



INDIAN COUNCIL OF WORLD AFFAIRS

Sponsored

INTERNATIONAL CONFERENCE

on

“Startup India : The Wings of Foreign Trade”

Organized by :

FACULTY OF MANAGEMENT - MBA



VIVEKANANDHA

INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES

Approved by AICTE, New Delhi and Affiliated to Anna University, Chennai.

Accredited by NAAC with 'A' grade, Recognized under section 2(f) and 12(B) of UGC Act, 1956.

ELAYAMPALAYAM - 637 205, TIRUCHENGODE Tk., NAMAKKAL Dt.,

TAMIL NADU, INDIA.



25 Years of
Academic Excellence



Date :

12-07-2019 Friday

&

13-07-2019 Saturday

Venue :

VIIMS SEMINAR HALL

Email : viimsconference@gmail.com

website : www.viims.ac.in

Mobile :

99444 - 73123, 99656 - 08181

98429 - 42240, 89036 - 56074.

Vivekanandha Institute of Information and Management Studies

Vivekanandha Institute of Information and Management Studies was established in the year 2002 by Angammal Educational Trust. "Vidhya Rathna" Prof. Dr. M. KARUNANITHI, B.Pharm., M.S., Ph.D., D.Litt., formed the trust with the objective of imparting quality education to the rural women students. The institute offers full time MBA and MCA courses with the Approval of AICTE, New Delhi and the Affiliation of Anna University, Chennai. The institute is accredited with 'A' Grade by NAAC and recognized u/s 2(f) and 12(B) of UGC Act 1956. It is also recognized as a Research Center by Anna University and offers full time and part time Doctoral

Research Programme in Management and Computer Applications. The campus of Vivekanandha Educational Institutions spanning across 250 acres, provides education in Arts and Sciences, Engineering, Management, Pharmacy, Dental and Nursing. Students of rural as well as urban areas from all over India are pursuing their education at all levels and in various disciplines. Today the Vivekanandha Educational Institutions caters to the needs of twenty three thousand women students under one roof and stands out as one amidst the elite largest women institutions in the whole of Asia.

About Indian Council of World Affairs

The Indian Council of World Affairs was established in 1943 by a group of Indian intellectuals as a think tank. It was registered as a non-official, non-political and non-profit organisation under the Registration of Societies Act 1860. By an Act of Parliament in 2001, the Indian Council of World Affairs has been declared an institution of national importance. The Vice President of India is the ex-officio President of ICWA. It is devoted exclusively for the study of international relations and foreign affairs. Historic international conferences like 'Asian Relations Conference' in 1947 under the leadership of freedom fighter Sarojini Naidu and 'United Nations and

the New World Order' in 1994 have been organized by this think tank in which world renowned dignitaries addressed huge gatherings of intellectuals. Scores of conferences, meetings and panel discussions have been organised by the Council in its elegant building called "Sapru House". The first Prime Minister of independent India, late Pandit Jawaharlal Nehru, the architect of India's foreign policy, was a regular visitor to Sapru House to confer with noted scholars, intellectuals and academics.

About the Conference

Vivekanandha Institute of Information and Management Studies feels proud to organize the International Conference titled "Startup India: The Wings of Foreign Trade" an initiative made by the Govt. of India to nurture innovation and start-ups in the country in association with the Indian Council of World Affairs (ICWA), New Delhi. Startups and entrepreneurship are critical to transform our country as a developed nation. Prime motive behind the proposal is to foster innovation, creating employment

opportunities and enhance investments. The Government is committed to create world's best startup ecosystem in India. The Start-up India Action Plan proposes comprehensive structural and regulatory reforms to achieve the objectives of this scheme. The present conference intends to address the issues pertaining to the key performance areas that promote foreign trade and sustainability through the research studies carried out in India and abroad.

Objectives of the Conference

- ♦ Identifying the ways and means that foreign policy could support the development of managerial and technological framework to promote "Startup" movement.
- ♦ Creating awareness on the importance of innovation in business processes by manifesting its advantages and identifying the thrust areas of focus.
- ♦ Suggesting measures that addresses Human, Infra structural and Technological challenges that hinder the growth of new ventures through the international collaborations.
- ♦ Exploring the core areas in which research initiatives need to be strengthened to ensure the smooth transition of industrialization.

Conference Themes

We invite original Research Papers, Articles and Management cases related to the following topics.

- ◆ Technology Acquisition and Development
- ◆ FDI and Industrial Rejuvenations
- ◆ Foreign Policy Reforms : Challenges and Opportunities
- ◆ Economic Developments in India
- ◆ E-Governance - Reforming Government Through Technology
- ◆ Business Process Reengineering
- ◆ Emerging Avenues of Investment
- ◆ Small and Medium Scale Enterprises
- ◆ Economic Liberalization
- ◆ Evolving HR Values and Ethics with regard to Cultural & Technology Change
- ◆ Amendments in Labour and Environmental Laws
- ◆ Industrial Infrastructure Upgradation
- ◆ Creation for Smart and Sustainable Cities
- ◆ Renewable Energy, Integrated Housing for Industrial Workers
- ◆ Establishment of "Centres of Excellence" in Product Designing
- ◆ Subsidy to New Industrial Units
- ◆ Digitalization and Innovation
- ◆ Cross Border Economic Cooperation
- ◆ Digital Law
- ◆ Digital Security and Privacy
- ◆ Social Media and Cyber Wellness
- ◆ Digital Empowerment as a Tool of Social Entrepreneurship
- ◆ Women and Entrepreneurship
- ◆ Smart Living Environments
- ◆ Smart Industries
- ◆ Conquering Cyber attacks and business success

Topics listed above are primarily suggestive; we also encourage papers on similar topics of relevance.

Target Participants

Academicians, Research Scholars, Students, Corporates
Consultants, Professionals, NGO's and Entrepreneurs.

Dates to Remember

Last Date for Abstract Submission : 05th July, 2019
Last Date for Full Paper Submission : 10th July, 2019
(Along with Reg.Fee)

Conference Publications

The papers complying the anti-plagiarism norms will be published in UGC listed journal (Scopus Suggested ID with Thomson Reuters') at a publication fee of Rs : 1200 /- per paper.

Mode of Payment

NEFT / RTGS the registration fee to Indian Overseas Bank, Current A/c No : 182701000009160, IFSC : IOBA0001827, Vivekanandha College Campus Branch, Elayampalayam (or) send DD in favour of "The Director, VIIMS", payable at Tiruchengode, Tamil Nadu, India.

Guidelines for Abstract / Papers

- ◆ The abstract heading should include the title of the paper and author's name
- ◆ Papers can be co-authored (Maximum two) . The abstract should not exceed 500 words
- ◆ Preferably in the electronic format; print-ready (A4 size paper / 1.5 line spacing / Times New Roman/Fontsize-12) and not more than 8 pages
- ◆ Abstracts & complete papers should reach us at viimsconference@gmail.com

| REGISTRATION FEE | INDIAN | ABROAD |
|--|--------|---------|
| For Faculty / Research Scholars & Others | ₹ 500 | 100 USD |
| For Students | ₹ 300 | 50 USD |

(Registration fee includes Conference Kit, Refreshment & Lunch)

"Vidhya Rathna"

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Former Vice-Chancellor, Anna University, Chennai.
Advisor, Vivekanandha Educational Institutions, Tiruchengode.

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