



# ALAGAPPA UNIVERSITY

(A State University Established in 1985)  
KARAIKUDI - 630 003, Tamil Nadu, India  
[www.alagappauniversity.ac.in](http://www.alagappauniversity.ac.in)

	<p>Graded as Category - 1 &amp; Granted Autonomy</p>	<p>Rank : 28</p>		
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International Conference  
on

## EMERGING TRENDS IN ENTREPRENEURSHIP FOR SUSTAINABLE SOCIAL DEVELOPMENT

26<sup>th</sup> & 27<sup>th</sup> September, 2019

Venue:

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

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# ALAGAPPA INSTITUTE OF MANAGEMENT



## **ALAGAPPA UNIVERSITY**

Alagappa University has emerged from the galaxy of institutions initially founded by the great philanthropist and educationist Dr. RM. Alagappa Chettiar. Alagappa University was brought into existence by a Special Act of the Government of Tamil Nadu in May 1985 with the objective of fostering research, development and dissemination of knowledge in various branches of learning. The University Obtained A+ Grade with CGPA of 3.64 grading by the National Assessment and Accreditation Council (NAAC). Alagappa University is the first State University in Tamil Nadu to obtain the A+ grade. The University graded as Category- I status by the MHRD-UGC and ranked 28 th Place by NIRF 2019 and occupies 2nd place out of 12 State Universities in the Country. It is the only State University in Tamil Nadu obtained the Category-I Status. The University obtained Autonomy status (one among 60 Institutions in the country announced by MHRD). It has bagged 104 th place in QS BRICS ranking. The University is having International Collaborations with Universities / Institutions of Higher Learning in countries like China, Malaysia, West Indies, U.S.A. and South Korea. It is the only University in Tamil Nadu which has been sanctioned Rs.100 crores under RUSA 2.0 Scheme. The University's motto is "Excellence in Action" and the University keeps before it the vision of excellence in all spheres of its action.

## **ALAGAPPA INSTITUTE OF MANAGEMENT**

AIM is one of the foremost Institutes of quality management education in India. 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. In the year 1993, aiming at the contribution for nation's economic growth and prosperity through high quality business education, research and training, Alagappa Institute of Management (AIM) was established.

The Institute offers MBA, M. Phil and Ph.D programmes in Management. AIM with fervour encourages its students to build up a great sense of solidarity tangled with vital skills and talents through its world class curriculum and innovative pedagogy. The pedagogy in AIM is highly interactive, inimitable and is commended by industrialists and academicians. Its uniqueness rests with the methods of urging the students to apt entrepreneurship as their way of life. It envisages substantial participation and applied learning process. The Mission of AIM is to offer a high quality management education at an affordable cost to the future managers and to transform them into intellectually competent human resources who will uplift the nation towards economic, social, technological, educational and environmental magnificence.



## HOSPITALITY

The accommodation will be provided in the nearby hotels with prior request on payment basis. The request can be made in the registration form or can be intimated through e-mail to [aluaimconference@gmail.com](mailto:aluaimconference@gmail.com)

## IMPORTANT DATES

Submission Opens for Abstract	August 5, 2019
Submission Closes	August 28, 2019
Communication of Acceptance	August 29, 2019
Full Paper Submission	September 11, 2019
Registration and Payment	September 20, 2019
Conference Dates	September 26 & 27, 2019

## ADVISORY COMMITTEE

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## HOW TO REACH KARAIKUDI

Alagappa university is located in Karaikudi, Sivagangai District, Tamil Nadu. Nearest Railway Station is Karaikudi and nearest Airports are Tiruchirappalli(TRZ) and Madurai(IXM).

## NEAREST TOURIST PLACES

**Chettinad palace** : It is about 20 min drive from Alagappa University. The 110-year Old Chettinad Palace is an outstanding specimen of the Chettinad architecture.

**Pillayar Patti Lord Ganesh Temple** : This rock cut temple located about 12 km from Karaikudi was constructed after hewing a hillock by the early Pandya kings

**Kundrakudi Murugan Temple** : Positioned 10 km from Karaikudi, Arulthiru Shanmuganathan holy temple was built around the year 1000AD.

**Rameshwaram** : 130 km from Karaikudi. **Madurai** : 88 km from Karaikudi. **Trichy** : 95 km from Karaikudi

**Chief Patron:**

**Hony. Col. Prof. N. RAJENDRAN**

Vice-Chancellor, Alagappa University

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**Prof. H. GURUMALLESH PRABU**

Registrar, Alagappa University

**Co-Patron:**

**Prof. T. R. GURUMOORTHY**

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**Convener:**

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Professor - AIM

**Dr. C. K. MUTHUKUMARAN**

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Adjunct Faculty- AIM



FOR FURTHER INFORMATION & COMMUNICATION

**ORGANIZING SECRETARIES - ESSD**

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