# International Conference on Emerging Trends in Business and Management

**Conference Theme:**
**Business Intelligence and Analytics as Drivers for Digital Transformation**

## 24$^{th}$ & 25$^{th}$ February 2023

**SSN School of Management, Chennai, India.**

## Conference Theme

The conference theme for year 2023 is "**Business Intelligence and Analytics as Drivers for Digital Transformation**". Organizations are adopting a data-driven approach to identify new business opportunities, serve customers better, increase sales, improve the efficiency of operations and more. The amount of data generated, captured, copied, and consumed worldwide is growing rapidly due to increased use of the Internet, mobile phone and social media. In today's modern corporate environment, business intelligence and analytics have emerged as indispensable tools for improving decision-making, facilitating the execution of major initiatives, and guiding the overall company strategies. Business Intelligence and Analytics enables organizations to develop new innovative business models and approaches in the era of digital transformation. The role of analytics in solving business problems has increased manifold in recent years. Researchers, academicians, and practitioners are paying more attention because of the increasing benefits achieved using business analytics.

The International Conference on Emerging Trends in Business & Management (ICETBM2023) aims to bring together leading academicians, practitioners, researchers, and students to exchange their views, knowledge, experience and insights on the emerging trends in business and management. The conference will be held at SSN School of Management, Sri Sivasubramaniya Nadar College of Engineering, Kalavakkam, Chennai, India on 24th & 25th February 2023 and will be a hybrid event. This conference will offer invited talks by experts and paper presentations from leading academicians and industry speakers to share new ideas, research insights, recent innovations, trends, and challenges faced in the field of Business and Management.

# Invited Speakers

Prof. Kok-Leong Ong, HoD,
College of Business & Law,
RMIT University, Australia.

Prof. Bharadhwaj Sivakumaran, Dean,
Paari School of Business,
SRM University - AP, India.

Dr. Vasudevan S., Director,
Business Development,
Institute of Analytics, USA.

Dr. Ernest Johnson, Associate Professor,
Faculty of Business Administration,
Regina University, Canada.

Mr. PTR Rajan, Director,
Software Plus Solutions Private
Limited, India.

Mr. K. Bhaskaran, Business Consultant,
India.

# Call for Papers

The researchers, academicians, industry professionals and students are invited to submit their original and previously unpublished research papers for presentation at the conference that helps other researchers to know about the current research trends and practices in the emerging fields of business and management.

## List of Tracks/Topics

We welcome papers both theoretically and empirically on topics in the field of business and management. Research paper submissions are invited on the following tracks/topics (but not limited to):

### Business Analytics, Digital Transformation & IT Management

- Data-Driven Approach and Future technologies
- Applications of business intelligence and analytics
- Artificial Intelligence, Machine learning and Emerging Technologies and applications
- Business Intelligence Cycle
- Drivers of Digital Transformation
- Security and Privacy Issues
- Information Technology Management
- Data Governance in Business Intelligence and Analytics
- Big Data Analytics

### Marketing, Commerce & Social media

- Phygital Consumer Experience
- Green and Sustainable Marketing
- Brand Management & Brand Equity
- Advertising, Sales Promotion and Public Relations
- Marketing across the Borders
- Digital Marketing & Analytics
- Customer Relationship Management
- Market Structure and Pricing
- Marketing During Crisis
- Influential & Affiliated Marketing

**Finance & Banking**

- Blockchain and Cryptocurrency
- Fintech
- Behavioural Finance
- Financial Risk Management
- Microfinance
- International Finance
- Optimization Methods in Finance
- Earnings and Stock returns
- Portfolio Management

**Human Resource Management**

- Organizational Change and Development
- Future of Work
- Emotional intelligence
- Employee Engagement
- Employee Turnover & Attrition
- Performance Management
- Job satisfaction and Employee Morale
- Training & Development
- Quality of Work Life
- Compensation Management

**Operations Management**

- Operations Risk Management and Resilience
- Logistics and Supply Chain Management
- Operations Research
- Project Management
- Business Process Analysis
- Green Supply Chain
- Lean and Agile Operations
- Quality Management
- Decision Support Systems in Operations
- Next generation operations

**Business Management & Entrepreneurship**

- Business Management in Digital World
- Small Business Entrepreneurship
- IT-enabled Entrepreneurship
- Entrepreneurial Culture
- Women Entrepreneurship
- COVID-19, lessons learnt and challenges ahead
- Business Ethics, Social Responsibility & Corporate Governance
- Leadership and New Normal

## Important Dates

| | |
|---|---|
| **Submission of Full Paper or Abstract** | **18th January 2023** |
| **Registration and Payment Deadline** | **05th February 2023** |
| **Date of Conference** | **24th & 25th February 2023** |

## Paper Submission Guidelines

- The submitted research paper should be an original and unpublished work. At the time of submission, submitted papers must not have been previously presented / published or scheduled for presentation/ accepted for publication. Note that plagiarized articles will be rejected (Must be 15% below excluding references). Intellectual honesty and integrity (research) are essential in all scholarly work.
- The original submissions can be made in English as (1) Abstracts (2) Full Research papers (3) Case studies (4) Work-in-progress and (5) Doctoral colloquium papers.
- Authors Guideline: https://www.springer.com/gp/authors-editors/conference-proceedings/conference-proceedings-guidelines
- Recommended length of the abstract should be between 200 - 300 words. Recommended length of the research paper should be between 3000-6000 words.
- Table, illustrations, charts, figures etc. should be clearly numbered and duly acknowledged. Sources of the data need to be given below each table.
- Authors need to follow Committee on Publication Ethics (COPE) guidelines. Authors should follow the minimum standards as set out in the Springer Nature Code of Conduct for Book Authors.
- One of the registered manuscript author need to do the presentation (Virtual or In person)
- All contributions should be submitted electronically Online via EasyChair. You will need an Easychair account to submit your paper. If you do not have it, you can sign up an account in https://easychair.org/conferences/?conf=icemtbm2023

## Publication Opportunities

### Conference Proceedings

The accepted full papers will be published as a book series "Advances in Economics, Business and Management Research" by Atlantis Press (part of Springer Nature) with an ISBN and DOI number. Please note that it is mandatory to present the accepted paper to qualify it to be included in the conference proceedings. The proceedings will be submitted to relevant indexation databases such as CPCI-S and CPCI-SSH (both part of Clarivate's Web of Science), Google Scholar, CNKI, etc. https://www.atlantis-press.com/proceedings/series/aebmr/publishing-info

### Journal Special Issues

The authors will be invited to submit their extended versions of the papers to these journals. Selected articles after a successful peer review process will be published in the following journals.

- **Journal of Business Intelligence Research** (Scopus and ABDC) as a special issue on: Emerging Trends in Business Intelligence and Analytics.
- **Administrative Sciences** (Scopus and WoS) as a special issue on: Organizational Behavior: Strategic Management and Innovation.

## Registration Details

We encourage participants to attend the conference off line in person mode or in Online mode. At least one of the co-authors must register for the inclusion of paper in the conference. An author will be permitted to present not more than two papers.

### Fee Details

| Participant Type | Fees |
|---|---|
| Industry Delegates | ₹ 4000 |
| Academic Delegates & Research Scholars (Full Paper as Book Series) | ₹ 8000 |
| Academic Delegates (Abstract Only) | ₹ 2000 |
| Research Scholars (Abstract Only) | ₹ 1000 |
| Students | ₹ 500 |
| Visitors | ₹ 500 |

**Mode of Payment**

Pay Online using the link:        https://axisbpayments.razorpay.com/icetbm23

Conference fee includes registration, conference kit, lunch and refreshments on both the conference days (per participant). Accommodation is provided in SSN International hostel on first come first served basis. Participants need to pay additional amount for the accommodation.

## Scientific Committee

- Prof. Kok-Leong Ong, Professor and Head of Business Analytics, RMIT University, Australia.
- Prof. Bharadhwaj Sivakumaran, Dean of School of Entrepreneurship and Management Studies (SEAMS), SRM University – AP, India.
- Dr. Ernest Johnson, Associate Professor, Faculty of Business Administration, University of Regina, Canada.
- Dr. Balakrishnan Muniapan, Associate Professor, Wawasan Open University, Malaysia.
- Dr. Praveen Balakrishnan Nair,  Associate Professor, Heriot Watt University, Malaysia.
- Dr. Sandesh Das Shrestha, Associate Professor, Purbanchal University School of Management, Nepal.
- Dr. Subrahmanian Muthuraman, Assistant Professor, Faculty of Business Studies, Arab Open University, Oman.
- Dr. Bibiana Lim Chiu-Yiong, Senior Lecturer, Faculty of Business, Design and Arts, University of Technology, Malaysia.
- Dr. Amélia Ferreira-da-Silva, Institute of Accounting and Administration of Porto, Polytechnic Institute of Porto, Portugal.
- Dr. Valliappan Raman, Professor and Head of Artificial Intelligence and Data Science department, Coimbatore Institute of Technology, India.
- Dr. Arunkumar Sivakumar, Associate Professor, School of Business, VIT-AP University, India.
- Dr. Srinivas Gumparthi, Professor, SSN School of Management, Sri Sivasubramaniya Nadar College of Engineering, India.
- Dr. K. Sampath Kumar, Professor, SSN School of Management, Sri Sivasubramaniya Nadar College of Engineering, India.
- Dr. Thiruvenkadam T., Associate Professor, SSN School of Management, Sri Sivasubramaniya Nadar College of Engineering, India.
- Dr. Vani Haridasan, Associate Professor, SSN School of Management, Sri Sivasubramaniya Nadar College of Engineering, India.
- Dr. Girija T., Associate Professor, SSN School of Management, Sri Sivasubramaniya Nadar College of Engineering, India.
- Dr. Kavitha Muthukumaran, Assistant Professor, SSN School of Management, Sri Sivasubramaniya Nadar College of Engineering, India.
- Dr. Sudarsan Jayasingh, Assistant Professor, SSN School of Management, Sri Sivasubramaniya Nadar College of Engineering, India.
- Dr. Theerthaana P., Assistant Professor, SSN School of Management, Sri Sivasubramaniya Nadar College of Engineering, India.
- Dr. Sriji E.S., Assistant Professor, SSN School of Management, Sri Sivasubramaniya Nadar College of Engineering, India.
- Dr. Kirubaharan B., Assistant Professor, SSN School of Management, Sri Sivasubramaniya Nadar College of Engineering, India.

## Conference Committee



*Dr. K. Hariharanath*
*Director,*
*SSN School of Management*



*Dr. Sudarsan Jayasingh*
*Assistant Professor,*
*SSN School of Management*



*Dr. Kirubaharan B.*
*Assistant Professor,*
*SSN School of Management*

***Chief Patron***

Dr. Shiv Nadar, Founder and Chairman Emeritus, HCL Technologies Ltd.

***Patron***

Dr. Kala Vijayakumar, President, SSN Institutions

***Co-Patrons***

Dr. V. E. Annamalai Principal, SSN College of Engineering

Dr. S. Radha Vice Principal, SSN College of Engineering

***Conference Co-Conveners***

Dr.Thiruvenkadam T., Associate Professor, SSN School of Management

Dr. Kavitha Muthukumaran, Assistant Professor, SSN School of Management

***Conference Organizing Committee Members***

Dr. Srinivas Gumparthi, Professor, SSN School of Management

Dr. K. Sampath Kumar, Professor, SSN School of Management

Dr. Vani Haridasan, Associate Professor, SSN School of Management

Dr. Girija T., Associate Professor, SSN School of Management

Dr.Theerthaana P., Assistant Professor, SSN School of Management

Dr. Sriji E.S., Assistant Professor, SSN School of Management

Mr. Raghuraman B, Assistant Professor, SSN School of Management

## AGENDA

**Day 1   24th February 2023**

| | |
|---|---|
| 08.30 AM - 09:30 AM | **Conference Registration** |

09.30 AM - 11.15 AM

**Inaugural Function**
Tamil Thai Vazhthu & Worship Song
Lighting the Kuthu Vilakku
Felicitations & Inaugural Address **Dr. K. Hariharanath**, Director, SoM
Presidential Address **Dr. Kala Vijayakumar,** President, SSN Institutions
Keynote Address **Prof. Kok-Leong Ong** (RMIT, Australia)
Keynote Address **Prof. Bharadhwaj Sivakumaran** (SRM-AP )
Keynote Address **Dr. Ernest Johnson**, (Regina University, Canada)
Vote of Thanks **Dr. Sudarsan Jayasingh** Conference Convener

11.15 AM - 11.30 AM

**Tea Break**

11.30 AM - 1.00 PM

**Panel Discussion** - "Business Intelligence and Analytics as Drivers for Digital Transformation"
**Dr. Vasudevan S.,** Institute of Analytics, USA. (Moderator)
**Mr. PTR Rajan**, Software Plus Solutions Private Limited, India.
**Mr. K. Bhaskaran**, Business Consultant, India.

2.00 PM - 3.30 PM

**Parallel Sessions**
Paper Presentation

**Day 2   25th February 2023**

09.30 AM - 11.15 AM

**Parallel Sessions**
Paper Presentation

11.30 AM - 13.00 PM

**Parallel Sessions**
Paper Presentation

14.00 PM - 15.00 PM

**Parallel Sessions**
Paper Presentation

15.00 PM - 15.30 PM

**Valedictory Function**

## Conference Partners

MADRAS MANAGEMENT ASSOCIATION

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EC EasyChair

Business Standard

**Hindustan Subscription Service**

SSN

## About SSN School of Management

SSN School of Management (SSN SoM) is a new generation Business School established with the mission of pursuing excellence in management education and research. SSN SoM is an autonomous institution under Anna University and has been accredited A++ by NAAC. SSN SoM is part of SSN institutions established by Dr. Shiv Nadar, Founder and Chairman Emeritus of HCL Technologies, stand out as a premier center of higher learning with a mission of pursuing excellence in education and research. SSN Institutions are run by the SSN Trust and, with their diverse and dynamic community of students offer a distinctive combination of some of the finest graduate, undergraduate and research programs, accomplished faculty, world class facilities and a residential campus set on a sprawling 230 acres of sylvan surroundings. The Institutions provide a variety of stimulating environments for intellectual development, free thinking, and personal growth, challenging its students with dynamic learning opportunities and equipping them with the skills, insights, attitudes, and practical experiences that are necessary to take up responsibilities in the society.



## Contact Us

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