

International Conference on Emerging Trends in Business & Management (ICETBM 2023)

SSN School of Management successfully organized the **International Conference on Emerging Trends in Business & Management (ICETBM 2023)** on 24 & 25 February 2023. ICETBM 2023 provided a platform for leading academicians, practitioners, researchers, and students to exchange their views, knowledge, experience, and insights on the emerging trends in business and management. This year's conference theme is **"Business Intelligence and Analytics as Drivers for Digital Transformation"**.

The conference used EasyChair conference management system for managing the paper submission and review process. Conference received 126 paper submissions from experts and scholars representing different famous universities and institutes around India and other countries, including United States, Malaysia, Brazil, Saudi Arabia, Mauritius, and China. The research papers were reviewed by 25 experts from various countries and 64 papers were selected for the conference presentations out of which 37 papers were accepted for conference proceedings publication in Atlantis Press (part of Springer Nature). Pre-conference online workshop was conducted on 17th February 2023.

There were over 150 experts and scholars representing different famous universities and institutes around India and few from other countries attended this hybrid conference. The conference inaugural function was held in SSN College of Engineering Mini Auditorium on 24th February 2023 at 9.30 am. The conference was inaugurated by Dr. Kala Vijayakumar, President of SSN Institutions, Prof. Kok-Leong Ong, Professor of Business Analytics in the College of Business & Law, RMIT University, Australia as the guest of honor and Dr. K. Hariharanath, Director, SSN School of Management.



We were delighted and honored to have three experts as the keynote speakers for the conference. Our first keynote speaker, Prof. Kok-Leong Ong, Professor of Business Analytics in the College of Business & Law, RMIT University, Australia delivered a speech on Generative AI. Our second keynote address was delivered by Prof. Bharadhwaj Sivakumaran, Professor & Dean of Paari School of Business, SRM University AP, India on “Developing Quality Manuscripts”. Our third keynote speaker, Dr. Ernest Johnson, Associate Professor, Faculty of Business Administration, University of Regina, Canada presented a speech on “Big Data Analytics”.





The panel discussion was conducted on the topic "Business Intelligence and Analytics as Drivers for Digital Transformation". The session was moderated by Dr. Vasudevan S., Institute of Analytics, USA and Mr. PTR Rajan, Software Plus Solutions Private Limited, India. Mr. K. Bhaskaran, Business Consultant, India was the panelist.



The papers were presented under six tracks related to the call for papers. The sessions were chaired by eminent experts from various countries and SSN School of Management faculty. Four parallel sessions of 26 papers were presented in-person on 24th February 2023 and 38

papers were presented online on 24th February 2023. Participants praised this conference for disseminating useful and insightful knowledge.



ICETBM 2023 Team

The conference had extensive coverage in The Business Standard on Feb 24, 2023.

