

Co-ordinators

Mr. Charlie Thomas V, Assistant Professor, Head Training and Internship, SSIET

Mrs. Sathya Aarathi, Assistant Professor, MBA, SSIET.

Mrs. Betsy Hannah, Assistant Professor, MBA, SSIET.

Mrs. Sivagama Sundari, Assistant Professor, MBA, SSIET.

Keynote speakers

Dr. G. Kerinab Beenu, Professor & Head , MBA Dept, SA Engineering College, Poonamallee.

Dr. G. Madhumita, Associate Professor & HOD , MBA Logistics and supply chain management , VISTAS, Pallavaram.

Dr. Bhoomadevi .A, Associate Professor, MBA (Hospital and Health System Management), Sri Ramachandra Medical College, Porur.

Advisory committee

Mr. Benix Samuel Theogaraj, Director at Albatross Microsystems Inc ,Canada.

Mr. Venkatachalapathy Devarajulu , Senior software consultant, Cap Gemini, Texas, USA.

Mr. Rufus Patrick Bernard, Projects Manager (Oil & Gas), Byrne Equipment, Abu Dhabi, UAE

Dr. N. Endalee , Dean Academic, College of Business and Economics, Mettu University, Mettu, Ethiopia.

Dr. K. Kanagaraj , Dept of Accounting and Finance, College of Business and Economics - Mettu University, Mettu, Ethiopia.

Dr. Jayendra Shankar, Professor & Head, MBA, IMA Bahrain.

Dr. Jayakumar, Principal, Ancol College of Engineering, Port Blair, Andaman.

Dr. Hari Hara Puthiran, Associate Professor & Research Supervisor, VISTAS, Chennai

About the School of Management Studies

The School of Management Studies offers a two year full time Master of Business Administration program, affiliated to Anna University. It is a dual specialization program in the areas of marketing, finance, human resources, operations & systems, business analytics, logistics and supply chain management, infrastructure & real estate management. This program comprises many certifications and value-added programs. These programs ensure that students acquire all required skills to meet the industry standards and to overcome the challenges of current business scenarios. Students will be able to change themselves into professionals with tools like analytics and capstone business simulation. They will also be able to sharpen their skills in the areas of specialization with the help of certifications in functional areas of management.

Vision

Our MBA program aims at providing in-depth knowledge so that it adds value to the existing treasures of business and management. The design of the program will promote lateral thinking and a spirit of enquiry to develop problem solving skills. Our program is committed to delivering the richness of entrepreneurship and multidisciplinary knowledge in a way where ethics and social commitments will be our cornerstones.



Mission

Our MBA program is inclusive of professional training. It also includes placement training, effective communication, personality development, aptitude, analytics, outbound trainings, global and cultural immersion programs. These skills will enable our students to match industry expectations and take on the challenges of the changing world.

Sub-themes of the conference

Advertising Management
Organisation Development
Corporate Social Responsibility
Environmental Management
Food and Beverage Management

Hospitality & Tourism Management
Human Resource Management
Information Management
Disaster Management
Operation Management

Project Management
Quality Management and Assurance
Risk Management
Strategic HRM
Supply Chain Management

Logistics & Shipping Management
Micro & Macro finance
Emotional Intelligence
Digital Marketing
Entrepreneurship Development

HR Analytics
Big Data Analytics
Cloud Computing in Business
IoT
Design Thinking

Blockchain
Cryptocurrency
Ergonomics
CRM
Women Empowerment



SREE SASTHA
INSTITUTE OF ENGINEERING AND TECHNOLOGY
Chembarambakkam, (Near Poonamallee), Chennai - 600123



School of
Management Studies

ORGANISES

INTERNATIONAL CONFERENCE

ON

"Digital Transformation in Business
Management and Economics,
ICDTBME - 2023"

24th March - 2023

About the conference

The international conference on "Digital Transformation in Business Management and Economics, ICDTBME - 2023" aims to bring together leading academicians, practitioners, researchers, and students to exchange their views, knowledge, experience, and insights on the emerging trends in Digital Transformation Management, Digital innovation and Economics. The conference will provide multiple perspectives on the ever changing paradigms of business which are catalyzed by various digital strategies. The conference will shed light on the ever evolving digital trends and how the field of business, management and economics join together the bandwagon and make successful businesses.

Organizing committee

Chief patron

Prof. J. Kartheekyan, B.E., M.B.A. Chairman,
Sree Sastha Group of Institutions.

Patron

Dr. S. Baskar M.E., Ph.D., Principal, SSIET.

Convenor

Dr. S.K. Kamalakhannan, M.B.A., Ph.D.,
Associate Professor & Head, School of Management Studies,
SSIET

About the Institution

Sree Sastha Institute of Engineering and Technology has emerged as one of the fastest growing institutions of higher learning in India. We started out as a modest institute in 1999, to serve the needs of the local community. Today, as we enter the 25th year, as a flagship institute, we continue to be in service to the country and society. Sree Sastha has a plethora of traditions that makes the institute a unique and truly special place. Set in the heart of Chennai, the state's capital city, the institute fosters diversity and an intellectual environment that produces the next generation of leaders and advances tomorrow's thinking.



REGISTRATION FORM

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Important dates

Registration start date - 10.2.2023.
 Abstract submission last date - 24.2.2023
 Acceptance of abstracts - 10.3.2023
 Full paper submission last date - 20.3.2023.
 Conference Date: 24.03.2023

Account Details

Sree Sastha MBA,
 A/C No: 6149130357,
 IFSC: IDIB000T030,
 Tirumazhisai

For further details contact:

icdtbme2023@gmail.com
 9176816380, 9600127142, 9094194154, 9940396992

Registration Details

Industry - Rs. 1000
 Academicians/Scholars - Rs. 750
 Students - Rs. 500
 Foreign Delegates - USD 30

Paper submission guidelines

The manuscript should be prepared in the following format :

Every paper must be accompanied by a cover page, which should include the title of the paper, name(s) of the author(s) and their affiliations, resident country and the complete postal and e-mail addresses and telephone numbers of the authors.

Abstract font size should be 12, Times New Roman, & 1.5 line spacing.

Title of the Paper should be 16 font size.

Abstract of not more than 500 words with keywords

The Research Papers should be in a word document format, Times New Roman, font size 12 with 1.5 line spacing, 1 inch margins and APA style of referencing.

The Word Limit for the Research is limited to 4500 words, and must include the following: Title, Objectives of the study, Methodology, Findings, Conclusion/Implications/Recommendations. Limitations, References.

All tables & diagrams should be properly numbered.

The institute has a strict anti-plagiarism policy, therefore, the authors must ensure originality of the work

Selected papers will be informed through mail. The decision of the review committee regarding the selection of papers will be final and binding.

Selected papers meeting standards will be published in scopus, ugc journals & web of science indexed journals*

The paper has to be sent to: icdtbme2023@gmail.com

Registration Link

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