

One Day National Seminar on TECHNO - MANAGEMENT

**In association
with:**



Concepts:

- Technology strategy (technology in organization, mapping technologies to business and market needs and ERP in resource optimization) and
- Technology forecasting (Predictive analytics).
- Unintended Technology force that impacts business.

The role of the technology management function in an organization is to understand the value of certain technology for the organization. Continuous development of technology is valuable as long as there is a value for the customer.

Host Institution: Vivekananda Institute of Management Studies (VIMS), Coimbatore under the auspices of VIMS Techno-Management Centre.

VIMS is an outstanding B-School in Coimbatore, affiliated to Anna University, Chennai and approved by AICTE New Delhi. VIMS is committed to innovative approaches and intends to promote the same. VIMS Techno-Management Centre in association with its Industry Partners is organizing this programme to support the corporate executives and teaching-learning initiatives and to make them aware of technology management in business and the future directions of business and management.

Industry Partners:

This seminar is organized by the VIMS Techno-Management Centre with the support of

- **Internet and Mobile Association of India (IAMAI),**
- **RAI (Retailers Association of India)**
- **IVY (IBM Learning Partner) and**
- **AIHS Netherlands**

On Digital Marketing, ERP, Mobile Device Management, Artificial Intelligence and Business Analytics

Resource Team:

1. **Dr Srinii. R Srinivasan** Associate Professor at Jannalal Bajaj Institute of Management Studies, Mumbai
2. **Mr. Prassana Lohar,** Head innovations, DCB Bank
3. **Mr Jyothi Ganesan PV** Deputy GM, Customer Quality and Six Sigma, ZF Wind Power Coimbatore Pvt Ltd

Date and Time: XX February 2019
10 am to 5 pm

Venue: VIMS, Coimbatore
Certificate will be given to all the participants. Lunch and light refreshments will be served.

Programme Outcomes:

The participants will be able :

1. To be aware of Techno Management in Business and its' implications in Management and Management Education.
2. To recognize the emerging technologies in Business Management (such as, Artificial Intelligence, ERP, Digital Marketing, Business Analytics and etc.,
3. To visualize the future trends in Management Education.

Registration Details:

Registration Fee per Participant:
Industry Participants : Rs 1000 *
Faculty Members : Rs 500
Research Scholars : Rs 300

(* 30% Discount for group registrations of 3 or more) [First come first basis | Reg. Closing Date: 03/11/2018]

Organized by: VIMS, Coimbatore

Patron : Dr.V.Kulandaiswamy
Secretary, VIMS

Convenor : Dr.A.Valarmathi
Director, VIMS

Programme Coordinator :

Dr.N.Sundarpandiyam, Professor

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Call for Papers:

Analytical Papers are invited from the participants on the above Themes/Concepts. Selected papers will be published in the seminar proceedings with ISBN Number.

