

**NATIONAL CONFERENCE ON
METAMORPHOSIS MODERN MANAGEMENT
AND RESEARCH (3MR)**

February 16, 2024

Registration Form

Name:

Department:

Designation:

Address:

Phone No.:

Email:

DD No.:

Issuing Bank:

Amount:

Place:

Date:

Sign. of Applicant Sign. of Head of the Department

REGISTRATION

Participants are requested to register by using the registration link after the stipulated payment. The registration fee can be paid online (or) via demand draft in favor of "Principal, Bannari Amman Institute of Technology", payable at Sathyamangalam.

Name : BIT-Center for Advanced Studies
A/C Number : 911010036862582
Account Type : Savings Account
Branch : Axis Bank, Sathyamangalam
IFSC Code : UTIB0000368

Registration link:

<https://forms.gle/XTPMS3UvidQE9i7d8>

IMPORTANT DATE

Abstract Template

https://docs.google.com/document/d/169I7SE_cJf5OzGjJ5glO4SJ-ihJAffMv/edit?usp=sharing&ouid=105126332167674244048&rtpof=true&sd=true

Submission of abstract	: February 07, 2024
Notification for Acceptance of Abstract	: February 08, 2024
Last date for submitting Full paper	: February 12, 2024
Last Date for Payment of Registration Fee	: February 12, 2024
Conference Date	: February 16, 2024

REGISTRATION FEE (PER PARTICIPANT)

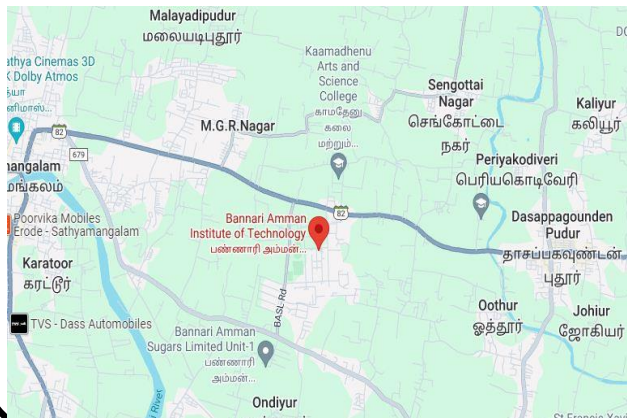
Industry Participant : Rs 1,000/-
Faculty Members : Rs 750/-
Research Scholars & Students : Rs 500/-
* Maximum of three authors are permitted per paper.

ADDRESS FOR COMMUNICATION

Mr Nagarajan S & Dr Naveen P Y
Coordinators – NC 3MR 2024
School of Management Studies (SMS),
Bannari Amman Institute of Technology Sathyamangalam,
Erode Dt, Tamil Nadu 638401 Phone: 04295 226291
Contact No: 7904373516, 98856 12384
Mail Id: mbaconference@bitsathy.ac.in

HOW TO REACH?

Sathyamangalam is well connected by road from all major cities like Erode, Coimbatore, Mysore, Bangalore, Chennai, Kochi etc., The nearest railway stations are Erode (65 Km) and Coimbatore (70 Km).



**Seventh Edition of
National Conference on**

**Metamorphosis of Modern
Management and Research (3MR)**

FEBRUARY 16, 2024



Organised by



**School of Management Studies
Bannari Amman Institute of Technology**

(Autonomous Institution, Affiliated to

Anna University Chennai)

Approved by AICTE Accredited by NBA New Delhi and

NAAC with 'A+' Grade

Sathyamangalam, Erode Dt,
Tamil Nadu - 638401

ABOUT THE INSTITUTE

Bannari Amman Educational Trust was established in 1995 with a vision to create educational facilities for students in rural areas. In pursuance of the vision, the Trust started Bannari Amman Institute of Technology (BIT) in 1996 at Sathyamangalam. The institution offers 19 Undergraduate programmes and 5 Postgraduate programmes in Engineering and Technology, Management, and 13 Ph.D. programmes of Engineering and Technology. BIT is an autonomous institution affiliated to Anna University, Chennai, and approved by the All India Council for Technical Education (AICTE), New Delhi, accredited by NAAC with an 'A+' Grade (CGPA of 3.36 on a 4-point scale) in the third cycle. Furthermore, 13 departments at BIT have received accreditation from the National Board of Accreditation (NBA), and 8 of the undergraduate programs are accredited by the Institution of Engineering and Technology (IET-UK).

ABOUT THE DEPARTMENT

School of Management Studies (SMS) was established in 2008 with a vision to be a center of excellence for developing corporate leaders who make a difference in the globally competitive market through their professional competence blended with due social concern and a high-value system. The School offers PG Programme in Business Administration and PhD in Management Sciences. The School of Management Studies has got qualified and experienced faculty drawn from various fields of management discipline and visiting faculty from business houses of repute contributes to the academic excellence of the institute. It also exposes the students to international business practices through collaborations and inculcates the necessary entrepreneurial spirit. The Department has received grants from various agencies like ICSSR, AICTE, TNSCST, etc., The School of Management Studies ranked Second among all the Private Business Schools in Tamilnadu by CSR-GHRDC 2021.

ABOUT THE CONFERENCE

The business world has witnessed a noticeable evolution in the type and nature of organizations. There have been a few incremental and some radical changes to the overall perception. The business environment has also become competitive due to the high supply and lower demand. This competitiveness is compelling organizations to adopt newer ways of meeting the escalating customer expectations. As a result, organizations have evolved from a 'standardization driven' machinery to a 'living and breathing organism'. Despite these changes in the organization, the workplace remains the battleground between the organization's cost savings strategy and its efforts to adapt to newer plans and targets, which serves as a critical enabler of innovation and transformation. The main objective of this conference is to bring researchers, industrialists and academicians in one roof to present their research contents in the area of management. Besides, this conference will give an excellent opportunity to network, share ideas, etc.,

CONFERENCE AREAS

Manuscripts (Research Papers / Case Studies / Review Papers) are invited in the following areas: Finance, Marketing, Banking, Insurance, Human Resource Management (HRM), Organisational Development, Entrepreneurship, Issues in Global Economy, Digital Banking, Digital Marketing, Business Analytics, Business Intelligence, Trade war, Artificial intelligence in business, IoT in business, E-Transportation, Gender and Diversity, Management Education & Development, Ethical Business Practices, Corporate Social Responsibility, E-Commerce, M-Commerce, Women Empowerment, etc.

Publication Opportunity

All accepted manuscripts will be included in the e-conference proceedings and selected papers will be published in **Indian Journal of Engineering, Sciences, and Technology (IJEST)** after a review process. There is **no publication fee**.

ABSTRACT AND PAPER SUBMISSION GUIDELINES

Authors are invited to submit soft copies of full, original and unpublished research papers in the given prescribed format* (Size: A4, Font Style: Times New Roman, Font size: 12, Line spacing: 1.5, References: APA style). Authors are requested to send the soft copy of the Abstract/Paper to mbaconference@bitsathy.ac.in.

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