

FINANCE AND ACCOUNTING

- * Behavioral Finance
- * Risk Management Practices
- * Creative Accounting
- * IFRS
- * GST and its implications
- * Financial Inclusion
- * Innovative products in Financial Institutions

MARKETING

- * Marketing Analytics
- * Neuro Marketing
- * Social Media Marketing
- * Digital Marketing
- * Green Marketing
- * Rural Marketing

HUMAN RESOURCES

- * Employee Engagement of Gen Z
- * Managing Workforce Diversity
- * HR Analytics
- * Talent Acquisition
- * Employee Retention in digital Era
- * Emotional Intelligence / Social Intelligence / Spiritual Intelligence

OPERATIONS

- * Supply chain Analytics
- * E-Transportation
- * Quality Assurance
- * Industry 4.0
- * Technology Innovation management

SYSTEMS

- * Business Intelligence
- * Data Mining / Data warehousing
- * Knowledge Management Tools and Practices
- * Artificial Intelligence
- * Big Data Analytics

ENTREPRENEURSHIP

- * Family Business Management
- * Succession planning
- * Generation Entrepreneurs
- * Startup initiatives in India
- * Creativity and innovation
- * Intellectual property Rights

SUBMISSION GUIDELINES

Formatting Guidelines:

Font Style: Times New Roman, Font Size: 12, Line spacing: 1.5 Space, References in APA style. Abstract should not exceed 300 words. Full paper should not exceed 3000 – 3500 words.

IMPORTANT DATES

Submission of Abstract and Full paper: 02/03/2020

REGISTRATION FEE

Industry Delegates	Rs. 1,000
Academician	Rs. 500
Research Scholars	Rs. 300
Students	Rs. 150
ISBN Proceedings (on Demand)	Rs. 500

PAYMENT MODE

Demand Draft in favor of "Karpagam Academy of Higher Education", Payable at Coimbatore.

ORGANISING TEAM

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ADDRESS FOR COMMUNICATION

The Convener, National Conference on
"INNOVATION DRIVEN BUSINESS TO FOSTER
SUSTAINABLE DEVELOPMENT IN INDIAN
ECONOMY"

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National Conference on "INNOVATION DRIVEN BUSINESS TO FOSTER SUSTAINABLE DEVELOPMENT IN INDIAN ECONOMY"

6th March, 2020



Enable | Enlighten | Enrich

KARPAGAM
ACADEMY OF HIGHER EDUCATION

(Deemed to be University)

(Established Under Section 3 of UGC Act, 1956)

Organized
by
DEPARTMENT OF MANAGEMENT

KARPAGAM ACADEMY OF HIGHER EDUCATION

(Deemed to be University)

(Established Under Section 3 of UGC Act 1956)

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ABOUT THE INSTITUTION

Karpagam Academy of Higher Education is located in a sprawling, green, lush campus extending 26 acres. It has emerged from Karpagam Arts & Science College (Autonomous) a unit under the Karpagam Charity Trust established in 1989 founded by the great philanthropist, industrialist and educationist Dr.R.Vasanthakumar with the vision of instilling originality in the learning minds, imparting quality and value-based education and to engage in Research and Development with the noble objective of creating unique men and women to serve and lead the society.

Karpagam Academy of Higher Education was conferred as Deemed to be University by the Ministry of Human Resource Development in August 2008 under section 3 of the UGC Act 1956. It is a recognised Deemed to be University by the UGC. It is a member of the Association of Indian Universities. The Institution has been accredited by the NAAC in 2015.

The Institution has 4 Faculty - Faculty of Arts, Science and Humanities, Faculty of Engineering, Faculty of Architecture and Faculty of Pharmacy. It has 25 Departments offering a wide range of 84 academic programmes from graduation to doctorate level. The Institution has more than 6,000 students on campus, with a strong contingent of more than 350 teaching faculty, well supported by an almost equal number of administrative and supporting staff.

Faculty have got good number of research projects with financial support from various funding agencies like DBT / DST / ICMR and have filed more than 60 patents. As many as 2200 Research papers have been published by the faculty in SCOPUS. The Institution has collaborated with Foreign Universities, Industries, and Research Bodies for mutual benefit. The Institution ensures that education epitomizes excellence in every sphere and students are prepared to take on the challenges of the day and become the next generation leaders.

ABOUT THE DEPARTMENT

Department of Management was the first Post Graduate course started by the institution in the year 1996. It offers two year full time MBA programme leading to a Master's degree in Management, M.Phil and Ph.D programmes leading to a Research Degree. The Department has an exclusive facility which is endowed with excellent infrastructure and a dedicated team of faculty members to train the students to meet the growing needs of the society. The Department follows a multidisciplinary approach to provide the necessary knowledge, skill and training to the students. The activities of the department are directed towards the all-round development of the individual keeping in mind the expectations of the recruiters and the challenges of the environment.

ABOUT THE CONFERENCE

In recent trends innovation plays a major role in business success. Innovative practices and technologies in business environment created a core competence for the business by reducing cost and wealth of the firm which leads to sustainable growth in Indian economy. This conference focuses on capturing the ideas of the industrialists academicians and researchers on domain specific innovation in Business

