

ORGANIZING COMMITTEE

CHIEF PATRONS

Tmt. E. SUNDARAVALLI, I.A.S.

Convenor, Vice Chancellor Committee and Syndicate
Periyar University, Salem, Tamilnadu, India

Prof. R. SUBRAMANI

Member, Vice Chancellor Committee and Syndicate
Periyar University, Salem, Tamilnadu, India

Dr. S. JAYANTHI

Member, Vice Chancellor Committee and Syndicate
Periyar University, Salem, Tamilnadu, India

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Registrar (FAC)
Periyar University, Salem, Tamilnadu, India

CONVENOR

Dr. G. YOGANANDAN

Professor and Head
Department of Management Studies
Periyar University, Salem
Tamilnadu, India

ORGANISING CHAIR

Dr. V.R. PALANIVELU

Professor & Former Head
Director (i/c) - University Business Collaboration Centre
Convenor & Organizing Secretary - (ICBSIEEE - 2025)
Department of Management Studies
Periyar University, Salem, Tamilnadu, India

COORDINATORS

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Principal
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Dr. T. SRIVIDHYA

Guest Lecturer
Dept. of Management Studies,
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OVER ALL COORDINATING TEAM

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CONTACT DETAILS

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Convenor & Organizing Secretary - (ICBSIEEE - 2025)
Department of Management Studies, Periyar University, Salem, Tamilnadu, India



PERIYAR UNIVERSITY

State University - NAAC 'A++' Grade - NIRF Rank 94

State Public University Rank 40 - SDG Institutions Rank Band: 11-50

Salem – 636 011, Tamil Nadu, India

DEPARTMENT OF MANAGEMENT STUDIES & UNIVERSITY BUSINESS COLLABORATION CENTRE

Jointly Organize

9th INTERNATIONAL CONFERENCE CUM BUSINESS EXPO
on

“BUILDING SUSTAINABLE INNOVATION & EXPORT
ENTREPRENEURSHIP EXCELLENCE IN THE GLOBALIZED
DIGITAL ERA” (ICBSIEEE - 2025)

(Multi-Disciplinary)

Date of the Conference & Expo

18th December 2025

Venue of the Conference & Expo

**Food Court
&
Department of Management Studies
Periyar University
Salem - 636 011, Tamil Nadu, India.**



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 reaccruited by the NAAC with "A++" Grade in 2021. The University secured 94th rank among Indian Universities by MoE NIRF 2025. 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 vibrant Department in providing excellent Management Education in the Southern region of the country. The Department of Management Studies offers two years full time MBA Programme with a difference (CBCS-Choice Based Credit Systems) since its inception in 2005 and also MBA Programme is approved by AICTE in the year 2021. In the milestone of the Department, MBA Export and Import Management (two years) course was started from the year 2021 onwards. The Department of Management Studies is an active Institutional member of All India Management Association, Confederation of Indian Industry (CII), and Federation of Indian Export Organizations (FIEO). The Department is providing various training facilities to the students to promote Innovation, Catering placement opportunities and Export Entrepreneurship.

ABOUT THE 9th INTERNATIONAL CONFERENCE

The paramount aim of this multi-disciplinary 9th international conference is to comprehensively explore the strategies necessary for achieving excellence in sustainable, innovation, and export-focused entrepreneurship within the competitive globalized digital era. Recognizing that sustainable innovation is essential and must be actively channelled through entrepreneurial ventures and robust export promotion, the conference addresses critical societal challenges. A core purpose is to tackle the difficulties in employment by establishing a proactive framework where higher educational institutions foster entrepreneurial culture, innovative mindsets, and global market readiness among the younger generation. Beyond this national impact, the joint conference is instrumental in strengthening long-term institutional relationships, providing a premier platform for academic exchange, research collaboration, and identifying tangible export opportunities for students, researchers, and executives.

ABOUT THE BUSINESS EXPO

The Business Expo provides a dynamic platform for entrepreneurs, start-ups, exporters, and innovators to showcase their products and technologies. It promotes collaboration between academia and industry to foster sustainable innovation and entrepreneurship. The Expo encourages knowledge sharing, networking, and global business linkages. Student innovators and local enterprises are motivated to present creative and export-oriented ideas. It reflects Periyar University's vision of nurturing innovation and entrepreneurial excellence in the digital era.

INTERNATIONAL CONFERENCES ORGANIZED EARLIER

- 1st International Conference on Global Business Environment and its Impact on Management Education– (ICGBEIME) 2011 – PRIMS, Periyar University, Salem, Tamilnadu, India
- 2nd International Conference – 2016 "Role of Management Education in Promoting Entrepreneurship in the Globalized Business Environment" - PRIMS, Periyar University, Salem, Tamilnadu, India
- 3rd International Conference – 2019 "Role of Management Education in Promoting Entrepreneurship in the Globalized Business Environment" PRIMS, Periyar University, Salem, Tamilnadu, India
- 4th International Conference – 2020 "Role of Management Education in Promoting Entrepreneurship in the Globalized Business Environment" PRIMS, Periyar University, Salem, Tamilnadu, India
- 5th International Conference on "Entrepreneurship Innovation and Start-up's -2022"- DoMS, Periyar University, Salem, Tamilnadu, India
- 6th International Conference on Entrepreneurship, Innovation and Export (ICEIE -2023)" - K2 School of Business and Design, Saito University College, **Malaysia**.
- 7th International conference on "Entrepreneurship Eco System, Innovation and Export Promotion through Higher Educational Institutions-2024 (ICEIE-2024)" - Faculty of Management Studies, London American City College, **Dubai, UAE**.
- 8th International Conference "Social Transformation and Upliftment of Economy through Entrepreneurship Culture, Innovation and Export Promotion in the Digitalized Era (ICEIEDE -2025)"- Faculty of Management and Commerce. South Eastern University of Sri Lanka, Oluvil, **Srilanka**.



CONFERENCE PHOTOS QR CODE

CONFERENCE OBJECTIVES

- To develop essential entrepreneurial skills and competencies among Students, Research Scholars and Faculty Members.
- To inculcate a culture that prioritizes and supports innovation-driven entrepreneurship across the academic institution.
- To actively promote and facilitate the creation of new technology/knowledge/innovation-based start-ups.
- To build a vibrant start-up ecosystem by establishing robust networking mechanisms among academia, financial institutions, industries, and other research/support institutes.
- To create international exposure and specifically promote export entrepreneurship among younger generation.

CONFERENCE THEMES

The authors may request to click the below link or scan the QR code to obtain the conference themes.

<https://forms.gle/52zuBER6XJf2HzJn6>



THEMES QR



CONFERENCE REGISTRATION QR

Registration Link

<https://forms.gle/r4ibZMJEx8Jwbmc7>

CALL FOR PAPERS

The authors are invited to submit Research Papers, Manuscripts, and Case Studies in order to share and discuss their perspectives on the most recent advancements in their respective fields.

TARGET PARTICIPANTS FOR THE CONFERENCE AND BUSINESS EXPO

Registration for participation and presentation at the conference and Business expo is open to Students, Research Scholars, Academicians from all Disciplines, Corporate Executives, Industrial Professionals, Leaders & President of NGO's, Importer & Exporters, Entrepreneurs and Start-up Innovators.

PAPER 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.

Submit your papers to the Email id :

9thinterconferencepudoms@gmail.com.

GUIDELINES FOR PUBLICATION

- ✧ All accepted paper (Abstracts only) will be published in Conference Proceedings along with an ISBN.
- ✧ Selected Quality papers will be published in referred journals with additional charges.

EXHIBITORS PROFILE

The Business Expo invites entrepreneurs, startups, corporates, exporters, and student innovators to showcase their products, services, and innovations. Booths and display space will be allocated on a first-come, first-served basis; early registration is encouraged. Exhibitors are responsible for setting up and managing their displays, ensuring compliance with safety and event guidelines.

REGISTRATION LINK FOR EXHIBITORS:

<https://forms.gle/cxYQX7K6wGLqRreh7>



EXPO REGISTRATION QR

IMPORTANT DATES

INTERNATIONAL CONFERENCE

Submission of Abstract	: 08/12/2025
Acceptance Notification	: 12/12/2025
Submission of Full Paper	: 10/12/2025
Deadline for Registration	: 15/12/2025

BUSINESS EXPO

Registration for Business Expo Participation Opens : 20/11/2025

Last Date for Business Expo Registration : 15/12/2025

Confirmation of Stall/Exhibit Allocation : 16/12/2025

Installation of Stalls & Setup : 17/12/2025

REGISTRATION FEE

INTERNATIONAL CONFERENCE

(Participation / Presentation of the Conference)

Category	Fee (Including GST)
Academic Delegates	: Rs. 700
Research Scholars - Students (UG & PG)	: Rs. 500
Industry Delegates	: Rs. 300
In Absentia	: Rs. 800
(Additional Charges)	: Rs. 250

BUSINESS EXPO

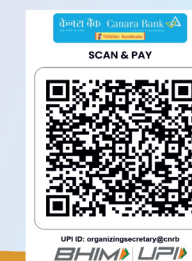
Category	Fee (Including GST)
Group Exhibitors	: Rs. 800 per stall
Industry Exhibitors	: Rs. 600 per stall
Student Exhibitors	: Rs. 300 per stall

MODE OF PAYMENT

Payment Details (Scan the QR code to make payment)

Bank Name	: Canara Bank
Branch Name	: Salem Periyar University
Account Name	: Organizing Secretary Int Conference
Account Number	: 8450101004092
Type of Account	: Savings
IFSC Code	: CNRB0008450
MICR Code	: 636015024

Note: 10th Joint International Conference will be scheduled on 1st Week of March 2026 at London



UP ID: organizingsecretary@periyar