


(SRI SIVASUBRAMANIYA NADAR COLLEGE OF ENGINEERING)  
Rajiv Gandhi Salai, Kalavakkam, Chennai-603110.  
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*2<sup>nd</sup> International Conference  
on*

**EMERGING  
TRENDS IN  
BUSINESS AND  
MANAGEMENT  
ICETBM 2024**

**THEME: GLOBAL INSIGHTS, LOCAL IMPACT,  
AND SUSTAINABLE FUTURE INTEGRATION**

 **22<sup>nd</sup> & 23<sup>rd</sup>  
March 2024**



**Groundbreaking event that brings together Professionals, Scholars,  
and Thought Leaders from around the world**

# ABOUT THE INSTITUTION

SSN School of Management (SoM) is a new generation B-School established with the mission and vision of imparting high - quality education to the Management students. The Institution has been founded by Dr. Shiv Nadar, Founder and Chairman Emeritus – of HCL Technologies Ltd., a pioneer in the field of Information Technology in India. The school was born out of Dr. Shiv Nadar's ardent desire to give back something significant to the society that nurtured him. The Institution reflects the ideals of its founder and seeks to achieve excellence in education. Located in a 250 - acre idyllic campus on the Old Mahabalipuram Road, the IT Corridor of Chennai, SSN SoM is a constituent of the SSN College of Engineering (SSNCE) an Autonomous Institution, affiliated to Anna University, Chennai, and has the approval of All India Council for Technical Education (AICTE), New Delhi. The school is accredited A++ by NAAC and certified with ISO 9001:2000. The MBA program is accredited by the National Board of Accreditation (NBA).

Within a short span of time, the Institution has made rapid strides towards establishing its programs, with wide acceptance from industry. As an Institution committed to excellence in education, we are the first choice for students aspiring to do MBA and for industry to rely on good quality graduates.

## OBJECTIVES

- This conference will focus on exploring the dynamic and multifaceted business and management landscape in India with a specific orientation to the ecosystem.
- The conference aims to address diverse socio-economic, cultural, and regulatory environments and the specific challenges and opportunities faced.

## KEY FEATURES

- Participants can expect a diverse range of topics to be covered, including but not limited to, sustainable business practices, digital transformation, entrepreneurship, corporate social responsibility, economic development, and more.
- Through keynote presentations, panel discussions, and interactive workshops, the conference will offer a valuable platform for participants to connect, collaborate, and contribute to the advancement of management knowledge and practices.
- We welcome papers both theoretical and empirical on topics in the field of business and management.



# KEYNOTE SPEAKERS



**Professor Weng Marc Lim**  
Dean,  
Sunway Business School,  
Sunway University, Malaysia



**Dr. Nguyen Quynh Phuong**  
Faculty,  
Business School,  
RMIT Vietnam



**Dr. Nông Thị Như Mai,**  
Faculty,  
University of Finance - Marketing,  
Vietnam



## **SUSTAINABLE MARKETING & SOCIAL MEDIA MARKETING**

- **Phygital Consumer Experience**
- **Green and Sustainable Marketing**
- **Brand Management & Equity**
- **Integrated Marketing**
- **Digital Marketing**
- **Customer Relationship Management**

## **BUSINESS ANALYTICS, DIGITAL TRANSFORMATION & IT MANAGEMENT**

- **Business intelligence and analytics**
- **Technologies and applications**
- **Drivers of Digital Transformation**
- **Leveraging data-driven approaches for sustainable business practices**
- **Technologies in Sustainability**

## **HUMAN RESOURCE MANAGEMENT**

- **Organizational Change and Development**
- **Emotional Intelligence**
- **Employee Engagement**
- **Employee Turnover & Attrition**
- **Performance Management**

## **FINANCE & BANKING**

- **Blockchain and Cryptocurrency**
- **Fintech**
- **Behavioral Finance**
- **Financial Risk Management**
- **Microfinance**
- **International Finance**

## **BUSINESS MANAGEMENT & ENTREPRENEURSHIP**

- **Business Management in Digital World**
- **Small Business Entrepreneurship**
- **IT-enabled Entrepreneurship**
- **Entrepreneurial Culture**
- **Women Entrepreneurship**
- **Business Ethics, Social Responsibility & Corporate Governance**
- **Leadership and New Normal**

## **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**

# **Conference Tracks - ICETBM 2024**

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 recommended length of the abstract should be between 200 - 300 words.
- Recommended length of the research paper should be between 3000 - 6000 words.
- Tables, 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.
- One of the registered manuscript authors need to do the presentation (Virtual or In person)

PUBLICATION

All the papers presented will be published in the conference proceedings with ISBN number. Selected reviewed and accepted papers will be published in UGC Care Group 1 and UGC Care Group 2 (ABDC, Scopus and WOS indexed Journal)

REGISTRATION PROCESS

Registration fee with ISBN Publication (soft copy) for different categories of participants has been provided below:

Industry/ corporate delegate	Rs.3000
Academicians	Rs.2000
Research Scholars	Rs.1500
Students	Rs.500

IMPORTANT DATES

Submission of Full Paper or Abstract	20 <sup>th</sup> February 2024
Registration and Payment Deadline	1 <sup>st</sup> March 2024
Date of Conference	22 <sup>nd</sup> & 23 <sup>rd</sup> March 2024

CLICK HERE FOR SUBMISSION OF ABSTRACT

CLICK HERE FOR PAYMENT



## ADVISORY COMMITTEE

- Prof. Weng Marc Lim, Dean, Sunway Business School, Sunway University, Malaysia.
- Professor Nguyen Quynh Phuong, Professor, Business School, RMIT Vietnam.
- Prof. Nông Thị Như Mai, Professor, University of Finance- Marketing, Vietnam.
- Dr. Prakash Sai, Professor, DOMS, IIT Madras.
- Dr. Sundaravaradhan Venkatesh, Dean, School of Management and Entrepreneurship, Shiv Nadar University, Noida.
- Dr. R. Magesh, Professor/Head, DOMS, Anna University, Chennai.
- Dr. G. Muruganantham, Professor/Head, DOMS, NIT Trichy.
- Dr. Selvalakshmi M, Principal, Thiagarajar School of Management, Madurai.
- Dr. S. Selvabaskar, Dean, School of Management, SASTRA University, Thanjavur.
- Dr. V. Sasirekha, Dean, School of Management, SRMIST, Vadapalani.
- Dr. V. Saikumari, Professor/Head, DOMS, SRM Easwari Engineering College, Ramapuram.
- Dr. M. Subaji, Director, Institute International Affairs, VIT, Vellore.
- Dr. Arunkumar Sivakumar, Dean-in-Charge (VSB), VIT-AP University, India.

## ORGANIZING COMMITTEE

- Dr. Srinivas Gumparthi, Professor, SSN School of Management, Sri Sivasubramaniya Nadar College of Engineering, India.
- Dr. Thiruvenskadam T., Associate Professor, SSN School of Management, Sri Sivasubramaniya Nadar College of Engineering, India.
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- Dr. Sudarsan Jayasingh, Associate 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. Kirubakaran B., Assistant Professor, SSN School of Management, Sri Sivasubramaniya Nadar College of Engineering, India.



# Conference Committee

## Chief Patron

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

## Patron

**Dr. Kala Vijayakumar,  
President,  
SSN Institutions**

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

## Conference Chair

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

## Conference Conveners

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Associate Professor,  
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