

## CONTACT

Mobile

+91 9003505259

+91 9994565635

Email

pmistmbanc@pmu.edu

**TWO DAY**  
**INTERNATIONAL CONFERENCE ON**  
**Emerging Management and**  
**Technology Practices**  
**12<sup>th</sup> & 13<sup>th</sup> April 2023**  
**EMTP 2023**



Organised by  
**Department of Management Studies**  
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 DEPARTMENT

The Department of Management Studies was inception 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, Business Analytics 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.

### 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

05.04.2023

Full paper submission

10.04.2023

### REGISTRATION FEE

	Presentation & ISBN Publication*	Participation only
UG & PG Students	Rs.750/-	Rs.300/-
Faculty & Research Scholars	Rs.1000/-	Rs.300/-

\*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 CARE Indexed journal. Processing Fee for the same shall be paid separately after acceptance.

### About Conference

Recent times have been characterized by upheavals in technology, disruptions in societal milieu, changes in business landscapes, reorganization of the geopolitical order. These changes have created enormous pressure on leaders of governments, businesses and institutions to rise and respond to the changes.

With the globe recovering from the pandemic and the world at large returning to normalcy, the need of the hour is to bring back the economy to the pre-pandemic levels with special emphasis on building resilience and sustainability in any system that will be able to excel in the future.

Today businesses expect the environment to be full of disruptions and uncertainty and hence endeavor to create resilience to be able to thrive in the era of disruptions.

Businesses and institutions have now understood the importance of the following 4 pillars based upon which a successful future can be envisaged:

- Understand the changes in the geo-political order.
- Participate in the resurging world economy.
- Pay heed to the increasing awareness and importance of sustainability and health amongst all stakeholders of a society.
- Embrace the advent of rapid digitization and digital transformation in all businesses.