

CHIEF PATRON

Prof. Dr. R. JAGANNATHAN,

Vice Chancellor, Periyar University, Salem

PATRON

Registrar (FAC),

Periyar University, Salem

ORGANISING CHAIR

Dr. V. R. PALANIVELU,

Prof & Head, Department of Management Studies,
Periyar University, Salem

COORDINATORS

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Dr. J. Senthil Velmurugan, Associate Professor

Dr. T. Sarathy, Associate Professor

Dr. R. Subramaniya Bharathy, Associate Professor

Dr. P. Thirumoorthi, Associate Professor

Dr. S. Balamurugan, Assistant Professor

Dr. M. Suryakumar, Assistant Professor

ORGANIZING COMMITTEE

Dr. E. Saranya

Dr. A. Apdhul Kathar

TEAM MEMBERS

P. Venkatesan,

S.V. Rajkamal

P. Vignesh,

K. Udhayakumar

S. Nandhini,

R. Shruthi

D. Bhuvaneshwari,

R. Ambaliga Bharathi Kavithai

R. Indhumathi,

M. Dinesh Kumar

IMPORTANT DATES

Remittance of Fee - **August 25**

Submission of Full Paper - **August 25**

Acceptance Notification - **August 29**

REGISTRATION FEE (including GST)

Academic Delegate - **INR 830 / USD 30**

Research Scholars - **INR 590 / USD 20**

PG Student - **INR 470 / USD 15**

Industry Delegate - **INR 1180 / USD 40**

* In Absentia - **Additional INR 250**

REGISTRATION LINK

<https://forms.gle/N1g3sZvGDN5ermih8>



PUBLICATION OPPORTUNITIES

- Abstracts of all accepted papers will be published in conference proceedings with ISBN.
- Interested authors can publish their full paper as a chapter in separate Edited Volume of Book. Authors can claim points as per API Guidelines stated by UGC (Clause 6.1.0, Part: III- Sec:4, Category- IIIA, III B).
- Selected papers will be published in SCOPUS indexed or UGC CARE listed journals with additional charges.

MODE OF PAYMENT

Registration and Publication Fee payable either in the form of Online Bank Transfer or Mobile Banking

ACCOUNT DETAILS

Bank Name : CANARABANK
Branch Name : Salem Periyar University
Account Name : Organising Secretary,
INT Conference 2022.
Account Number : 8450101004092
Type of Account : Savings
IFSC Code : CNRB0008450
MICR Code : 636015024

For Further Details Contact
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Department of Management Studies,
Periyar University, Salem
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PERIYAR UNIVERSITY

NAAC A++ Grade - State University - NIRF Rank 73 - ARIIA Rank - 10

Salem-636011, Tamil Nadu, India

5th INTERNATIONAL CONFERENCE ON ENTREPRENEURSHIP, INNOVATION AND STARTUP - ICEIS'22

06th & 07th SEPTEMBER, 2022

Organized by
**Department of Management Studies
Periyar University**

Salem-636011, Tamil Nadu, India

in Association with
**Entrepreneurship Development and
Innovation Institute - Tamil Nadu**
(EDII - TN - Chennai)



ABOUT THE PERIYAR UNIVERSITY

The Government of Tamil Nadu established Periyar University in Salem on 17th September 1997 as per the provisions of the Periyar University Act, 1997. The University covers the area comprising four districts namely Salem, Namakkal, Dharmapuri, and Krishnagiri. The University obtained 12(B) and 2(f) status from the University Grants Commission, New Delhi and it was reaccredited by the NAAC with "A++" Grade in 2021. The University secured 73rd rank among Indian Universities by MoE NIRF 2021. Periyar University occupied the 2nd place at National Level and 1st place at State level based on the NACC Score (CGPA 3.61(Cycle 3)). The University is named after the Great Social Reformer E.V. Ramaswamy affectionately called "Thanthai Periyar".

ABOUT DEPARTMENT OF MANAGEMENT STUDIES

Department of Management Studies is one of the department coming under the School of Business Studies in Periyar University. DoMS offers two years full time MBA programme with a difference (CBCS – Choice Based Credit Systems) since its inception in 2005. The Department also offers Ph.D. both full and part-time programmes to promote research activities. DoMS is an active Institutional member of All India Management Association. We are offering MBA General Management and MBA Export Management as a full time Programme. The Department of Management Studies provides excellent placement opportunities with very good International Exposure.

ABOUT THE CONFERENCE

This conference provides interdisciplinary and multidisciplinary forum for researchers, industry delegates and academicians to present and discuss about the most recent developments, practical challenges encountered and the adopted solutions in promoting entrepreneurship especially after the pandemic.

CONFERENCE THEMES

The conference mainly focussed the following sub themes but not limited to the same.

- Entrepreneurship, Innovation and Incubation
- Export Entrepreneurship
- Social Entrepreneurship
- Agripreneurship
- Rural Entrepreneurship
- Women Entrepreneurship
- Entrepreneurship in Logistics and shipping
- Studies exploring Entrepreneurship
- Leading Innovation and Technology
- Startup and Open Innovation
- Startup and Entrepreneurial Culture
- Tourism Entrepreneurship
- Business Management
- E-Commerce & E- Governance
- Human Resource Management
- Information Technology/ IoT/ Artificial Intelligence
- Marketing Management
- Operations Management
- Risk Management
- Supply Chain Management
- Economic Policy & Issues
- Financial Management

TARGET PARTICIPANTS

Students, Research Scholars, Academicians from all discipline, Corporate Executive, NGO's and Entrepreneurs.

SUBMISSION GUIDELINES

- The Cover page should contain Title, Abstract with full Authorship, Mobile number & Email Address
- A soft copy of the full paper including abstract not exceeding 3000 words should be typed in Times New Roman with 12 font size, 1.5 line spacing and follow APA/MLA style of reference / Citation.

- The editorial board reserves the right to accept or reject any paper without assigning any reason
- Contribution should be original research work which is not already submitted for any publication in conference or in journals.
- There will be a **Best Paper Award Certificate** for three best papers presented in Conference.
- Submit your papers to the following mail id domsinternationalconference05@gmail.com

ACCOMMODATION

Accommodation will be provided in the Periyar University Guest House to the International participants with fine hospitality at free of cost. If the participants insist we will assist for hotel accommodation in Salem city which is 8kms away from Periyar University.

SPOT REGISTRATION

The participants are allowed for spot registration however, the presentation of the paper is subject to availability of time. Conference kit and publication opportunity will not be provided for the participants under spot registration category.

PRESENTATION IN ABSENTIA

The organizing committee will encourage the participant to attend the conference and present the paper in person. If any of the unavoidable reason and request of the participant, presentation in absentia is permitted only with additional payment Rs.250/-. It is over and above the registration fees.