

Volume 2 Issue 10 July to December 2022

Proclaim

the voice of the aimers



Conflict Resolution

Meaning

Conflict resolution is a multifaceted process that encompasses various strategies and techniques aimed at addressing conflicts or disagreements between individuals or groups in a constructive and productive manner. Throughout history, conflicts have been an inherent part of human interaction, occurring in various contexts such as interpersonal relationships, workplaces, communities, and international affairs. How conflicts are managed and resolved greatly influences the outcomes and the quality of relationships among the parties involved. In this comprehensive exploration, we will delve into the principles, theories, approaches, and practical applications of conflict resolution, aiming to provide a thorough understanding of this vital aspect of human interaction.

The Importance of Conflict Resolution:

Effective conflict resolution is essential for maintaining healthy relationships, fostering cooperation, and promoting social cohesion. Unresolved conflicts can escalate, leading to negative consequences such as damaged relationships, decreased productivity, increased stress, and even violence or warfare. Conversely, successfully managed conflicts can lead to positive outcomes, including improved communication, enhanced understanding, innovative problem-solving, and strengthened relationships. Therefore, developing skills and strategies for conflict resolution is crucial for individuals, organizations, and societies to navigate the challenges of interpersonal and intergroup dynamics effectively.

Principles of Conflict Resolution:

Several fundamental principles underpin effective conflict resolution:

Communication: Open, honest, and respectful communication is essential for understanding each party's perspectives, interests, and concerns. Active listening, empathy, and clarity of expression are key components of effective communication in conflict resolution.

Collaboration: Instead of adopting a win-lose mentality, collaborative conflict resolution seeks mutually beneficial solutions that address the interests of all parties involved. Collaboration encourages creativity, flexibility, and a focus on common goals rather than individual positions.

Fairness and Equity: Fairness entails treating all parties with impartiality and respect, acknowledging their rights and perspectives, and ensuring that the resolution process is

transparent and equitable. Fairness fosters trust, legitimacy, and a sense of justice among the parties.

Empowerment: Conflict resolution should empower individuals and groups to voice their concerns, participate in decision-making processes, and take ownership of the outcomes. Empowerment enhances autonomy, accountability, and self-determination, leading to more sustainable resolutions.

Constructive Engagement: Rather than avoiding or suppressing conflicts, constructive engagement involves addressing issues directly, proactively, and constructively. It encourages parties to confront differences, explore underlying interests, and seek win-win solutions through dialogue and negotiation.

Theories of Conflict Resolution:

Numerous theories and models have been developed to explain the dynamics of conflict and offer insights into effective resolution strategies. Some of the prominent theories include:

Interest-Based Theory: This theory posits that conflicts arise from differences in underlying interests rather than incompatible positions. By focusing on identifying and addressing the parties' interests, rather than their stated positions, interest-based approaches seek to uncover common ground and generate creative solutions that meet everyone's needs.

Power Dynamics Theory: Power dynamics play a significant role in shaping conflicts, as parties may leverage their resources, authority, or influence to assert their interests or suppress those of others. Power-based approaches to conflict resolution emphasize balancing power imbalances, promoting equity, and ensuring that all parties have a voice in the resolution process.

Communication Theory: Communication is central to conflict resolution, as misunderstandings, misinterpretations, or breakdowns in communication can exacerbate conflicts. Communication theories focus on improving communication skills, promoting active listening, nonverbal communication, and constructive dialogue to facilitate understanding and consensus-building.

Cognitive Theory: Cognitive biases and distortions can influence how individuals perceive, interpret, and respond to conflicts. Cognitive theories of conflict resolution explore how cognitive processes such as attribution, framing, and decision-making affect conflict dynamics and propose strategies to mitigate biases and promote rational, informed decision-making.

By

P. Vairamaliga, 2nd MBA

Name of the Activity	ROAD SAFETY AWARENESS PROGRAMME - 2022
Type of Activity	Social Responsibility and Extension activity
Date & Time	12.10.2022& 10:00 a.m. – 12:00 Noon
Details of Participants	120 MBA Students
Coordinator	Dr.M.AyishaMillath, Assistant Professor
Organizing Department	Alagappa Institute of Management
Collaborating Agency	Tamil Nadu Police, Alagappapuram, Karaikudi
Description	Alagappa Institute of Management has launched a social extension activity focused on road safety awareness. The initiative aims to educate the public about the dangers of high beam lights. Students actively engage in spreading awareness and promoting safety on the roads.
Outcome	Students of Alagappa Institute of Management went a rally from Faculty of Management campus to the junction road near Sriram nagar railway gate. They carried out pasting black stickers in the headlights of two wheelers, four wheelers and heavy vehicles to reduce the effect of high beam light. Also created awareness among the public about how the effect of high beam headlights on the drivers on opposite vehicle can cause fatal accidents

Zoho Corporation is known for its comprehensive suite of business software applications, including those for HR management. Some of the HR management features offered by Zoho include:

1. **Employee Database:** Maintain a centralized database of employee information, including personal details, contact information, job history, and performance evaluations.
2. **Recruitment and Applicant Tracking:** Streamline the hiring process by posting job openings, receiving applications, scheduling interviews, and managing candidate communication all within the Zoho platform.
3. **Performance Management:** Set goals, conduct performance reviews, and track employee progress over time. This may include features for 360-degree feedback, self-assessment, and performance appraisals.
4. **Time and Attendance Tracking:** Monitor employee attendance, track work hours, and manage time-off requests through integrated time-tracking tools.
5. **Training and Development:** Provide learning resources, manage training programs, and track employee participation and progress in skill development initiatives.
6. **Employee Self-Service:** Empower employees to access their own HR information, submit requests, view policies, and manage tasks such as time-off requests or updating personal information.
7. **Analytics and Reporting:** Generate reports and analyze HR data to identify trends, track key metrics, and make informed decisions about workforce management.

Zoho's HR management solutions are designed to be customizable, scalable, and integrated with other Zoho applications for seamless operation across different business functions.

New product marketing

New product marketing is the process of bringing a product to market and creating a successful launch. It involves a range of activities, from understanding your target audience and developing a compelling value proposition to creating a marketing campaign and measuring your results.

Here are the key steps Involved in new product marketing:

Market research and analysis: This involves identifying your target market, understanding their needs and wants, and analyzing the competitive landscape.

Developing a value proposition: This is a clear and concise statement that communicates the unique benefits of your product to your target audience.

Creating a marketing strategy: This outlines your overall plan for bringing your product to market, including your target audience, messaging, channels, and budget.

Developing marketing materials: This includes creating content such as website copy, social media posts, press releases, and product brochures.

Launching the product: This involves generating excitement and interest for your product through various marketing channels.

Measuring and analyzing results: This involves tracking your progress and making adjustments to your marketing strategy as needed.

Here are some additional tips for successful new product marketing:

Start early: Begin planning your marketing strategy well in advance of your product launch.

Focus on the benefits: Communicate how your product will solve your target audience's problems or improve their lives.

Use a variety of marketing channels: This could include online channels such as social media and content marketing, as well as offline channels such as print advertising and trade shows.

Create a buzz: Generate excitement and interest for your product through influencer marketing, public relations, or contests and giveaways.

Track your results: Regularly monitor your marketing campaigns and make adjustments as needed to improve your results.

By

Anandhan V

HR Auditing

An HR audit is a systematic assessment of an organization's human resource (HR) practices, policies, and procedures. It's essentially a review to identify areas for improvement and ensure compliance with relevant laws and regulations.

Here's a breakdown of HR auditing:

Purpose:

Identify gaps in HR practices and compliance.

Improve effectiveness of HR department.

Mitigate legal and financial risks.

Enhance employee experience and satisfaction.

Scope:

Documentation: Job descriptions, policies, handbooks, employee records.

Processes: Recruitment, onboarding, training, performance management, compensation, benefits, termination.

Compliance: Adherence to labor laws, anti-discrimination regulations, safety standards.

Benefits:

Improved efficiency and cost savings.

Reduced legal risks and exposure to lawsuits.

Enhanced employee morale and engagement.

Stronger alignment with business goals.

Types of HR Audits:

Compliance Audit: Focuses on legal and regulatory adherence.

Internal Audit: Conducted by the organization's internal HR team or designated personnel.

External Audit: Performed by an independent third-party firm.

By Arun Kumar M

Industrial relations

Industrial relations refer to the relationships between employers and employees within the organizational context, as well as the interactions between employers, employees, and the government. It encompasses various aspects such as employment contracts, wages, working conditions, collective bargaining, dispute resolution mechanisms, and labor laws.

Key components of industrial relations include:

- 1. Labor Unions:** These are organizations formed by workers to protect their rights and interests in the workplace. Unions negotiate with employers on behalf of their members regarding wages, benefits, and working conditions.
- 2. Collective Bargaining:** This is the process through which employers and labor unions negotiate employment terms and conditions, including wages, benefits, and workplace policies, often resulting in a collective bargaining agreement (CBA).
- 3. Employment Contracts:** These are agreements between employers and employees outlining the terms and conditions of employment, including job responsibilities, compensation, benefits, and termination clauses.
- 4. Workplace Policies and Regulations:** These are rules and regulations established by employers to govern employee behavior, performance expectations, safety protocols, and disciplinary procedures.
- 5. Dispute Resolution Mechanisms:** These are processes for resolving conflicts and disputes between employers and employees, including mediation, arbitration, and legal recourse through labor courts or tribunals.
- 6. Labor Laws:** These are statutes and regulations enacted by governments to protect the rights of workers, regulate employment practices, and ensure fair treatment in the workplace. Labor laws cover areas such as minimum wage, working hours, occupational health and safety, and anti-discrimination measures.
- 7. Employee Participation and Engagement:** This involves fostering a positive workplace culture where employees are involved in decision-making processes, encouraged to voice their concerns, and have opportunities for professional development and career advancement.

Effective industrial relations promote harmonious relationships between employers and employees, leading to increased productivity, job satisfaction, and organizational success. Conversely, poor industrial relations can result in workplace conflicts, strikes, decreased productivity, and damage to the employer's reputation.

R.Muthu vaishnavi

2nd MBA



ALAGAPPA UNIVERSITY ALAGAPPA INSTITUTE OF MANAGEMENT

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Graded as Category-I and Granted Autonomy by MHRD - UGC]
Karaikudi – 630 004. Tamilnadu, India



2017	2018	2018	2020	2020	2022
ACCREDITED WITH A+ GRADE BY NAAC (CGPA: 3.64)	GRADED AS CATEGORY - 1, GRANTED AUTONOMY	SWACHH CAMPUS RANK - 4	(UNIVERSITY CATEGORY) RANK - 33	INDIA RANK : 24 ASIA RANK : 220	WORLD RANKING BAND WITH 801-1400



**29th Aimers Cordially Invite you to
Social Responsibility - Extension Activity**



DRUG ABUSE AWARENESS PROGRAMME

📍 AIM Seminar Hall, Alagappa University
📅 12.10.2022, Wednesday @ 2.00 pm

Chief Guest

Mr. D. VINOJI
DSP, Karaikudi

**V. Vishal Muthu
M.Arunkumar**
Student Co-ordinators

Dr. M. Ayisha Millath
Faculty Co-ordinator

Dr.S.Rajamohan
Registrar i/c

Summary

Alagappa Institute of Management organized a social responsibility programme with an intention to create awareness about drug abuse. The programme was organized by **MBA students** under the supervision of **Dr. M. Ayisha Millath, Assistant Professor**. We invited **Mr. D. Vinoji, Deputy Superintendent of Police, Karaikudi** as spokesperson to deliberate on the causes and impacts of drugs in society. He emphasized the students to be more conscious about the anti-social groups. He explained in detail about drug abuse and created awareness among the students





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Karaikudi – 630 004. Tamilnadu, India



We request the honor of your presence
at the inaugural function of

FITNESS CLUB

On Wednesday, 09th November 2022 at 10:00 am
@ MBA (General) 1st Year Class Room, AIM, Alagappa University



- Welcome Address : **A. Vishnu Prakash**
President-Fitness Club
- Thematic Address : **Dr. M. Ayisha Millath**
Faculty Coordinator-Fitness Club
- Presidential Address : **Prof. S. Rajamohan**
Director – AIM
Dean – Faculty of Management
- Inaugural Address : **Dr. D. Maniazhagu**
Associate Professor
Department of Physical Education
and Health Science
- Vote of Thanks : **A. Bhuvaneshwari**
Secretary-Fitness Club

A. Vishnu Prakash
President – Fitness Club
A. Bhuvaneshwari
Secretary-Fitness Club

Dr. M. Ayisha Millath
Faculty Coordinator

Prof. S. Rajamohan
Registrar i/c



Glimpses of FITNESS CLUB 2022

Alagappa Institute of Management offers various clubs to encourage students to engage in practical learning. These clubs organize different programs, and each has faculty and student coordinators. The Fitness Club, established to enhance both physical and mental well-being, was inaugurated in 2022 by Dr. D. Maniazhagu, Associate Professor in the Department of Physical Education and Health Science. Dr. Maniazhagu delivered a lecture during the program, emphasizing the importance of physical fitness. The event was entirely organized by first-year and second-year MBA students, under the guidance of Dr. M. Ayisha Millath, Assistant Professor at Alagappa Institute of Management. Students actively participated and provided positive feedback, noting the program's helpfulness and effectiveness.



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Karaikudi – 630 004, Tamilnadu, India



FINCLAIM CORDIALLY INVITES YOU TO THE SPECIAL
LECTURE ON
IDENTIFY YOUR INVESTMENT ALTERNATIVES

Fin CLAIM
Finance Club Of AIM

Chief Guest

Mr. Rohan

Regional Training manager (investment banking)
Max life insurance co Ltd (Axis bank joint venture)

03rd Nov, 2022, Thursday, 3.00 PM @ AIM Conference Hall

Ms P. Dharmasasthaveni

President- FINCLAIM

Ms N. Kavitha

Secretary- FINCLAIM

Dr. S. SudhaMathi

Faculty Co-ordinator - FINCLAIM

Dr.S.Rajamohan

Registrar i/c



GLIMPSES OF FINCLAIM – IDENTIFY YOUR INVESTMENT

ALTERNATIVES

Alagappa Institute of Management is not only the department offering an MBA program but also a hub that prepares students for employment. It enhances employability skills by involving students in various club activities, thereby boosting practical knowledge. These club activities immerse students in self-learning situations, preparing them to handle unexpected challenges. AIM boasts a diverse range of clubs, and among them, FINCLAIM stands out as a finance club. Comprising MBA students in various positions and coordinated by Dr. S. Sudhamathi, Assistant Professor, the finance club recently hosted Mr. Rohan, Manager at Max Life Insurance Ltd., who delivered a special lecture on various investment opportunities in the financial market. The student feedback indicated that the program was very useful and effective.



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CORDIALLY INVITES YOU TO THE INAUGURATION
FUNCTION OF

HR-APRON

📅 Friday, 14th October, 2022 @ 2.30 p.m
📍 AIM Seminar Hall - Alagappa University

Chief Guest

Mr. MARTIN RAJADURAI

Managing Director, VSA Exports Ltd, Madurai

Ms P. Lakshmi Priya
President- HR Apron

Dr. M. Ayisha Millath
Faculty Co-ordinator

Dr.S.Rajamohan
Registrar i/c



75
Azadi Ka
Amrit Mahotsav



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ALAGAPPA UNIVERSITY, KARAIKUDI-630003

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**Faculty Members, Scholars, Students, Corporate Personnel &
Professionals are cordially invited for**



ICSSR, New Delhi sponsored

75th Independence Year - Azadi Ka Amrit Mahotsav

**INTERNATIONAL CONFERENCE ON
SUSTAINABLE ENTREPRENEURIAL DYNAMISM
FOR INDIA 2.0 (ICSEDI2022)**

(HYBRID MODE)



29th & 30th September 2022

VENUE

Convocation Seminar Hall, Alagappa University

INVITED EMINENT SPEAKERS



Shri. PR. SELVAM ALAGHAPPAN,
Automotive, Realty & Social Entrepreneur, Pudukottai District



Shri. J. VIJAY KUMAR,
Chief HR Officer, Chemfab Alkalies Ltd., Chennai, Tamil Nadu



Dr. SEEMA SHARMA,
Professor & Dean - Faculty of Commerce and Management, Assam Down Town University, Guwahati, Assam



Prof. KOSGA YAGAPPARAJ,
Professor, Putra International College, Melaka, Malaysia



Dr. AHAD ALI, Ph.D.,
Associate Professor & Director, Master of Science in Industrial Engineering (MSIE), Lawrence Technological University, Southfield, Michigan, MI 48075, USA



Prof. DONALD REIMER,
Professor, College of Management, Lawrence Technological University, Southfield, Michigan, MI 48075, USA



Dr. RAJESH VERMA,
Professor & Senior Dean, Mittal School of Business, Lovely Professional University, Punjab



Shri. M. ANBUKANI,
Managing Director, Penguin Apparels P Ltd, Madurai



Shri. G. V. NARAYAN,
Deputy General Manager (Marketing), Supreme PetroChem Ltd, Mumbai



Shri. VENGADESAN. S.,
Senior Member (TS-II), Mitel Networks Corp., Bengaluru, India



Ms. G. V. SHANGEERTHANA,
Business Analyst Consultant, Andre Global Inc., New Jersey, USA



Prof. EMMANUEL AWUOR,
School of Management and Leadership, Management University of Africa, Nairobi, Kenya



Dr. PATRICIA JOLLIFFE,
Senior Lecturer, School of Business and Management, Liverpool John Moores University, Liverpool, L3 5UG, UK



Dr. SURATH KUMAR, Ph.D.,
Managing Director, Hicare Pharma Ltd., Chennai

CONFERENCE DELIBERATING AGENDA

INAUGURATION (TIME: 9.30 AM ON 29.09.2022 - THURSDAY)

Dr. G. RAVI,
Vice-Chancellor, Alagappa University, Karaikudi
Presides

Shri. PR. SELVAM ALAGHHAPPAN,
Automotive, Realty & Social Entrepreneur, Pudukottai District
Inaugurates

Prof. N. PANCHANATHAN,
Vice-Chancellor, Tamilnadu Teachers Education University, Chennai
Guest of Honour

Shri. J. VIJAY KUMAR,
Chief HR Officer, Chemfab Alkalis Ltd., Chennai, Tamil Nadu
Felicitates

DAY - 1 (29.09.2022) : INVITED LECTURES

- | | | |
|-----------------|-----------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 10:30 AM | KEYNOTE LECTURE - I
<i>India's History & Backing in Fostering Youthful Entrepreneurship</i> | Shri. PR. SELVAM ALAGHHAPPAN,
Automotive, Realty & Social Entrepreneur,
Pudukottai District |
| 11:30 AM | INVITED LECTURE - II
<i>Entrepreneurship for India 2.0 - the New Normal way</i> | Shri. J. VIJAY KUMAR,
Chief HR Officer, Chemfab Alkalis Ltd., Chennai,
Tamil Nadu |
| 02:30 PM | INVITED LECTURE - III
<i>Sustained Economic Growth through Self-Reliant Production</i> | Dr. SEEMA SHARMA,
Professor & Dean,
Faculty of Commerce and Management, Assam
Down Town University, Guwahati, Assam |
| 03:40 PM | INVITED LECTURE - IV
<i>Economic and Sustainable Development Strategies for MSMEs</i> | Prof. KOSGA YAGAPPARAJ,
Professor, Putra International College, Melaka,
Malaysia |
| 04:30 PM | INVITED LECTURE - V
<i>Carving the Niche for Entrepreneurs</i> | Dr. AHAD ALI, Ph.D.,
Associate Professor & Director,
Master of Science in Industrial Engineering
(MSIE) &
Prof. DONALD REIMER,
Professor, College of Management,
Lawrence Technological University, Southfield,
Michigan, MI 48075, USA |

29.09.2022 (Thursday) @ 12.30 PM Technical Session - I - Research Paper Presentations

DAY-2 (30.09.2022) : INVITED LECTURES

9:30 AM	PANEL DISCUSSION Digital Dynamism for Entrepreneurial Upshot	Shri. VENGADESAN. S. Senior Member (TS-II), Mitel Networks Corp., Bengaluru, India Ms. G. V. SHANGEERTHANA, Business Analyst Consultant, Andre Global Inc., New Jersey, USA Prof. Emmanuel Awuor, School of Management and Leadership, Management University of Africa, Nairobi, Kenya
10:30 AM	INVITED LECTURE – VI Turnaround Strategies for Sustainable Industrial Development of India 2.0	Dr. Rajesh Verma, Professor & Senior Dean, Mittal School of Business, Lovely Professional University, Punjab
11.30 AM	INVITED LECTURE – VII Fostering Entrepreneurial Skills for Self-Reliance	Shri. M. Anbukani, Managing Director, Penguin Apparels P Ltd, Madurai
12.20 PM	INVITED LECTURE – VIII Fortifying Atmanirbhan Bharat Abhiyan Values for India 2.0 and Sustainability	Shri. G.V. Narayan, Deputy General Manager (Marketing), Supreme PetroChem Ltd, Mumbai
02.45 PM	INVITED LECTURE – IX The Entrepreneur & HR – Past, present & future implications for creating, innovating & leading to succeed	Dr. Patricia Jolliffe, Senior Lecturer, School of Business and Management, Liverpool John Moores University, Liverpool, L3 5UG, UK.
03.30 PM	INVITED LECTURE – X Newgen Entrepreneurs & Sustainability Challenges for India 2.0'	Dr. R.R.Surath Kumar, Ph.D., Managing Director, Hicare Pharma Ltd., Chennai

VALEDICTION (TIME: 4.30 PM ON 30.09.2022 - FRIDAY)

Dr. S. RAJAMOHAN
Registrar i/c, Alagappa University
Presides

Dr. R. SWAMINATHAN
Member Syndicate - Alagappa University & Principal, Vidhyaa Giri College
delivers Valedictory Address

Dr. R.R. SURATHKUMAR
Managing Director, Hicare Pharma Ltd., Chennai, &

Dr. PATRICIA JOLLIFFE,
School of Business and Management, Liverpool John Moores University

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75th Independence Year - Azadi Ka Amrit Mahotsav
INTERNATIONAL CONFERENCE ON
SUSTAINABLE ENTREPRENEURIAL DYNAMISM
FOR INDIA 2.0 (ICSEDI2022)
(Hybrid mode)



Sponsored by



ICSSR, NewDelhi

29th & 30th September 2022

Venue: Convocation Seminar Hall, Alagappa University

ABOUT THE CONFERENCE

Our Hon'ble Prime Minister has quoted, "the journey of 75 years after independence is a reflection of the hard work, innovation, enterprise of ordinary Indians. Whether in the country or abroad, we Indians have proved ourselves with our hard work. We are proud of our Constitution. We are proud of our democratic traditions. The mother of democracy, India is still moving forward by strengthening democracy. India, rich in knowledge and science, is leaving its mark from Mars to the moon." Marking the celebration is to recall and render the reminiscence on various aspects of our National Strength. India has always been a welcoming aboard for business people and entrepreneurs, initially starting from East India Company, which had entered India to trade, to large Multinational Corporates of today, from across the globe. This has happened because of the congenial, affordable, peaceful and humanely environment and ecosystem prevailing in the Country across the Sectors.

Every decade has been a challenging picture for India, in development, economy, social outcomes, technological surmount, industrial outlay, and so on. In brief, 1990s show caused the economic dynamics through LPG policies, 2000s impacted the technological surmount for industries and allied fields, 2010s displayed the exigencies for resource optimality and proficient governance with data management. During the COVID-19 pandemic, as a nation, India has shown the entire world its resilience and capability to deal with extreme adversities. The vision of Atmanirbhar Bharat Abhiyaan or Self-reliant India campaign of new India envisaged by the Hon'ble Prime Minister can become a reality by promoting and focusing on local manufacturing. 'Made in India' and being 'vocal' about 'local' through five pillars viz. Economy, Infrastructure, System, Vibrant Demography and Demand. It is with this background, this Conference is proposed as part of the 'Azadi Ka Amrit Mahotsav' to Celebrate the Entrepreneurial Dynamism in the country, which has a long history, and also to take forward the tempo to the future, to achieve the Visionary goals in 2047. The conference is proposed to highlight the nation's stand on its entrepreneurial environment, skill development, and becoming self-reliant in all aspects of employment, productivity and meeting demands of the people, by exposing the potential elements and ideas in upholding the entrepreneurial dynamism for India 2.0.

OBJECTIVES OF THE CONFERENCE

- Discuss and bring out the impact of entrepreneurship towards self-reliance and economic sustainability of the nation.
- Bring out the entrepreneurial influence on the Ecosystem, Infrastructure, Efficiency and Competitiveness of industrial milieu in the nation.
- Exemplify the contributions of entrepreneurship in enhancing and transforming the businesses towards the vision of India 2.0.
- Bring together researchers, academicians, professionals, and students from various management fields, with cross-disciplinary interests to interact and disseminate information on entrepreneurial dynamism for India 2.0.
- Provide a platform to stakeholders to share their experiences and research findings about the integrated aspects of entrepreneurship for future India.
- Create a forum to discuss the challenges arising through cultural, economic, legacy and socio- political factors for Entrepreneurial sustainment to achieve the goals of India 2.0.

TARGET PARTICIPANTS

Academicians, Scholars, and Students from various Professional & Management Institutions, Corporate personnel, Entrepreneurs and Start-up Managers

CONFERENCE TRACKS

Atma Nirbhar Bharat Abhiyaan
Make In India
Digital India
Entrepreneurship for India 2.0
Entrepreneurial Ecosystem
Sustainable Entrepreneurship
Start-up India
Skill India
Agripreneurship
Digipreneurs
Green Entrepreneurship
SDGs for Entrepreneurship
Entrepreneurial Cognition
Entrepreneurial Behaviour
Entrepreneurship Research
Creative Innovation
India 2.0 Economic Stance for 2047
India 2.0 Industrial Visionary policies
Smart Factory
Sustainable MSMEs

CONFERENCE PAPER SUBMISSIONS

Researchers and Interested Authors are invited to submit original research papers of real-time/contemporary issues or of empirical in nature. Maximum of two persons can be as authors. Author(s) are advised to prepare the papers in accordance with the APA format. The Papers should be in **Times New Roman font, with 12 font size and 1.5 line spacing, not exceeding 15 pages in all**. An Abstract not exceeding 250 words with keywords need to be submitted.

The Authors should clearly mention their designation, affiliation & complete address for correspondence, with email and mobile numbers.

The Authors are requested to submit their Full paper with abstract, **only as word document** through e-mail to: aim.icsedi2022@gmail.com, before the last date.

The Papers satisfying the guidelines and plagiarism norms (less than 15%) will be considered for publication, in Internationally indexed ISSN journal (**Scopus/ABDC/UGC Care**), based on its suitability after peer review process.

An **ISBN edited volume Book** with Nationally reputed publishers will be published for the Conference.

The Authors should adhere to the publication formats and norms. Authors need to submit **copyright declaration form**, for publication.

Authors will be intimated about their Paper selection, for presentation / publication. **Papers presented in the conference only will be considered for publication.**

THE HOSTING INSTITUTION: ALAGAPPA UNIVERSITY

Alagappa University, the only State University in Tamil Nadu to be accredited with 'A+' Grade with a CGPA of 3.64 by NAAC, has emerged from the galaxy of institutions initially founded by the great philanthropist and educationist Dr. RM. Alagappa Chettiar, with the motto "Excellence in Action". The University brought into existence by a Special Act of the Govt. of Tamil Nadu in May 1985 and recognized by the University Grants Commission (UGC), has 15 Schools of Learning comprising, 44 Departments, 2 Constituent Colleges, and 9 Centres of Development Studies offering over 75 Programs to foster research, development, and dissemination of knowledge in various branches of learning. 46 Affiliated Colleges located in the districts of Sivaganga and Ramanathapuram are part of the University. The University, as a member of the Association of Indian Universities (AIU) and the Association of Common Wealth Universities (ACU), has rewarding relations with other academic institutions, research laboratories, and industrial establishments and formed International Collaborations with Universities / Institutions of Higher Learning in countries like China, Malaysia, West Indies, U.S.A. and South Korea, to offer innovative and exchange programs. The University has obtained Category-I status by the MHRD-UGC and occupies 2nd place out of the 12 State Universities with Category-I Status in the Country and thereby was granted Autonomy status by MHRD.

ALAGAPPA INSTITUTE OF MANAGEMENT (AIM)

Alagappa Institute of Management (AIM) was established in the year 1993, to offer MBA program, M.Phil. and Ph.D. degree in Management. The institute has been ranked and acclaimed as one among the top 100 business schools in India through various surveys conducted by agencies and magazines, from time to time. AIM with fervor encourages its students to build up a great sense of solidarity tangled with vital skills and talents through the curriculum and innovative pedagogy. The pedagogy in AIM is commended by industrialists and academicians with its uniqueness from the methods of urging the students to opt entrepreneurship as their way of life. It envisages substantial participation and an applied learning process. The diversified experienced Faculty team, along with the support of the dynamic alumni, take forward AIM with its vision of Achieving excellence in all Spheres of Management education with particular emphasis on PEARL - Pedagogy, Extension, Administration, Research and Learning. The Institute established in 1993, has seen radical changes over the years and with its stand for more than 25 years, marches forward in its aspiration to become the World-class B-School in the Nation.

KEYNOTE SPEAKERS

- National Speakers from Assam, Punjab, Maharashtra, Karnataka & Tamilnadu
- International Speakers from USA, UK, Kenya & Malaysia
- Corporate Speakers from Manufacturing, IT, Pharma, Technology sourcing, Petrochemical
- Speakers include Academic Experts, Corporate Personnel, Entrepreneurs, Government Representatives & Professionals

REGISTRATION FEE

Students	Rs. 150
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Paper presenters and Participants should register themselves through the link:

IMPORTANT LAST DATES

Submission of Abstract & Full Paper	07.09.2022
Acceptance of Paper (Intimation through email)	12.09.2022
Conference Dates	29.09.2022 & 30.09.2022

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For National Participants and Resource Persons



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