

Volume 2 Issue 4 July to December 2019

Proclaim

the voice of the aimers



"Navigating the Struggles: The Resilience of a Poor Entrepreneur"

INTRODUCTION

In the challenging landscape of entrepreneurship, where financial barriers often dictate success, there lies a compelling narrative of perseverance and determination. This article delves into the life of a poor entrepreneur, highlighting the obstacles they face and the tenacity required to overcome adversity.

THE JOURNEY BEGINS

Our protagonist, against all odds, embarks on the entrepreneurial journey with limited resources. Lacking financial backing, they navigate through uncertainties, driven by a vision and a relentless passion for their venture.

FINANCIAL HURDLES

The absence of capital becomes a constant companion, hindering growth and limiting opportunities. From struggling to secure loans to facing the skepticism of investors, the poor entrepreneur grapples with financial constraints that shape their entrepreneurial path.

RESOURCE FULL INNOVATION

With creativity as their greatest asset, the entrepreneur learns to do more with less. From improvising in operations to finding innovative solutions, their resourcefulness becomes the driving force behind the venture's survival.

BALANCING ACT

Juggling between the demands of entrepreneurship and the harsh realities of a limited budget, the poor entrepreneur must master the delicate art of financial management. Every decision becomes critical, and each investment is weighed against the potential return.

COMMUNITY SUPPORT

In the face of adversity, the entrepreneur discovers the power of community. Networking, mentorship, and collaborative efforts become essential lifelines, providing support and guidance that money cannot buy.

PERSEVERANCE REWARDED

As the entrepreneur persistently navigates the challenges, success stories begin to emerge. The triumphs, though modest, reflect not only financial gains but also their silence and determination that define their journey.

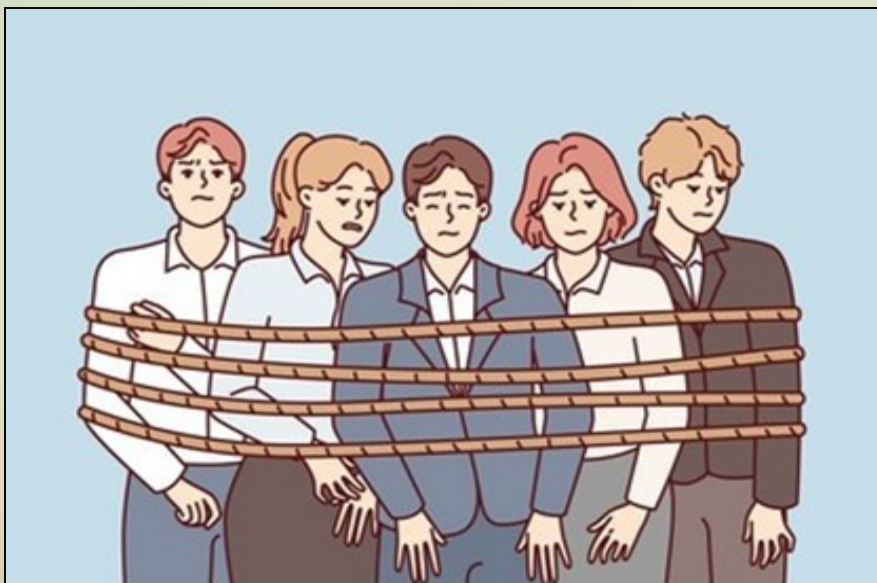
LESSONS LEARNED

Through the high and the low, the poor entrepreneur gains in valuable lessons about adaptability, resilience, and the true meaning of success. Their story serves as an inspiration for aspiring entrepreneurs facing similar financial constraints.

CONCLUSION

In the world of entrepreneurship, where success often seems reserved for those with ample resources, the story of a poor entrepreneur stands as a testament to the indomitable human spirit. Despite the odds, they forge a head, proving that passion and perseverance can be the most powerful tools in the pursuit of dreams.

K. Miruthula




THE UNIVERSE

Universe has its own way of doing things,
It sometimes might hurt your feelings,
But truth be told, it'll only give happy endings.
I have been through the darkest phase of my life,
With pain & pessimistic thoughts around my neck like a knife.

I thought all my hopes and dreams were destroyed,
And I am nothing but an empty void.
,It tried to avoid, And in the process, I had almost died.
But then universe sent me the light, It told me
everything will be alright,
And told good things are coming, Hang
tight. And what it said was actually right,
Ever since the light, My life has been bright.

Kiruthika S



Name of the Activity	VILLAGE EXTENSION PROGRAMME - 2019
Type of Activity	Outreach Programme
Date & Time	From 20.09.2019 to 22.09.2019, 10:00 a.m. – 05:00 p.m
Details of Participants	60 MBA students
Coordinator	Dr. G. Ilankumaran Associate Professor & Dr.S. Sudhamathi, Assistant Professor
Organizing Department	Alagappa Institute of Management
Collaborating Agency	Chinnavengavayal Panchayath
Description	<p>The Alagappa University has introduced a novel course in the curriculum namely 'village placement programme' in the year 2011 to provide an exposure to students on issues confronting villages.</p> <p>The programme would identify the demands and requirements of the village community. In the process, the students would educate, enlighten, empower and motivate the people to improve their knowledge and change their attitude for a quality life.</p>
Outcome	<p>A socio-economic survey was carried out by the students throughout the village. A survey of 120 houses which include an average of 6 family members was conducted. Each and every minute pertaining to their lifestyle was looked into and analyzed keenly.</p> <p>An awareness campaign on female literacy, dropouts, health and nutrition, environment and drinking water was organized under this programme</p> <p>Medical Camp was organized jointly with Dr. M.Sivakumar BHMS, Karaikudi for the general public. On the previous day, the villagers were made aware about the medical camp by the students. Most of the villagers have attended the camp and prescribed medicines were also issued at free of cost to the checked patients.</p>
Photo	

LEARNING AND DEVELOPMENT

Learning and development (L&D) is the process of enhancing individuals' skills, knowledge, and competencies to improve performance and achieve organizational goals. It encompasses various strategies, including formal training, education, and experiential learning opportunities. L&D initiatives aim to equip employees with the capabilities they need to excel in their current roles and prepare them for future challenges.

Key components of L&D include training programs, which provide target destruction on specific job task so functions, and development initiatives, which focus on broader skill enhancement and professional growth. E-learning platforms and resources have become increasingly popular, offering flexible and accessible learning options for individuals to acquire new skills remotely.

A continuous learning culture is essential for fostering on going growth and adaptation with in organizations. This involves creating an environment where employees are encouraged to seek out learning opportunities, share knowledge, and receive feedback on their progress.



J.SHARMILA
MBA



ALAGAPPA INSTITUTE OF MANAGEMENT
ALAGAPPA UNIVERSITY

Finclaim

Finance Club of aim

“Dimensions of Stock Market”

on Tuesday, 6th August 2019 at 2.00 P.M.
in the Conference Hall



Dr. Soma Valliappan

Writer & Public Speaker
Managing Director, Menmai Management
Consultancy Services Pvt Ltd., Chennai

Mr.M. S. VIJAY VIGNESH
President - FINCLAIM

Dr. S. SUDHAMATHI
Faculty Incharge - FINCLAIM

Dr. S. RAJAMOHAN
Director i/c - AIM

Glimpses of FINCLAIM Dimension of Stock Market

The Financial Club (FINCLAIM) at Alagappa Institute of Management meticulously orchestrated the program titled "FINCLAIM Dimension of Stock Market." This exclusive financial management club, composed of MBA students and led by Dr. S. Sudhamathi, an Assistant Professor at AIM, is instrumental in nurturing financial awareness and management skills among its members. Within the club hierarchy, the Club President is chosen from MBA 2nd-year students, while secretaries are selected from MBA 1st-year students. The entire program was executed by the students under the guidance and supervision of Dr. S. Sudhamathi, serving as the club coordinator.

The opening remarks were delivered by the FINCLAIM Student President, setting the stage for enlightening discussions on the stock market. Dr. Soma Valliappan, the Managing Director of Menmai Management Consultancy Services Pvt Ltd., was the distinguished guest speaker for the occasion. He shared valuable insights into the potentials within the stock market and urged students to consider pursuing careers in this dynamic field. Dr. Soma Valliappan's presentation shed light on various aspects of the stock market, providing a distinct perspective and showcasing the diverse opportunities available.



The primary objective of the session was to broaden the students' understanding of the stock market and its role in the financial landscape. Participants expressed excitement at gaining a unique perspective on the stock market, demonstrating their enthusiasm for learning beyond traditional classroom settings. The program made a lasting impression on the students, who eagerly expressed satisfaction with the insights gained during the event.

In conclusion, the "FINCLAIM Dimension of Stock Market" program successfully achieved its goals of providing valuable insights into the stock market, fostering enthusiasm for career exploration, and encouraging participants to delve deeper into this dynamic field. The collaborative efforts of the Financial Club, guided by Dr. S. Sudhamathi, combined with the impactful contribution of Dr. Soma Valliappan, rendered the event a significant and enriching experience for all involved.

MANAGEMENT TOOLS USED IN COMPANIES

Project Management Tools

- Key Features: Visual boards, cards, and lists for task management.
- Suitable for: Agile project management, small teams, visual thinkers. Asana:(Paid)
- Key Features: Task tracking, project time lines, team collaboration.
- Suitable for: Project planning, task management, team coordination. Microsoft Project:(paid)
- Key Features: Gantt charts, resource management, project planning.
- Suitable for: Large-scale projects, complex timelines, resource-intensive tasks.



Time Management Tools

- Key Features: Time tracking, reporting, project budgeting.
- Suitable for: Freelancers, small businesses, individuals tracking billable hours.
- Rescue Time:(free).
- Key Features: Automatic time tracking, productivity analytics.
- Suitable for :Individuals looking to improve time management and productivity.



Communication and Collaboration Tools

- Key Features: Real-time messaging, channels, integrations.
- Suitable for: Team communication, files haring, quick collaboration.
- Microsoft Teams:(paid)
- Key Features: Chat, video meetings, file sharing, collaboration.
- Suitable for: Integrated communication within Microsoft 365, remote teams.



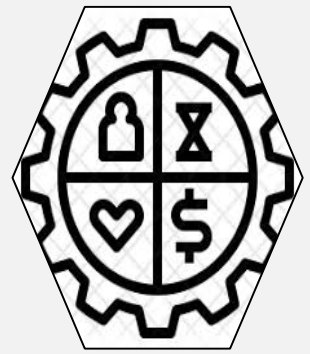
Customer Relationship Management (CRM) Tools

- Key Features: Lead management, sales forecasting, customer analytics.
- Suitable for: Sales teams, customer service, marketing. Hub Spot CRM: (free)
- Key Features: Contact management, lead tracking, marketing automation.
- Suitable for: Small to medium-sized businesses, marketing and sales alignment.



Resource Management Tools

- Key Features: Resource scheduling, team planning, leave management.
- Suitable for: Project-based businesses, agencies, resource optimization.
- Key Features: Team planning, project tracking, resource allocation.
- Suitable for: Creative agencies, project-based teams.



Human Resource Management (HRM) Tools

- Key Features: HRIS, employee self-service, performance management.
- Suitable for: Small to medium-sized businesses, HR automation. Workday:
- Key Features: HR management, payroll, workforce planning.
- Suitable for: Large enterprises, comprehensive HR solutions.



By
N. Kamala sri
2nd Year MBA



ALAGAPPA UNIVERSITY

IA State University Established in 1985
Karakkudi - 620 013, Tiruvellore, India.



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Two Day International Conference on

EMERGING TRENDS IN ENTREPRENEURSHIP FOR SUSTAINABLE SOCIAL DEVELOPMENT

Invitation

Date: 26th - 27th September 2019

Venue: L.C.T.L.PL Auditorium, Alagappa University

Organized by

Alagappa Institute of Management



Cordially Invites you to the **Inaugural Function of**
Two Day International Conference on
EMERGING TRENDS IN ENTREPRENEURSHIP
FOR SUSTAINABLE SOCIAL DEVELOPMENT

on Thursday, 26th September 2019 at 10.15 a.m.
in L.C.T.L.PL Auditorium

Dr. S. CHANDRAMOHAN
Organizing Secretary - ISSD

Welcomes

Prof. S. RAJAMOHAN
Director i/c - AIM

Delivers Thematic Address

Prof. N. RAJENDRAN
Vice - Chancellor, Alagappa University

Presides

Mr. P. SURESH
Managing Director, ARUN EXCELLO GROUP

Inaugurates

Ms. EVA JAMES - VP, ISIT
Renault Nissan Technology and Business Centre, India Private Ltd
Delivers Special Address

Dr. DESTI KANNAIAH
Senior Lecturer, James Cook University, Singapore.

Dr. M.I.M. HILAL
Senior Lecturer, South Eastern University, Srilanka.
Keynote Address

Dr. R. SWAMINATHAN
Member of Syndicate- Alagappa University

Prof. T. R. GURUMOORTHY
Dean- Faculty of Management
Delivers Felicitation Address

Dr. C.K. MUTHUKUMARAN
Organising Secretary- ISSD
Delivers Vote of Thanks

INTERNATIONAL CONFERENCE
ON
EMERGING TRENDS IN ENTREPRENEURSHIP FOR SUSTAINABLE SOCIAL
DEVELOPMENT

Introduction

Entrepreneurship is fast emerging as a transformational megatrend of the 21st century given its capacity to reshape the economies and industries throughout the world. As key drivers of economic growth, entrepreneurs are the lifeblood of any expanding economy, generating jobs, introducing new products and services, and promoting greater upstream and downstream value-chain activities.

In recent years, the global entrepreneurial landscape has witnessed a paradigm shift in terms of trends, with SMEs playing a pivotal role in social and economic advancement. According to the Organization for Economic Cooperation and Development, SMEs on an average contribute around 50% or more to the GDP; provide employment to an estimated 60% of the local workforce; create upto 70% of new job opportunities; and account for about 30% of exports.

Sustainable entrepreneurship (SE) is a concept that combines both sustainability and entrepreneurship, and has been defined as “an innovative, market oriented and personality driven form of value creation by environmentally or socially beneficial innovations and products exceeding the start-up phase of a company.” SE is closer to the strategic dimension of CSR than the pure ethical or altruistic vision of responsibility consisting of the ability to demonstrate responsible creativity while achieving viable, liveable, and equitable development through the integration and management of natural and human resources in business. Sustainopreneurship could be defined as the use of business organizing to solve problems related to social and environmental sustainability. It is a “business with a cause” - where world problems are turned into business opportunities by deployment of sustainability innovations. In other words the concept of sustainopreneurship could be described as entrepreneurship and innovation for sustainability.

Sustainable entrepreneurship requires a holistically and equally contributions to economic, social and environmental sustainability. Sustainable entrepreneurs can act as the catalysts for transitioning from current economy to a sustainable economy and fill the gaps left by businesses and governmental agencies in providing critical social and environmental goods and services by evolving from focusing on only one sub-area of sustainability and starting to include all.

Objectives

- To create knowledge among the young minds about the best practices adopted by different experts to support the achievement of the sustainable development goals.
- To provide opportunity for exchanging ideas, sharing the challenges, creation and strengthening of partnerships and learning.
- To develop and strengthen the entrepreneurship quality and its importance among the students.
- To create an avenue for knowledge sharing on current trends to support the achievement of goals.
- To make the students understand the practical challenges faced by the entrepreneurs in the dynamic business environment.
- To explore the ideas for promoting entrepreneurial opportunities at different sectors.
- To understand the various challenges faced by the entrepreneurs.

Date and Venue

Venue: L. CT. L.PalaniappaChettiar Memorial Auditorium

Proposed Duration: 26th and 27th September 2019

Main theme and Sub theme

Main theme:

- Resource management and sustainable development.
- Corporate governance and other areas of strategic management
- Innovation management
- Crisis management
- Impact of globalisation:
- E-business, E- marketing and Social networking.
- Website design, Content marketing and Search engine optimisation.
- Social networking for small businesses- Meeting, Facing, Linking and Twittering.
- Innovations in small business financing and computer accounting system.
- Facilitating export and import practices and strategies.

Sub theme:

- Entrepreneurship education and its importance.
- Corporate Social Responsibility.
- Entrepreneurship financial ecosystem
- Entrepreneurship and economic development.
- Technology management in business.
- New business ecosystem.

and other related topics

Invited Experts

1. Dr.DestiKannaiah (QS ranking = 369)
Senior Lecturer
James Cook University
Singapore.
2. Dr. M.I.M. Hilal
Senior Lecturer
Faculty of Management and Commerce
South Eastern University
Srilanka.
3. Dr.P. Saravanan,
Professor,
IIM Trichy.
4. Dr.RupaGunaseelan
Director i/c and Professor
Bharathiar School of Management and Entrepreneur Development
Bharathiyar University
5. Mr. V. R. Muthu
CEO
Idhayam Group of Companies
6. Mr. K. R. Nagarajan
MD
Ramraj Cotton

Organizing Committee Officials	
Dr. S. Chandramohan Professor and Organizing Secretary Alagappa Institute of Management Alagappa University Karaikudi - 630003	Dr. C. K. Muthukumaran Associate Professor and Organizing Deputy Secretary Alagappa Institute of Management Alagappa University Karaikudi - 630003



The Power of Community Engagement: Building Stronger Ties Between University and Surrounding Areas

Universities are not isolated entities; they are integral parts of their surrounding communities, and fostering strong ties between the two can have numerous benefits for both sides. Community engagement initiatives provide opportunities for students, faculty, and staff to collaborate with local organizations, businesses, and residents, creating a more vibrant and interconnected community.

One way universities can engage with their surrounding areas is through service-learning programs that allow students to apply their academic knowledge to real-world challenges. By partnering with local nonprofits, schools, and government agencies, students can gain hands-on experience while making a meaningful impact in their community. These programs not only benefit the organizations receiving assistance but also help students develop valuable skills such as teamwork, problem-solving, and leadership.

Universities can collaborate with local businesses to offer internships, job fairs, and networking events, providing students with valuable career opportunities while strengthening ties between academia and industry.

Universities also have a responsibility to address pressing social and environmental issues facing their communities. Whether it's through research projects, community-based participatory research, or public outreach initiatives, universities can play a vital role in advancing social justice, sustainability, and equity.

Moreover, universities can serve as cultural hubs that enrich the fabric of their communities through arts, culture, and public programming. By hosting events such as concerts, art exhibitions, and lectures open to the public, universities can bring people together, foster dialogue, and celebrate the diversity of their community. These events not only enrich the cultural life of the community but also provide opportunities for cross-cultural exchange and mutual understanding.

In conclusion, community engagement is essential for universities to fulfill their role as anchors of their surrounding areas. By fostering partnerships with local organizations, supporting economic development, addressing social and environmental challenges, and enriching the cultural landscape, universities can build stronger ties with their communities and create a more inclusive and resilient society for all.

BY
S.VAHITHA BANU
II MBA(GENERAL)

MARKETING TERMINOLOGY

B2B vs. B2C:

B2B stands for business-to-business, referring to marketing directed at other companies. B2C stands for business-to-consumer, referring to marketing directed at individual customers.

Buyer Persona:

A buyer persona is a detailed profile of your ideal customer, including their demographics, interests, and needs.

Call to Action (CTA):

A CTA is a clear and concise statement that tells your audience what you want them to do next, such as "Buy Now" or "Learn More."

Content Marketing: Content marketing is the practice of creating and sharing valuable content to attract and engage a target audience.

Conversion Rate:

The conversion rate is the percentage of visitors to your website or landing page who take a desired action, such as making a purchase or signing up for a newsletter.

CRM (Customer Relationship Management):

A CRM system is a tool that helps businesses manage their interactions with customers and potential customers.

SEO (Search Engine Optimization):

SEO is the practice of optimizing your website and content to rank higher in search engine results pages (SERPs).

By,

SM. ABUSHEIK

2nd MBA



Different Methods of Costing

The costing procedures are the cost estimation and cost accounting systems. Industries differ in terms of their nature and also the products and services they supply. Job costing is useful in industries that manufacture or perform work to customer specifications. Process costing is appropriate for industries where production is continuous and the units produced are uniform. All additional methods are modifications, extensions, or improvements on these basic principles. The following are examples of costing methods:

Job Costing

Job costing is a type of accounting that monitors costs and revenues by “work” and allows for uniform profitability reporting by the job. An accounting system must allow job numbers to be allocated to specific expenses and revenues to support job costing.

Contract Costing

Contract costing is the tracking of costs associated with a specific contract with a customer. For example, a company submits a bid for a large construction project with a possible customer. The two sides also agree in a contract that the company will be reimbursed in a specified method.

Batch Costing

Batch cost is a collection of costs paid when a group of items or services is manufactured that cannot be traced back to individual products or services within the group. It may be essential to assign the batch cost to individual units within a batch for cost accounting reasons.

Process Costing

Process costing is an accounting method for tracking and accumulating direct expenses in a manufacturing process and allocating indirect costs. Costs are given to items in huge batches, which can span a month’s worth of production.

Unit Costing

A company’s unit cost is the cost of producing, storing, and selling one unit of a given product. All fixed and variable expenses in production are included in unit costs. A cost unit is a unit of measurement used to determine the volume of a service or product. Mines, oil drilling units, cement works, brickwork, or unit production cycles, such as radios and washing machines, all use unit costs.

Operation Costing

Job costing and process costing are combined in operation costing. It may be employed when a product is made from various raw materials and then finished using a standardised procedure for a group of items. The main goal of this strategy is to figure out the cost of each procedure.

Multiple Costing:

When things are sold that contain various other processed parts, multiple costing, also known as composite costing, is an accounting method used when these parts cost differently. Each of the elements made by other processes, like the ultimate product, has a cost connected with it.

Operating Costing:

Operating costs, often known as operational expenses, are expenses connected to the running of a business or a product, component, piece of equipment, or facility. They seem to be the costs of resources used by a company just to stay in business. Airlines, trains, road transport companies (both products and passengers), hotels, cinema halls, power plants, and other businesses employ operating costs.

Conclusion:

The method of estimating costs differs from industry to industry. When using a costing method, one should choose the right one. This is because the wrong method can significantly raise the production cost of a good or service. For example, a costing approach developed for incremental pricing decisions may not be appropriate for long-term decisions.

C. Muthulakshmi
2nd MBA(General)

VALEDICTION



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 Cordially invites you to the Valedictory Function of

**National Conference on
 RE-ENGINEERING BUSINESS ENVIRONMENT
 FOR SUSTAINABLE DEVELOPMENT IN INDIA
 [REBSD-2019]**

on Friday 13th December, 2019 at 4.00 p.m
 in the Convocation Seminar Hall, Alagappa University

Prof. H. GURUMALLESH PRABU
 Registrar
 Alagappa University
Presides

Smt. REENA DAS
 General Manager-HR
 Bhadra International India (P) Ltd.,
 Anna International Airport, Chennai
Delivers Valedictory Address

Dr. SANJEEV KUMAR SINGH
 Coordinator - RUSA Phase 2.0
 Alagappa University
Felicitates

Dr. K. CHANDRASEKAR
 Convener

Dr. S. RAJAMOHAN
 Director i/c, AIM



INVITATION



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**National Conference on
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 FOR SUSTAINABLE DEVELOPMENT IN INDIA
 [REBSD-2019]**

Sponsored by
 IMPRESS - ICSSR, NewDelhi
 & MHRD - RUSA Phase 2.0

Date : 12th & 13th December 2019
 Venue : Convocation Seminar Hall, Alagappa University



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**National Conference on
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 [REBSD-2019]**

on Thursday 12th December, 2019 at 9.30 a.m
 in the Convocation Seminar Hall, Alagappa University

Prof. N. RAJENDRAN
 Vice-Chancellor
 Alagappa University
Presides

Shri. T.A. MATHEW GUNASEELAN
 Associate Vice-president-HR
 Indo National Limited, Chennai
Inaugurates

Shri. M.V. SUBRAMANIAN
 Managing Director
 Future Focus Infotech Pvt.Ltd., Chennai
Delivers Special Address

Prof. T.R. GURUMOORTHY
 Member of Syndicate
 Dean-FOM, Alagappa University
Felicitates

Dr. S. RAJAMOHAN
 Director i/c, Alagappa Institute of Management
Presents the Theme

Dr. K. CHANDRASEKAR
 Convener

Prof. H. GURUMALLESH PRABU
 Registrar

PROGRAMME SCHEDULE

CONFERENCE SCHEDULE

DAY - 1 ⇨ **Date : 12th December 2019, Thursday**

- 9.00 a.m. - **REGISTRATION**
- 9.30 a.m. - **INAUGURATION**
- 10.30 a.m. - 12.00 Noon - **Plenary Session - I**
Shri. T.A. Mathew Gunaseelan
 Associate Vice-President HR, Indo National Limited, Chennai
 Topic : Trends & Transformation in Industry for Sustainability in India
- 12.00 Noon - 1.00 p.m. - **Technical Session - I**
 Research Paper Presentations
- 2.00 p.m. - 3.30 p.m. - **Plenary Session - II**
Shri. M.V. Subramanian
 Managing Director, Future Focus Infotech Ltd., Chennai
 Topic : Start-ups and Digital Environment in Re-engineering for Sustainable Growth
- 3.30 p.m. - 5.00 p.m. - **Plenary Session - III**
Prof. (Dr.) R. Rajan
 Professor, Institute of Management in Kerala, University of Kerala
 Topic : Green Management for Sustainable Re-engineering

DAY - 2 ⇨ **Date : 13th December 2019, Friday**

- 9.30 a.m. - 11.00 a.m. - **Plenary Session - IV**
Prof. Mathew J. Manimala
 Former Professor, IIM, Bangalore
 Topic : Circular Social Innovation : Sustainability through Social Entrepreneurship
- 11.00 a.m - 12.30 p.m. - **Plenary Session - V**
Prof. (Dr.) Suvasis Saha
 Professor, Department of Business Management
 University of Calcutta
 Topic : Navigating Bends of Research on Sustainable Development
- 12.30 p.m. - 1.15 p.m. - **Technical Session - II**
 Research Paper Presentations
- 2.15 p.m. - 3.45 p.m. - **Plenary Session - VI**
Smt. Reena Das
 General Manager-HR, Bhadra International India (P) Ltd., Chennai
 Topic : Green HRM and Inclusive organisation for Sustainability
- 4.00 p.m. - **VALEDICTION**

INAUGURATION

REGISTRATION FEE

(includes Conference Kit, Refreshments, Lunch, Certificate, Presentation)

Students	- Rs. 400
Academicians / Research Scholars	- Rs. 800
Corporate Participants and others	- Rs. 1500

PUBLICATION FEE

ISBN edited volume Book publication	- Rs. 500 per copy
SCOPUS indexed Journal	- Fee as prescribed by the Journal

Each author / presenter has to register individually for the conference.

Registration & Publication fee is to be remitted through online transfer to the **Indian Bank SB A/c: 6796202010** favouring **'Convener-REBSD2019' (AC Campus Branch, Alagappapuram, Karaikudi, IFSC Code:IDBI000A008)** (proof of remittance to be sent by email, without fail).

Paper presenters and Participants should send the duly filled in registration form with the payment proof for registration fee, through email.

Accommodation for outstation participants will be arranged on payment basis, if requested in advance.

IMPORTANT DATES TO REMEMBER (REBSD'19)

Submission of Abstract & Full Paper	- 27.11.2019
Acceptance of Paper (through email)	- 02.12.2019
Registering & Payment of Registration Fee	- 03.12.2019
Conference Dates	- 12.12.2019 & 13.12.2019

CONFERENCE ORGANISERS

Chief Patron	- Dr. N. Rajendran, Vice Chancellor	
Patron	- Dr. H. Gurumalleshprabhu, Registrar	
Co-patron	- Dr. T. R. Gurumoorthy, Dean, Faculty of Management	
Chairman	- Dr. S. Rajamohan, Director i/c., Alagappa Institute of Management	
Convener	- Dr. K. Chandrasekar, Assistant Professor, Alagappa Institute of Management	
Members	- Dr. S. Chandramohan Dr. G. Ilankumar Dr. M. Ayishamillath	- Dr. C.K. Muthukumaran Dr. P.S. Nagarajan Dr. S. Sudhamathi

CONTACT

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National Conference on RE-ENGINEERING BUSINESS ENVIRONMENT FOR SUSTAINABLE DEVELOPMENT IN INDIA [REBSD-2019]

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Date :
12th & 13th
December 2019

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ALAGAPPA INSTITUTE OF MANAGEMENT

Venue :
Convocation Seminar Hall
Alagappa University

Scopus Indexed Publication

ALAGAPPA UNIVERSITY

Alagappa University, the only State University in Tamil Nadu to be accredited with 'A+' Grade with CGPA of 3.64 by NAAC in the third cycle, has emerged from the galaxy of institutions initially founded by the great philanthropist and educationist, Padmabhusan Vallal 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 44 Departments, 2 Constituent Colleges and 9 Centres of Development Studies offering over 198 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, is a member of the Association of Common Wealth Universities (ACU) and has formed International Collaborations with Universities / Institutions of Higher Learning in countries like China, Malaysia, West Indies, U.S.A., UK, Australia and South Korea, to offer innovative and exchange programmes. 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. It has secured 28th position among Universities in National Institutional Ranking Framework (NIRF) 2019 ranking. Adding to its glory, the University has reached global recognition with the coveted QS World Universities Ranking, securing 104th in BRICS, 216th in Asia, and 20th in India.

ALAGAPPA INSTITUTE OF MANAGEMENT (AIM)

Alagappa Institute of Management (AIM) was established in the year 1993, to offer MBA programme, 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 fervour encourages its students to build up a great sense of solidarity tangled with vital skills and talents to fulfil the expectations of the employers. The pedagogy in AIM is highly interactive, immitable. Its uniqueness rests with the methods of urging the students to opt entrepreneurship as their way of life. It envisages substantial participation and applied learning process.

AIM has unveiled several milestones through its silver jubilee years, 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 alumni has made into several renowned corporates and MNCs nationally and globally.

THE NATIONAL CONFERENCE - REBSD 2019

The present day world is envisaged by smart happenings through innovation and intelligence in all aspects. For business it is high time to adapt newer mechanisms that come up everyday. Changes in government's economic policies, rapid technological developments, political uncertainty, and changes in tastes of consumers and increased competition in the market—all influence the working of a business enterprise in important ways. Political uncertainty may create fear in the minds of investors. Innovation in the environmental components provides numerous opportunities for business success. Early identification of opportunities helps an enterprise to be the first to exploit them instead of losing them to competitors. Reengineering of the traditional approaches would overlook the success of the business in all spheres.

It is apparent that the sustainability of an enterprise is closely bound up with what is happening in its external environment day-to-day. The enterprises that continuously monitor their environment and adopt suitable business practices are the ones which not only improve their present performance but also continue to succeed in the market for a longer period. Thus reengineering business environment helps to attain sustainability for the business and the economy on the whole. Therefore the Conference would be a platform to discuss and bring out viable documented outcomes for the sustainable development of the Indian business economy.

OBJECTIVES

The key objectives framed for the conference:

- Present the upcoming challenges and threats to the business environment in recent scenario.
- Evaluate the reengineering prospects of the business environment components PESTLE to a c h i e v e industry benchmarks.
- Discuss the aligning elements of existing & upcoming challenges of the business environment in managing the sustainable development of the business
- Present the innovative trends of business environment in global perspective.
- Frame up strategies for the sustainable performance of stakeholders inclusive business economy.
- Discuss ways to promote businesses towards strategic reformation and sustainability for long term.

TARGET PARTICIPANTS

- Management Students, Scholars, Academicians, Entrepreneurs, Corporate personnel

GUEST SPEAKERS

- ♦ **Shri. T.A. Mathew Gunaseelan**, Associate Vice-president, Indo National Limited, Chennai
- ♦ **Shri. M.S.V. Subramanian**, Managing Director, Focus Infotech Ltd., Chennai
- ♦ **Prof. Mathew J. Manimala**, Former Professor, IIM, Bangalore
- ♦ **Dr. Suvasis Saha**, Professor, Department of Business Management, University of Kolkata
- ♦ **Shri. Vijayakumar**, Manager, Hospira Healthcare India (P) Ltd., a Pfizer company, Chennai
- ♦ **Dr. M. Arul**, Professor, Department of Business Administration, Annamalai University
- ♦ **Smt. Reena Das**, General Manager-HR, Bhadra International India (P) Ltd., Chennai
- ♦ **Dr. J. Rajan**, Dean, Institute of Management Studies, University of Kerala

CONFERENCE TRACKS

Thematic presentations and submissions can be based on any of the following sub-themes, but not limited within it.

- * Business reengineering
- * Business Intelligence
- * Technology Management
- * Micro & macro & global business environment
- * Sustainable business models
- * Sustainable governance and corporate ethics
- * Green business
- * Sustainable Management practices
- * Inclusive organisation
- * Stakeholder value creation
- * Innovative environmental sustenance
- * Sustainable consumption and production

CONFERENCE PAPER SUBMISSIONS

Papers should be original and may be 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 manuscript in accordance with the APA format. The full paper should not exceed more than 12 pages in all. An abstract not exceeding 250 words with keywords need to be submitted. The authors have to clearly mention their designation, affiliation & complete address for correspondence, with e-mail and mobile numbers.

The authors should submit their paper with abstract, **only as word document** through e-mail to: aim.rebsd2019@gmail.com, before the last date.

The papers satisfying the guidelines and plagiarism norms (less than 15%) accepted for publication in, conference proceedings as **ISBN special volume edited Book**, or **Scopus indexed international refereed ISSN journal**, based on its suitability and recommendation by the expert review committee..

The authors are requested to adhere the guidelines for publication. Authors will be intimated about their Paper selection, for presentation / publication. Authors need to submit copyright form, alongwith their registration form.



ALAGAPPAUNIVERSITY



KARAIKUDI-630003, TAMILNADU, INDIA

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Graded as Category-I University by MHRD-UGC, NIRF 2019 rank - 28

World Universities QS Ranking 2019: Asia rank-216, BRICS rank-104, India rank-20)

ALAGAPPA INSTITUTE OF MANAGEMENT

NATIONAL CONFERENCE ON RE-ENGINEERING BUSINESS ENVIRONMENT FOR SUSTAINABLE DEVELOPMENT IN INDIA [REBSD – 2019]

12th & 13th December 2019

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