

PATRON

Dr. G. Kannabiran, Director (i/c), NIT Trichy

CONFERENCE CHAIRPERSON

Dr. P. Sridevi
Associate Professor

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Dr. Nivethitha S, Assistant Professor, Department of Management Studies,
NIT Trichy

Dr. V.Lavanya, Assistant Professor, Department of Management Studies,
NIT Trichy

Dr. G.R.Gangadharan, Associate Professor, Department of Computer
Applications, NIT Trichy

Dr. J. Kirubakaran, Assistant Professor, Department of Management
Studies, NIT Trichy

IMPORTANT DATES

- **Last Date for Abstract Submission - 10 January 2022
Extended**
- **Notification of Abstract Acceptance 13 January 2022
- Extended**
- Fee Payment and Online Registration
 - Opening Date 13 January 2022
 - Closing Date 25 January 2022

CONTACT DETAILS

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SECOND NATIONAL CONFERENCE

ON

BUSINESS MANAGEMENT AND ANALYTICS

In the theme

“Life after Pandemic – Impact of Pandemic on Business”

28 - 29 January 2022

Organized by



Department of Management Studies

National Institute of Technology Tiruchirappalli

Tamil Nadu, India

www.nitt.edu

NIT TIRUCHIRAPPALLI - AT A GLANCE

The National Institute of Technology Tiruchirappalli (NITT, formerly known as Regional Engineering College – REC), was established in the year 1964. As an institute of National importance for higher education and innovation, its primary objective is to promote higher education, research and consultancy. In 2021, NITT has secured an overall rank of 9 among all engineering colleges and 1st rank among 31 NITs in the National Institutional Ranking Framework (NIRF) by Government of India.

ABOUT DEPARTMENT OF MANAGEMENT STUDIES

The Department of Management Studies (DoMS) is a part of the institute that has been nurturing students to manage with indelible expertise and skills for nearly four decades. Since its inception from 1978, the mission of DoMS is focused towards enriching the society through education, research and consultancy. DoMS also capitalizes resources of other engineering department of NITT in terms of resource pooling and sharing for academic and research activities.

ABOUT THE CONFERENCE

The current COVID-19 pandemic has instilled new standpoints for the businesses across the globe. Recovering the business operations from the extensive lockdown imposed by nations, remains as a major challenge for business functions. By adapting to a wide-range of precautionary measures, organizations are defining their means to combat the impact of pandemic on business. Possibly, this is the right time to explore the developments and downfalls created by the outbreak of pandemic. The primary scope of the conference is to address the transformations and challenges encountered by the businesses amidst the pandemic.

CALL FOR PAPERS

The role of business management in the following thrust areas are encouraged for submission

- **Finance**
- **Marketing**
- **Analytics**
- **Operations & IT**
- **Human Resources**
- **General Management**

SUBMISSION GUIDELINES

Authors are invited to submit the abstract by email to bmaconference2021@gmail.com not later than **10 January 2021, 11:59 pm Indian Standard Time (IST)**.

Format for submission: Font: Times New Roman; Font Size: 12; Line Spacing: 1.5; Maximum Words: 500 words.

IMPORTANT NOTE

- Based on the acceptance of abstract, authors can submit their full paper
- Submission of full paper is not mandatory, however the authors are expected to present full paper during their presentation
- **Full paper submission deadline is 14 February 2022**
- **The selected full papers may be considered for publication in the International Journal of Enterprise Network Management (Scopus Indexed)**
- **Publication decision will be based on the due review process of the journal and authors have to adhere to the publication guidelines of the journal**
- Online platform for conference will be CISCO Webex
- Registered and Presented authors will be given E-certificate

REGISTRATION FEES

- Faculty and Industry practitioners Rs. 800/-
- Research scholars and students Rs. 500/-

Mode of Payment: Subsequent to the notification of acceptance, Registration fee can be paid through State Bank collect (State Bank of India) [Tamil Nadu ->Educational Institution ->conference and workshop NIT Trichy -> (select the conference name - SNCBMA)] using the link

<https://www.onlinesbi.com/sbicollect/icollecthome.htm>

Mode of Registration: After the payment of registration fees, kindly upload the screenshot of the payment confirmation and transaction ID details in the given form: <https://forms.gle/UWkLzyfoxJCdLH5CA>