

# International Conference On “A Paradigm Shift in Business Outlook in the Digital era – Need for Innovations”

**KUALA LUMPUR,  
Malaysia**

February 21<sup>st</sup> (Thursday) &  
22<sup>nd</sup> (Friday), 2019



## ABOUT SSIM, INDIA

S. P. Sampathy's Siva Sivani Institute of Management (SSIM), promoted by the Siva Sivani Group of Institutions (SSGI), is a leading Business School in South India, offering AICTE approved various management courses since 1992, with a present intake of 300 students every year. SSIM has team of 40 full-time faculties with rich industry, academia experience. Has a fulltime placement support team with a track record of near 100% placement.

## ABOUT LUC, MALAYSIA

Lincoln University College (LUC), Petaling Jaya, was established in 2002 as Lincoln College and upgraded in 2011. LUC is one of the private institutions of higher education approved by the Ministry of Higher Education and Malaysian Qualifying Agency (MQA-National Accreditation Board). LUC was awarded 5-star (Setara 2017) by Ministry of Higher Education, Malaysia. LUC has partnered with SSIM for Faculty Exchange, Student Exchange, International Internship, Joint Research and for awarding International Ph.D.

## ABOUT CONFERENCE

In the VUCA (Volatile, Uncertain, Complex and Ambiguous) world, business has no exception from volatility and uncertainty. To overcome the stress on the business uncertainty and gain competitive advantage the businesses are supposed to compulsorily innovate. Innovation is possible only with a conscious and continuous effort and market study. This continuous exercise by every business is further creating more complications and increasing the need for a shift in business plans, strategy etc. Due to technology penetration into every walk of life, which also impacts the businesses, overhauling has become a common phenomenon. This is resulting in a paradigm shift in the business outlook (a classic case of Amazon – shifting from an online book library to online store). Professional management programs are closely associated with businesses and have a responsibility of studying these changes, to understand better, to translate and bring it to the class room for a discussion. To give an opportunity to every business operations department the seminar theme is conceived and titled as “A Paradigm Shift in Business Outlook in the Digital Era– Need for Innovations”.

## CONFERENCE THEMES

Conference covers all the functional areas of management like Finance, Marketing, Human Resources, Operations.

Sub-themes of the conference:

All Innovations, digitization and application in Functional Areas of Management i.e Finance, Marketing, Human Resources, and Operations are considered as sub themes for the conference.

## DIGITIZATION

- Digitization in the global business environment
- Digitization in India
- Business Optimization through Digitization
- Image and document analysis.
- Digital libraries and library science.
- Applied computational linguistics.
- Crowd sourcing.
- Interfaces and human-computer interaction.
- Block chain Technology
- Internet of Things (IoT)
- Big Data as an Opportunity

## APPLICATION FIELDS

### Financial Management

- Banking
- Insurance
- Investment and Portfolio Management
- Corporate finance
- Investment Banking
- Actuarial sciences
- Applied Econometrics
- Credit Appraisal
- Risk Management
- Foreign Exchange Management
- FDI and FII

### Marketing Management

- Consumer Behaviour study
- Consumer Decision Making
- Marketing Models
- Innovations in Advertising and Media
- Pricing and Value Innovations
- Social Media and Big Data Mining
- Retail Business
- Customer Relationship Management
- Social Media and Search Engine Optimization

### Operations

- Supply Chain Management
- Quality Management
- Competitiveness
- Strategy
- Artificial Intelligence
- Productivity
- Decision making strategies and innovations
- Innovations in Work Systems
- Facilities Management

### HR

- Strategic Workforce Planning
- Workforce Return on Investment
- Behaviour study and employee engagement
- Talent Management
- People Management
- Recruitment Strategies

## Conference Publication

Papers will be selected based on the review of the International Conference committee consisting of a panel of International Scholars. Papers shortlisted for the International Conference will be published in the conference proceedings with ISBN number.

### Special Journal Issue - SUGYAAN

In the light of the conference a special journal issue of SUGYAAN will be released. Best papers will be selected by the conference committee along with the guest editors and the editor-in chief jointly. Final decision will be made on peer review reports. Selected best papers will be published in the peer reviewed journal –SUGYAAN.

### Proceedings by LUC:

- LUC will release the conference proceedings (ABSTRACT) before commencement of seminar
- LUC will release the conference proceedings (FULL PAPER) within 60days of completion of seminar

IMPORTANT DATES	
Abstract submission deadline	15th Dec, 2018
Notification of acceptance	31st Dec, 2018
Paper submission deadline	15th Jan, 2019
Last date for Registration	31st Jan, 2019
Conference Dates	21st and 22nd, Feb, 2019 (Thursday & Friday)

## Guidelines for Abstract

- Abstract should be informative, explaining the background, the need, aims, methods and the expected findings.
- Abstract in MS Word format should be submitted through email to samaroh@ssim.ac.in.
- The authors should also mention relevant sub-theme of their research work

## Research Paper Structure

- Paper must conform to the following generic format:
  - Introduction, literature review, methodology, findings/discussion, conclusion /implications and references.
- Full paper in MS Word format should be submitted through mail. Data set is mandatory for all submissions & preferably in MS Office Excel format.

## Conference Publication

All submissions will be peer reviewed and accepted papers will be published in the conference proceedings.

A Joint certificate of participation by SSIM and LUC will be provided to all participants.

Three best papers will be awarded a certificate of merit and memento.

## CONFERENCE FEES

### Participants from India and countries other than Malaysia:

Particulars	Registered before 31st Dec, 2018	Late Registration
Faculty Members/ Research Scholars	US\$ 200 Per Participant	US\$ 220 Per Participant
Students	US\$ 100 Per Participant	US\$ 120 Per Participant
Industry Delegates/ Practitioners	US\$ 200 Per Participant	US\$ 200 Per Participant
In-absentia Paper Presentation	US\$ 50 Per Participant	US\$ 70 Per Participant

The conference fee includes conference kit, lunch, refreshments and ISBN Volume. Delegates not presenting papers can also attend the conference and research papers also will be accepted for in absentia presentation on a case by case basis.

Travel, Accommodation and local sightseeing expenses @ Kuala Lumpur are at participants cost. SSIM will coordinate with LUC and make necessary arrangements at an affordable price.

For foreign delegates, to process their VISA forms, conference invitation letters will be issued by the conference committee, after receiving the full paper as well as the registration fee.

### Payment Details

Each participant has to register individually and they can submit their registration fee in the form of Demand Draft drawn in favour of "SIVA SIVANI INSTITUTE OF MANAGEMENT", Payable at Secunderabad.

## GUIDELINES FOR PAPER SUBMISSION

### Abstract

Abstracts should be sent as a soft copy (MS Word document) through email to samaroh@ssim.ac.in. The authors should clearly mention under what sub-theme of the conference the abstract has to be included. The detailed guidelines are given below:

Length	300 to 500 words excluding title / cover page
Margins	2.5 cm or 1 inch
Font	Times New Roman, 12 point
Line Spacing	1.5
<b>Full Paper</b>	
Max. Length	5000 words excluding Title/Cover page
Margins	2.5 cm or 1 inch
Font	Times New Roman, 12 point
Line Spacing	1.5
Title Page	Title, Author(s), Affiliation(s), Contact Details
Abstract	Not more than 500 words
Key words & Phrases (Maximum)	Four

### ADVISORY BOARD

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### CONFERENCE COORDINATORS

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