

A One Day National Conference 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 conference 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

Date and Time: 22 February 2019
10 am to 5 pm

Venue: VIMS, Coimbatore

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.

Call for Papers: Analytical / Research / Review Papers are invited from the participants on the given Themes/Concepts.

Patron : **Dr.V.Kulandaiswamy**
Secretary, VIMS

Convener: **Dr.A.Valarmathi**
Director, VIMS

Programme Coordinator:
Dr.N.Sundarpandiyam, *Professor*
Registration Contact: 9698013677
conferencevims@gmail.com

Conference Advisors

- **Dr Srinivasa R Srinivasan**, *Associate Professor at Jamnalal Bajaj Institute of Management Studies, Mumbai*
- **Mr Gaurav Chopra**, *Vice President, Internet and Mobile Association of India (IAMAI) Mumbai*
- **Mr Vaidyanathan N**, *Regional General Manager, The Hindu at Kasturi & Sons, Ltd, Mumbai*
- **Mr Lawrence Fernandes**, *Director - Retail Learning & Membership, Retail Association of India (RAI)*
- **Dr Rupa Gunaseelan**, *Director i/c, BSMED, Bharathiar University, Coimbatore*



REIMAGINE THE POSSIBLE

Call for Papers: Empirical / Research / Analytical / Case Review Papers are invited from the participants on the following sub-themes/concepts. Selected papers will be published in the seminar proceedings with ISBN Number / in a reputed Journal with ISSN.

- Future of Organizations
- Technology Management
- Value Creation and Competitive Advantage through Technology Management
- Talent Transformation
- Challenges of Predictive Analytics
- Disruptive Innovation
- Leadership in 4.0 Industry Revolution
- Business Analytics
- Managing Digital Economy
- Business Models, Relevance and Requirement
- Issues of Organization Structure, Leadership and Governance

Key Resource Team

1. Mr Rajagopalan Purushothaman

Senior Vice President -Reliance Industries Ltd, R&M

2. Dr Srin. R Srinivasan Associate Professor at Jamnalal Bajaj Institute of Management Studies, Mumbai

3. Mr Prassana Lohar, Head innovations, DCB Bank, EAD Innovation / Technical & Digital Architect / Innovator / Banker / Speaker / Influencer / Team Builder / Mentor

4. Mr Jyothi Ganesan PV

Deputy GM, Customer Quality and Six Sigma, ZF Wind Power Coimbatore Pvt Ltd

Abstract and Article Guidance

An extended abstract of submission may be 1000 words in length and full paper with 12-15 pages (excluding table, figures and references). The author may include separate sections on introduction to the research work (including research gap, specific contributions of the study), review of earlier and research propositions/hypotheses, research methodology, results and discussions and implications and references.

Important Dates

Submission of Abstract	: 19 January 2019
Acceptance notification of Abstract	: 31 January 2019
Last date of Full paper submission	: 09 February 2019
Registration last date	: 20 February 2019

Registration Details

Registration Fee per Participant:	
Industry Participants	: Rs 500
Faculty Members	: Rs 300
Research Scholars/Students	: Rs 200

VIMS Location Map



[First come first basis]

Certificate will be given to all the participants. Lunch and light refreshments will be served.

Organized by: VIMS, Coimbatore

Vivekananda Institute of Management Studies

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