



# VIVEKANANDA

## INSTITUTE OF MANAGEMENT STUDIES

APPROVED BY AICTE AND PERMANENTLY AFFILIATED TO ANNA UNIVERSITY  
(A Stand alone B-School)

### VIMS-ICON '23

In Association with

Knowledge Partner - Academic



Debre Tabor  
University, Ethiopia

Knowledge Partner - Industry



INTERNATIONAL CONFERENCE ON DIGITAL  
MANAGEMENT, BUSINESS ANALYTICS AND SOCIAL  
SCIENCES : INNOVATION AND TECHNOLOGY



FOR  
REGISTRATION



DATE:  
10/03/2023

<https://www.vimscbe.ac.in/>

## **About VIMS, Coimbatore, India**

VIVEKANANDA INSTITUTE OF MANAGEMENT STUDIES (VIMS) promoted by the parent organization M/s.Zawawi Powertech Engineering L.L.C., a renowned MNC,Oman and run by Coimbatore Education Foundation.It is a highly reputed stand-alone B-School approved by AICTE New Delhi and Permanently affiliated to Anna University, Chennai, with an avowed goal of achieving human excellence by means of Academic and Allied programs. It is Ranked 7th among Top B-Schools in Tamilnadu (Ranked by Business World). VIMS B-school prepares the students to fill the quality gap and meet the industry expectations through its Two Years full time MBA Program designed to provide a holistic education in the field of management.

## **About Dept of Management, CBE, Debre Tabor University,Ethiopia**

Debre Tabor University is one among the third generation universities in Ethiopia with a vision to be the leading Ethiopian comprehensive universities by 2030 GC. College of Business and Economics was opened in 2011 GC and currently enrolling undergraduate in Accounting and Finance, Economics, Management, Tourism and Hotel Management.The department of Management has the objective of producing Professionals who are capable of planning, organizing, directing and controlling activities of private, non-government and government organizations. It also aims to produce professionals who can competently manage marketing, finance operations, human resource, materials, information resources and capable of making and implementing decisions. We produce managers who are capable of searching and developing opportunities and tackling problems by facing the challenges of competitive environment.

## **About Coimbatore Management Association,Coimbatore, India**

Coimbatore Management Association (CMA), affiliation to all India Management Association (WWW.aima.im), New Delhi, is one of the oldest management associations in the country,established in 1954 in Coimbatore. The primary objective is to promote excellence in professional management.The services of the association are oriented towards promoting and developing best.

## **About the Conference**

The International conference on Digital Management, Business Analytics and Social Sciences Innovation and Technology (VIMS - ICON'23) will encourage Experts, Academicians and Scholars from Universities throughout the world and industry to converge together and present contemporary research projects that inform and illuminate delegates about the progress being made. Participation in this exceptional conference will help delegates hone their skills, polish their ideas and strategies by meeting companions and colleagues. They will also have the occasion to meet specialists and high-level representatives, as well as share concepts and research findings with them.

### **Conference theme:**

## **Management/Business Analytics/Banking & Finance / Economics / International Trade / Marketing /Human Resources/Technology and Innovation**

- Change Management
- Hospitality & Tourism Management
- Project Management
- Quality Management
- Risk Management
- Supply Chain Management
- Business Leadership
- Culture & Ethics in Business
- Entrepreneurship
- Product Management
- Business Ethics
- Investment Banking
- Marketing Analytics
- Personal Finance
- Public Finance
- Consumer Behavior
- Corporate Social Responsibilities
- Foreign Direct Investment
- Agricultural and International Trade
- Mobile Commerce & Social Networks
- E-Commerce & E-Government
- Brand Equity
- Customer Relationship Management
- Marketing Research and Strategy
- Social Media Marketing

**Chief Patrons:**

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Mr.Zeleke Wale, Head- Management, CBE, DTU, Ethiopia.  
Dr.S.Uma maheshwari, Associate Professor ,VIMS-Coimbatore.

**Conference Conveners:**

Dr.L.Lakshmanan, Associate Professor ,VIMS-Coimbatore.  
Mr.K.Durai, Sr. Assistant Professor, VIMS-Coimbatore.  
Dr.Manju Shree Raman, Professor- Management, CBE, Debre Tabor University, Ethiopia.

**Co - Advisors:**

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Mr. Alebel Woretaw, Vice-Dean and AP - Management, CBE, Debre Tabor University, Ethiopia.  
Mr. Tilahun Lakew, Director PG Program, AP - Management, CBE, Debre Tabor University,Ethiopia.

**Organizing Committee:**

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8870000790, 9150149233



conferencevims@gmail.com

## Submission Guidelines:

- Abstract should be written only in English.
- The acceptable word limit for each abstract is 500 words (max).
- We encourage you to send an informative abstract (complete abstract) which is a compendious summary of your paper.
- You can send your abstract via Mail :- [conferencevims@gmail.com](mailto:conferencevims@gmail.com)
- Decision on the acceptance of your abstract will be intimated within **48 hrs** of submission
- Each Paper has to be broken down into Five sections such as Background, Problem statements, Objectives, Methodology and Results.

## IMPORTANT DATES

Last date for submission of Abstract	15 - FEB -2023
Date for intimation of Acceptance	17 - FEB -2023
Last date for submission of Full Paper	28 - FEB -2023

- Articles will also be published in UGC JOURNALS (IJCRT) / SCOPUS (IJPBR - ISSN:2525-3654) indexed Journals depending upon the author's requirement ( Charges are applicable )



### Registration Fee:

Faculty members, Corporate Executives -Rs.1000/-  
Research Scholars -Rs.750/-  
Students -Rs.300/-  
Accommodation -Rs.500/- (Per Head )

-Registration fees include lunch, kit & refreshment.

-In case of co-authors, each author has to register separately for the conference.

### Contact:

Dr.L.Lakshmanan, Associate Professor ,VIMS-Coimbatore.

Mr.K.Durai, Sr. Assistant Professor, VIMS-Coimbatore.

Mobile no : +91 9150149233 , +91 8870000790

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