

### Important Dates to Remember (ICCMII '18)

- Submission of Abstract & Full Paper - 28.11.2018
- Selection intimation of Paper - 02.12.2018
- Registering & Payment of Registration Fee - 04.12.2018
- Conference Dates - 13.12.2018 & 14.12.2018

### CONFERENCE ORGANISERS

#### CHIEF PATRON

**Dr. N. RAJENDRAN**

Vice Chancellor, Alagappa University

#### PATRON

**Dr. H. GURUMALLESHPRABHU**

Registrar, Alagappa University

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#### CHAIRMAN

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#### CONVENER

**Dr. K. CHANDRASEKAR**

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**Dr. C.K. Muthukumar**

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**Dr. M. Ayishamillath**

**Dr. P.S. Nagarajan**

**Dr. S. Sudhamathi**

#### CONTACT

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Conference Convener – ICCMII '18

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# ALAGAPPA UNIVERSITY

(A State University Accredited with 'A+' Grade by NAAC (CGPA 3.64) in the 3rd cycle,  
Graded as Category-I University by MHRD-UGC,  
World Universities QS Ranking 2019 : Asia Rank-216, BRICS Rank-104, India Rank-20)



Karaikudi - 630 003, Tamil Nadu, India

## ALAGAPPA INSTITUTE OF MANAGEMENT



### INTERNATIONAL CONFERENCE ON CONTEMPORARY MANAGEMENT INNOVATIONS AND INTELLIGENCE ICCMII - 2018



13<sup>th</sup> & 14<sup>th</sup> December 2018

Venue : L.CT.PL. Auditorium, Alagappa University



## Alagappa University

Alagappa University, the only State University in Tamil Nadu to be accredited with 'A+' Grade with CGPA of 3.64 by NAAC, has emerged from the galaxy of institutions initially founded by the great philanthropist and educationist Dr. R.M. Alagappa Chettiar, with the motto "Excellence in Action". The University brought into existence by a Special Act of the Govt. of Tamil Nadu in May 1985 and recognized by the University Grants Commission (UGC), has 15 Schools of Learning comprising, 39 Departments, 2 Constituent Colleges and 9 Centres of Development Studies offering over 60 Programs to foster research, development and dissemination of knowledge in various branches of learning. 40 Affiliated Colleges located in the districts of Sivaganga and Ramanathapuram are part of the University. The University, as a member of the Association of Indian Universities (AIU) and the Association of Common Wealth Universities (ACU) has rewarding relations with other academic institutions, research laboratories and industrial establishments and formed International Collaborations with Universities / Institutions of Higher Learning in countries like China, Malaysia, West Indies, U.S.A. and South Korea, to offer innovative and exchange programmes. The University has obtained Category-I status by the MHRD-UGC and occupies 2<sup>nd</sup> place out of the 12 State Universities with Category-I Status in the Country and thereby was granted Autonomy status by MHRD.

## Alagappa Institute of Management (AIM)

Alagappa Institute of Management (AIM) was established in the year 1993, to offer MBA programme, M.Phil. and Ph.D. degree in Management. The institute has been ranked and acclaimed as one among the top 100 business schools in India through various surveys conducted by agencies and magazines, from time to time.

AIM with fervour encourages its students to build up a great sense of solidarity tangled with vital skills and talents through the curriculum and innovative pedagogy.

The pedagogy in AIM is highly interactive, inimitable and is commended by industrialists and academicians. Its uniqueness rests with the methods of urging the students to apt entrepreneurship as their way of life. It envisages substantial participation and applied learning process.

The Faculty team of ten members from diverse fields of Law, Commerce, Engineering, Psychology, Agri-management, Industry, etc., with high recognition and expertise, along with the support of the dynamic alumni, take forward AIM with its vision of Achieving excellence in all Spheres of Management education with particular emphasis on PEARL - Pedagogy, Extension, Administration, Research and Learning.

**The Institute established in 1993, has seen across radical changes over the years and stands in the 25th year to march forward in its aspiration to become the World-class B-School in the Nation. The Conference is also marked as a celebration of the Silver Jubilee Year of the Institute.**

## The International Conference - ICCMII '18

The present day world is envisaged by smart happenings through innovation and intelligence in all aspects. For business it is high time to adapt newer technologies that come up everyday.

The innovation process, knowledge management and the intelligence play a significant role in our fast changing world of business. The management innovation is an opportunity to develop knowledge management, intelligence and other social networks in the environment of enterprise. If the knowledge management and the intelligence are used by the companies as a support for innovation, they can achieve more efficient and productive methods which would save enterprises' time and money.

Management innovations have become the need of the hour for every business to sustain the competition overseen due to the globalisation trend. The chances for business success become greater with outstanding innovations and technology, a strong competitive position, an effective and realistic business model, financial staying power, and nothing less than outstanding intelligent people. Business intelligence is essentially timely, accurate, high-value, and actionable business insights, and the work processes and technologies used to obtain them. The intelligence impact on the business environment is growing, when it supports so many business-critical functions, such as analytics, business performance management, text mining and predictive analytics. Thus the conference would focus on the challenging environment of management innovation and intelligence strategies to be conquered for the upsurge of global competition.

## Objectives - (The Seminar is organized with the objectives)

- To present the upcoming challenges and threats to the business management elements.
- To highlight the aligning elements of existing & upcoming challenges of management in managing innovations and intelligence
- To understand the practical applications and framework of intelligence features in management, with innovation, and
- To discuss ways to take forward the businesses towards strategic success through management intelligence.

## Target Participants

- Management Students, Scholars, Academicians, Entrepreneurs, Corporate personnel

## Keynote Speakers

**Dr. B. Nimalathasan**, Professor & Head, Faculty of Management Studies and Commerce, University of Jaffna, Sri Lanka

**Prof. Suthep Nimsai**, Faculty, Entrepreneurship and Innovation, College of Management, Mahidol University (CMMU), Thailand

**Smt. V.P. Rajini Reddy**, Managing Director, Exemplarr Worldwide Ltd., Chennai

**Prof. Mathew Manimala**, Professor, IIM, Bangalore

## Call for Research Papers

Research Papers are invited on the main theme of "**Management Innovations and Intelligence**", and can be based on any of the following sub-themes, but not limited within it.

- \* Innovation Management
- \* Business Intelligence
- \* Innovation & Creativity
- \* New enterprise challenges
- \* Sustainable Management practices
- \* Knowledge management
- \* Technology Innovations
- \* Business & Product Ideas
- \* Business Modeling
- \* Inclusive development

## Important Guidelines for Paper Submission

The authors are requested to strictly adhere to the following guidelines, essential for publication.

- Papers can be of real-time or empirical research. Maximum of Two persons can author a Paper.
- Author(s) should prepare the research paper in accordance to journal publication standards following APA style for citations and references.
- The paper should include an Abstract in 250 words with 4-5 keywords and details of the Authors including their designation, affiliation & complete address with e-mail, mobile numbers.
- The paper should **not exceed more than 3000 words** in all.
- **Papers not as per guidelines and not submitted in time, are liable to be rejected.**
- **Papers should be of less than 10% Plagiarism to be considered for publication.**
- Authors will be intimated about their Paper selection, for presentation / publication.
- **Publication:- Peer reviewed selected research papers will be published in a 'International Journal of Management' with ISSN number during the Conference.**
- **The authors should submit their paper with abstract, only as word document through e-mail to: [aim4conference@gmail.com](mailto:aim4conference@gmail.com). Last date for paper submission is 28.11.2018**
- Paper presentation In-absentia is permitted with prior registration. **No spot registration/presentation will be entertained.**

## Registration

- Paper presenters and Participants have to register themselves **individually** through e-mail.
- Registration fee is to be remitted on or before **04.12.2018** in the **Canara Bank, A/c Name : "ICCMII - 2018" SB A/c: 3040101008528**, (Sankarapuram Branch, Trichy Main Karaikudi, IFSC Code: CNRB0003040) **(proof of remittance to be sent by email, without fail).**

Registration Fee	
Students / Full-time Research Scholars	Rs. 750
Academicians / Part-time Research Scholars	Rs. 1000
Corporate Personnel	Rs. 1500
In-absentia (for two authors)	Rs. 2000
Participation only	Rs. 500





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KARAIKUDI-630003, TAMILNADU, INDIA

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## ALAGAPPA INSTITUTE OF MANAGEMENT

### INTERNATIONAL CONFERENCE ON CONTEMPORARY MANAGEMENT INNOVATIONS AND INTELLIGENCE [ICCMII] – 2018

13<sup>th</sup> & 14<sup>th</sup> December 2018

#### REGISTRATION FORM

NAME OF THE AUTHOR(S) :  
DESIGNATION :  
QUALIFICATION :  
INSTITUTION :  
ADDRESS OF THE INSTITUTION :

STATE:

PINCODE:

MOBILE NUMBER :

EMAIL ID :

TITLE OF THE PAPER :

#### PAYMENT DETAILS

TRANSACTION ID :

DATE :

NAME OF THE BANK :

BRANCH & PLACE :

AMOUNT :

Send Filled-in Registration form to: [aim4conference@gmail.com](mailto:aim4conference@gmail.com) before 04.12.2018

#### Contact

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