

ORGANIZING COMMITTEE

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Prof. Dr. R. JAGANNATHAN,
Vice Chancellor, Periyar University,
Salem, Tamil Nadu, India.

Prof. Dr. VINITHA GUPTAN,
Vice Chancellor, Saito University College,
Selangor, Malaysia.

PATRON

Prof. Dr. K. THANGAVEL,
Registrar (FAC),
Periyar University, Salem, Tamil Nadu, India.

ORGANISING CHAIR

Dr. V. R. PALANIVELU,
Convener & Organizing Secretary-ICEIE 2024
Professor & Head, DoMS,
Periyar University, Salem, Tamil Nadu, India.

Dr. BAHRULMAZI EDRAK,
Dean,
K² School of Business and Design,
Saito University College, Malaysia.

COORDINATORS

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Dr Zulkifly Abd Aziz, Senior Lecturer,
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Ms. Aini Rafidah Razali, Programme Director,
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For any clarifications feel free to contact:

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Contact

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PERIYAR UNIVERSITY

(NAAC A++ Grade – State University – NIRF Rank 59 – NIRF Innovation Band of 11-50)

Salem-636011, Tamil Nadu, India

DEPARTMENT OF MANAGEMENT STUDIES &

SAITO UNIVERSITY COLLEGE

Cheras Campus, Kuala Lumpur, Malaysia

K² SCHOOL OF BUSINESS AND DESIGN

Jointly organize

6th International Conference on ENTREPRENEURSHIP, INNOVATION & EXPORT (ICEIE 2024) (Multidisciplinary)

Date: 25th, 26th & 27th March, 2024

VENUE OF THE CONFERENCE



SAITO UNIVERSITY COLLEGE

Cheras Campus, Kuala Lumpur, Malaysia





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 59th rank among Indian Universities by MoE NIRF 2023. The University is named after the Great Social Reformer E.V. Ramasamy, affectionately called as “Thanthai Periyar”. The University aims at developing knowledge in various fields to realize the maxim inscribed in the logo “Arival Vilayum Ulagu” (Wisdom Maketh the World). “Holistic development of the students” is the primary objective of the University. Periyar University imparts higher education through three modes: Departments of Study and Research, the affiliated Colleges, and Periyar University Centre for Online and Distance Education (PUCODE). The University has 27 departments and 118 affiliated colleges.

ABOUT THE DEPARTMENT OF MANAGEMENT STUDIES

Department of Management Studies is one of the Leading Management Department in the Southern region of the country. Department of Management Studies offers two years full time MBA programme with a difference (CBCS – Choice Based Credit Systems) since its inception in 2005, also MBA Programme is Approved by AICTE in the year 2021, further MBA in Export Management was started from 2021.

Department of Management Studies is an active Institutional member of All India Management Association, Confederation of Indian Industry (CII), Federation of Indian Export Organisations (FIEO). Students are selected for MBA Programme based on their performance in Graduation, Group Discussion. The faculty members of Department of Management Studies are actively involving themselves in research and extension activities, paper and book publications. Our department is providing various training facilities to the students to promote export entrepreneurship during the course tenure.

ABOUT THE 6th INTERNATIONAL CONFERENCE

The aim of this multidisciplinary 6th International Conference is to provide an opportunity to industrialists, academicians, research scholars and UG & PG Students to get first-hand knowledge about their research findings in various fields like Medical, Engineering & Technology, Arts & Science, Humanities, Agriculture, Management, Finance, Animation, etc. In addition to this, the International Conference provides an opportunity to present their research findings, share their research knowledge and make use of their ideas / suggestions to fine tune their researches among the international participants.

In order to eradicate the youth unemployment problem and achieve economic growth of the Nation, Government of Tamilnadu and Government of India taken various strategies to promoting Entrepreneurship, Innovation and Export through Higher Educational Institutions. In this connection Periyar University, Department of Management Studies in association with Saito university College, Malaysia for organizing this 6th International Conference which enable to provide a platform for younger generation to become an entrepreneur and also to promote export entrepreneurship both in India and Malaysia.

TOPICS / THEMES (MULTIDISCIPLINARY)

Both academicians and industrialists are invited to present their papers in the multidisciplinary areas like Arts & Science, Medical, Engineering & Technology, Management, Agriculture, Animation, Space research, but not limited to: Choose your topics in the QR code mentioned below.



ABOUT THE SAITO UNIVERSITY COLLEGE

In 1988, Mr. Tetsuo Saito established Saito Academy of Graphic Design. He actually wanted to teach about the beauty of the Japanese language and culture. Instead, with extraordinary entrepreneurial instinct, Mr. Saito put together Malaysia's first Diploma in Graphic Design, effectively making Saito Academy the local pioneers in design education. His vision was two-fold: 1) Educate and nurture young talents in design, and 2) Identify and unleash their passions. In 2008, Saito Security Academy was established. And in 2012, Saito Business School began offering classes. Both faculties, including Saito Design School, became part of the newly formed Saito College. In late 2017, Saito College became Saito University College, initiated new degree with expanded teaching faculty and new campuses. This is a place where you may push yourself, discover and acquire talents that will last a lifetime, and help our students become adaptable so they can succeed. In order to offer our students with the necessary practical skills and to ensure that they have access to career resources, Saito University College makes sure that its curriculum is created in accordance with current industry practices.

ABOUT THE K² SCHOOL OF BUSINESS AND DESIGN

Experience the Power of 2 with K² School of Business and Design. K² prepares you with the skills of the future by synthesising grounded cross-discipline Knowledge and practical Know-how. Stand out as a Business graduate with design know-how. Rise faster as a Designer with business knowledge. K² School of Business and Design incorporates functional, key elements of both streams to nurture creative and holistic graduates. Our degrees are the perfect blend of business, management and design subjects in one cross-discipline curriculum.

Future-proof yourself with an impact-focused and dynamic cross-discipline curriculum. Gain opportunities for practical application through Industry mentorship and cross-discipline teamwork. Whether you're aiming to be a driver of innovation, owner of a creative digital business or leader of business and social change, our degree will equip you with the skills to get there.

Registration QR Code



CALL FOR PAPERS

Research papers, Manuscript and case studies are invited from the authors to present and exchange their insights on the recent developments of their fields.

TARGET PARTICIPANTS

Students, Research Scholars, Faculty Members, Academicians from all discipline, Corporate Executive, NGO's and Entrepreneurs are eligible to register for participation / presentation in the conference.

PAPER SUBMISSION GUIDELINES

- The Cover page should contain Title, Abstract with full Authorship, Mobile number & Email ID
- 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 there of 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.
- The registration form for the International Conference can be downloaded through our website www.periyaruniversity.ac.in & <https://saito.edu.my>
- Submit your papers to the following mail id domsinternationalconference06@gmail.com

PUBLICATION GUIDELINES

- 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.
- Selected Quality papers will be published in SCOPUS indexed, UGC CARE, WoS listed journals with additional charges.

REGISTRATION LINK & REGISTRATION FEE

Participants desiring to enroll should pay a nominal registration fee. Registration Fee is payable either in the form of Online Bank Transfer or Mobile Banking too:

The fee includes admission to the conference sessions, refreshments and handouts of the international conference proceedings. Kindly fill the registration form and mail it to the conference organizers along with Bank Transfer copy / Demand Draft. **Registration Link:** <https://forms.gle/G85GHJsz5krRdcVm6>

Participants	Registration Fee	
	INR	USD
UG & PG Students	5000	60
Research Scholars	6000	75
Academicians	7000	85
Industrialists/Entrepreneurs	8000	100
Other participants	9000	110

MODE OF PAYMENT

Account Name : Organising Secretary, International Conference 2024.
 Account Number : 8450101004092
 Type of Account : Savings
 IFSC Code : CNRB0008450
 MICR Code : 636015024

(or)

Payment QR Code



ACCOMMODATION

Participants have to make their own arrangements for accommodation and transportation for attending / Participating / Presenting paper in the conference. If registered participant request it may be arranged at affordable price. (Accommodation, Transportation and Local Transportation)

IMPORTANT DEADLINES

Submission of Abstract - February 27, 2024
 Acceptance of Abstract - February 29, 2024
 Submission of Full Paper - March 04, 2024
 Acceptance Notification - March 11, 2024
 Remittance of Fee - March 14, 2024