



KV INSTITUTE OF MANAGEMENT AND INFORMATION STUDIES

Organize

2nd INTERNATIONAL CONFERENCE ON Global Business Management Entrepreneurship and Social Research

03rd & 04th August, 2023

In Collaboration with



IMPORTANT DATES

Last date for Abstract Submission :	20.06.2023
Notification of Tentative Acceptance :	22.06.2023
Last date for Final Paper Submission :	30.06.2023
Last date for Registration :	05.07.2023

Advisory Committee

- ★ Dr. C. Kumar BE.,MBA(USA),PhD.,CISM., CRISC.,PMP.,SAP(B1), Managing Director.
KV Institute of Management & Information Studies, Coimbatore.
- ★ Dr.M.Vidhya MCom.,MBA.,MPhil.,Ph.D., PGDCA., Principal.
KV Institute of Management & Information Studies, Coimbatore.
- ★ Fazeela Banu, Associate Professor and Registrar AMITY Institute of Higher Education.
Deputy Director / Internal Partnership Lead (UoN,UK) AMITY Global Business School,
AMITY University, Mauritius.
- ★ Dr. A Sulthan MBA, PhD, Director- Academic & Research.
- ★ Dr. Sheelan Misra PhD, Dean, New Horizon College of Engineering, Bangalore.
- ★ Dr. R Sangeetha MCom, MBA, M.Phil, PhD, Associate Professor, Chirst Univeristy, Bangalore.
- ★ Dr. Magdalene Ndeto Bore, Ph.D.; CHR-P-K., Dean Academics and Head of Corporate Training,
Amity Global Education Foundation Ltd - Nairobi.
- ★ Dr. Padma Bhaskar PGDM, MFM, MPhil, PhD, Associate Professor.
Sindhi Institute of Management, Bangalore.



MBA PhD



REGISTER @

<https://bit.ly/KVIMISConference>

Contact @ 91+ 63836 87096, 97503 53399, 94888 02621

Student Coordinators

Contact @ 91+ 63801 43312, 88385 05774

IMPORTANT NOTES:

- Certificate of participation for those who attend all sessions.
 - Attendance certificate will be issued on request.
- (Accommodation will be provided based on first come first serve)**

Address

**KV INSTITUTE OF MANAGEMENT
AND INFORMATION STUDIES
(KVIM BUSINESS SCHOOL)**

Approved By AICTE - New Delhi, Permanently Affiliated to Anna University, Chennai
545, Sathy Main Road, Kurumbapalayam
Coimbatore-641107, Tamilnadu, India
WWW.KVIMIS.CO.IN

Location



CHIEF PATRON

Dr. C. KUMAR
Managing Director
KVIM

PATRON

Dr. M. VIDHYA
Principal
KVIM

CONVENOR

DR. A.SULTHAN
Assistant Professor
KVIM



REGISTRATION

Category	Registration Fee	Presentation with Publication
Industry Experts	INR 700	1200
Academician	INR 500	1000
Research scholars	INR 400	900
Students	INR 300	800
Foreign Participant	USD 8\$	USD 12\$

PARTICIPANTS

Students, Research Scholars, Academician, Industry Experts

COLLEGE ACCOUNT DETAILS

Name of the Account	: The Principal, KV Institute of Management and Information Studies
Axis Bank Account No	: 919010015533216
IFSC Code	: UTIB0003090
Branch	: Saravanampatty, Coimbatore

Major Themes

- ★ General management & Entrepreneurship
- ★ Business Analytics
- ★ Financial Management
- ★ Marketing Management
- ★ Human Resource Management
- ★ Sustainable Development Goals (SDG's)

Sub Themes

Sub Themes include but not limited to:

- ★ Business intelligence
- ★ Business models
- ★ Emerging markets & sustainability
- ★ International business management
- ★ Entrepreneurship development
- ★ Cross culture management
- ★ Consumer behaviour
- ★ Business Analytics & Need of an Hour
- ★ Digital marketing and Mobile marketing
- ★ Foreign direct investment
- ★ Corporate finance
- ★ Innovations in finance
- ★ Analytics in finance & challenges
- ★ Core banking, Green banking & future trends
- ★ Security analysis & portfolio management
- ★ Product & Brand Management
- ★ International marketing management
- ★ International human resource management
- ★ Emotional intelligence
- ★ Positive organizational psychology
- ★ Supply chain & Logistics Management
- ★ Case Studies and Book reviews Converging with the Conference Theme

- ★ Agri-Business
- ★ Behavioural Operations Management
- ★ Learn & six sigma
- ★ Tourism Management
- ★ E-Education, E-Learning and E-Management

Guidelines for Paper Submission

- ★ The manuscript should be in MS word format (.docx & .doc), 1.5 line spacing with 1 inch margin, Times New Roman font size 12 black.
- ★ The soft copy of the abstract shall be submitted with authors' details (Name, Affiliation, E-mail and mobile Number).
- ★ On acceptance of the abstract the complete manuscript must be submitted before the time line.
- ★ Similarity content should not exceed 20%.
- ★ Maximum three authors can be considered per paper.
- ★ The manuscript should not be more than 6000 words. Head and sub-heading should be short and should not be numbered.
- ★ The primary heading should be in the upper case and bold, the sub heading should be in title case capitalization and bold.
- ★ The tables should be numbered consequently and title of the table should be placed above the table.
- ★ Figures/diagrams/graphs should be numbered & wherever necessary the source should be indicated at the bottom.
- ★ Reference should be arranged in alphabetical order & should be in APA format.
- ★ On special request online presentation facility can be arranged for foreign delegates.
- ★ Papers are selected through a double-blind peer review process will be published in KV Journal of Management.
- ★ Abstract should be sent to the **Email ID: research@kvimis.co.in**.

Global Business Management Entrepreneurship and Social Research

ABOUT KVIM

KV Charitable trust came into existence in the year 2000 with an aim to provide the best education to the students. The students. The Trust approved the opening of KV Institute of Management and Information Studies (KVIM as a standalone B School) during the year 2008. KV Institute of Management and Information Studies one of the leading institutions providing highly quality management program by leveraging technology to meet the learning needs of young minds. The management department at our Institution has highly qualified, experienced and dedicated teaching faculty to impart the best business knowledge. The Institution takes ceaseless efforts to ensure that the knowledge of the faculty is up to date through Seminars, Faculty Development Programs, and Management Development Programs within and outside the Institution. KV Institute of Management and Information Studies take a lot of effort in imparting the required technical and practical knowledge to the students. The Department has well-equipped business laboratories with the latest business applications to give practical hands-on experience to our students. Learning through practice is more into curriculum along with teaching. It is our commitment to inculcate values of integrity, accountability and fairness so that students are trained to promote and maintain high ethical standards in management.

ABOUT AMITY INSTITUTE OF HIGHER EDUCATION, MAURITIUS

Amity Institute of Higher Education (AIHE) IS part of a leading world-wide Amity Education Group which has over two decades of experience in the field of education. Amity Institute of Higher Education offers Industry Oriented Programmes backed by professionals with decades of experience in the corporate world and in the education field. Amity Institute of Higher Education provides the best mix of practice and theory to ensure success of students. Amity Institute of Higher Education is strategically located in the central part of Mauritius, Cybercity Ebene where leading Multinational and National IT companies, Banks, Financial institutions and Educational institutions are located.

ABOUT CONFERENCE

ICGBMESR is to bring together innovative industrial experts and academics in the field of business management and social research to a general forum. All the accepted and registered papers will be published in KVIM- Journal of Management. The conference would offer a large number of invited lectures from renowned speakers all over the country. The Best paper will be awarded based on the quality of the paper and presentation.

OBJECTIVE OF THE CONFERENCE

Research and Development Committee of KVIMIS in collaboration with AMITY Institute of Higher Education, Mauritius were organizing this conference with the objectives to promote scientific and educational activities towards the advancement of common man's life by improving the theory and practice of various disciplines and sectors of Business. It provides an opportunity to participants to upgrade their knowledge in context of global business.