



PERIYAR UNIVERSITY

(NAAC 'A++' Grade with CGPA 3.61 (Cycle-3) - State University - NIRF Rank 59 - NIRF Innovation Band of 11-50)

Salem - 636 011, Tamil Nadu, India

DEPARTMENT OF MANAGEMENT STUDIES

&

LONDON AMERICAN CITY COLLEGE

Dubai, United Arab Emirates

Accredited by

IACBE, USA, ECBE, Belgium & ASIC, England

LONDON AMERICAN UNIVERSITY COLLEGE

Zambia

Accredited by

Higher Education Authority & MOE, & ASIC England

FACULTY OF MANAGEMENT STUDIES

Jointly Organize

Three Days



7th INTERNATIONAL CONFERENCE ON

**"ENTREPRENEURSHIP ECO SYSTEM, INNOVATION AND
EXPORT PROMOTION THROUGH
HIGHER EDUCATIONAL INSTITUTIONS-2024 (ICEIE-2024)"**

Date: 3rd, 4th & 5th October 2024

VENUE OF THE CONFERENCE :

**LONDON AMERICAN CITY COLLEGE
Dubai, United Arab Emirates**



ABOUT THE PERIYAR UNIVERSITY

The Government of Tamil Nadu established Periyar University in Salem on 17th September 1997 as per the provisions of the Periyar University Act, 1997. The University covers the area comprising four Districts namely Salem, Namakkal, Dharmapuri, and Krishnagiri. The University obtained 12(B) and 2(f) status from the University Grants Commission, New Delhi and it was reaccredited by the NAAC with "A+ +" Grade in 2021. The University secured 59th rank among Indian Universities by MoE NIRF 2023. The University is named after the Great Social Reformer E.V. Ramasamy, affectionately called as "Thanthai Periyar". The University aims at developing knowledge in various fields to realize the maxim inscribed in the logo "Arival Vilayum Ulagu" (Wisdom Maketh the World). "Holistic development of the students" is the primary objective of the University. Periyar University imparts higher education through three modes: Departments of Study and Research, the affiliated Colleges, and Periyar University Centre for Online and Distance Education (PUCODE). The University has 27 Departments and 118 affiliated colleges.

ABOUT THE DEPARTMENT OF MANAGEMENT STUDIES

Department of Management Studies is one of the Leading Department to providing excellent Management Education in the Southern region of the country. The Department of Management Studies offers two years full time MBA Programme with a difference (CBCS-Choice Based Credit Systems) since its inception in 2005 and also MBA Programme is Approved by AICTE in the year 2021. In the milestone of the Department, Two-Years MBA Export and Import Management course was started from the year 2021 onwards.

The Department of Management Studies is an active Institutional member of All India Management Association, Confederation of Indian Industry (CII), Federation of Indian Export Organizations (FIEO). The Department is providing various training facilities to the students to promote Innovation, Entrepreneurship and Export Entrepreneurship.

ABOUT THE LONDON AMERICAN CITY COLLEGE (LACC)

LACC is a world class institution of higher learning operating in the UAE and prepares students for leadership role and foster entrepreneurial growth with system practices and methodologies.

London American City College (LACC) Is Accredited by the International Accreditation Council for Business Education (IACBE), USA, the European Council for Business Education (ECBE), Belgium and the Accreditation Service for International Schools, Colleges, and Universities (ASIC), England with the distinctive status of "A Premier Institution". LACC is also an educational member of the Accreditation Council for Business Schools and Programs (ACBSP), USA and has affirmed its commitment to excellence in business education. For maintaining a superior scholastic standard in teaching and excellence in research, the LACC has won the Inclusivity Award, European Gold Award and the Bizz award a couple of times. London American City College (LACC) is the first of its kind established in the UAE as it is the educational institution of higher learning that offers fully accredited and internationally recognized American, European & Zambian qualifications (Bachelors' and Masters' degrees) to the student community of the Gulf Region.

ABOUT THE LONDON AMERICAN UNIVERSITY COLLEGE (LAUC)

The London American University College (LAUC) provides opportunities for students to earn fully accredited Diplomas in Business Administration, Bachelor of Business Administration with various specializations (International Business, Accounting & Finance, Marketing, Human Resources Management, Information & Technology Management, Fashion Management, Travel & Hospitality Management) and Bachelor of Science in Business Information Systems & Diploma in Nursing to the students of the Republic of Zambia and the International student community at the most affordable costs, so as to make them more competent, purposeful, critical and creative thinkers and to create efficient managers and future business leaders. The LAUC and its programs are accredited by the Higher Education Authority of the Ministry of Education in the Republic of Zambia and the Accreditation Service for International Schools, Colleges, and Universities (ASIC), England. Moreover, the programs of LAUC, Lusaka provides a competitive advantage to the students of the Republic of Zambia & other Africa countries. LAUC is the sister institution of LACC UAE.

INTERNATIONAL CONFERENCES ORGANIZED EARLIER:

- ◆ 1st International Conference on Global Business Environment and its Impact on Management Education-ICGBEIME) 2011
- ◆ 2nd International Conference 2016 "Role of Management Education in Promoting Entrepreneurship in the Globalized Business Environment"

- ◆ 3rd International Conference 2019 "Role of Management Education in Promoting Entrepreneurship in the Globalized Business Environment"
- ◆ 4th International Conference 2020 "Role of Management Education in Promoting Entrepreneurship in the Globalized Business Environment"
- ◆ 5th International Conference on "Entrepreneurship Innovation and Startup's-2022"
- ◆ 6th International Conference on Entrepreneurship, Innovation and Export (ICEIE -2024)"

ABOUT THE JOINT INTERNATIONAL CONFERENCE

The purpose of this Multi-Disciplinary joint International Conference is to explore the Entrepreneurship, Eco System and Export awareness in Higher Educational Institution. The theme emphasis is to provide guidelines for creating awareness about the Innovation, Entrepreneurship and Export among the Students and Research Scholars of Higher Institution. At the outset of the conference aims to bring all contribution Viz, Students, Research Scholars, Entrepreneurs, Executives, taught leaders to exchange their ideas, share insights and foster collaboration in the realm of Innovation, Entrepreneurship, Eco System and Export Entrepreneurship. It formulates an appropriate idea for promoting Export Entrepreneurship in Higher Education Institution. In order to fulfil this purpose, The Department of Management Studies, Periyar University in association with London American City College to organize this Joint International Conference at **Dubai**.

CONFERENCE OBJECTIVES

In order to increase the Export Performance of the state, the government of Tamilnadu announced the New Export Import Policy in the year of Sep 2022 for Promoting and Encouraging the Export Entrepreneurship in the state of Tamilnadu. This Joint International Conference will be supplement to the state Government policy to promote Export Entrepreneurship.

- ◆ To develop Entrepreneurial Skills among students and faculties.
- ◆ To inculcate a culture of innovation-driven entrepreneurship.
- ◆ To promote new technology/ knowledge/ innovation-based start-ups.
- ◆ To build a vibrant start-up ecosystem, by establishing a network between Academia, Financial Institutions, Industries, and Other Institutes.
- ◆ To create International Exposure and promote Export Entrepreneurship.

CONFERENCE THEMES

The authors may request to click the below link to obtain the conference themes.

<https://forms.gle/XWbYjkmHNnZ4aVAe8>



CALL FOR PAPERS

The authors are invited to submit Research Papers, Manuscripts, and Case Studies in order to share and discuss their perspectives on the most recent advancements in their respective fields.

TARGET PARTICIPANTS

Registration for participation and presentation at the conference is open to Students, Research Scholars, Academicians from all Disciplines, Corporate Executives, President of NGO's, and Entrepreneurs.

PAPER SUBMISSION GUIDELINES

- ◆ The Title, Abstract, Complete Authorship, Mobile Number, and Email address should all be on the cover page.
- ◆ The entire paper, including the abstract, should be typed in Times New Roman font size 12, with 1.5 line spacing and adhere to the APA/MLA reference/citation styles. The soft copy should not exceed 3000 words. Contributions must be original research that hasn't been submitted for publication in a conference or journal before. The editorial board retains the right to accept or reject any paper without providing a reason.
- ◆ A certificate for the Best Paper Award will be given to the top three papers presented during the conference.
- ◆ You can download the registration form for the International Conference by visiting our website www.periyaruniversity.ac.in.
- ◆ **Kindly send your full paper and abstract to 7thinterconferencedubai@gmail.com via email.**

GUIDELINES FOR PUBLICATION

- ◆ All accepted paper (Abstracts only) will be published in Conference Proceedings along with an ISBN.
- ◆ Interested authors have the option to publish their entire paper as a chapter in a different edited volume of book (ISBN) with additional Charges. As per UGC's API Guidelines the authors may submit the points enable to claim for their career.
- ◆ Selected Quality papers will be published in SCOPUS indexed, UGC CARE, WoS listed journals with additional charges.

REGISTRATION FEE

- ◆ The registration fee for attending the conference is Rs. 8900 or equivalent amounts in USD specified for all the categories of participants. This includes Students, Research Scholars, Academicians from all Disciplines, Corporate Executives, President of NGO's, and Entrepreneurs.
- ◆ The fee includes admission to the Conference Sessions, Refreshments, Lunch and Hand outs of the International Conference Proceedings.
- ◆ Kindly fill the Registration Form and upload Scan copy along with Online Bank Transfer / NEFT/RTGS / Demand Draft or Cash deposit.
- ◆ **Online Presentation may be permitted only Genuine Cases with Additional Charges.**

MODE OF PAYMENT

Online Bank Transfer / NEFT/RTGS/ Demand Draft/ Cash deposit in any branch of Canara Bank may be done using the following account details.

Bank Name : CANARA BANK
Branch Name : Salem Periyar University
Account Name : Organizing Secretary
International Conference 2024.
Account Number : 8450101004092
Type of Account : Savings
IFSC Code : CNRB0008450
MICR Code : 636015024

Scan to Register



REGISTRATION LINK <http://surl.li/uhlwe>

IMPORTANT DEADLINES

Submission of Abstract : 04/09/2024
Submission of Full Paper : 17/09/2024
Acceptance Notification : 20/09/2024
Last date for Registration Fee : 23/09/2024

ACCOMMODATION

Participants have to make their own arrangements for accommodation and transportation for attending/ Participating / Presenting paper in the conference at **Dubai**. If registered participant request it may be arranged at affordable price. (Accommodation, Transportation and Local Transportation)

ORGANIZING COMMITTEE

CHIEF PATRONS

Prof. Dr. R. JAGANNATHAN

Vice Chancellor, Periyar University
Salem, Tamilnadu, India.

Prof. Dr. KAUP MOHAMED

Vice Chancellor, London American University College Zambia
Dean & Managing Director, London American City College-UAE

PATRON

Dr. P. VISWANATHAMURTHI

Registrar (I/c),
Periyar University, Salem, Tamilnadu, India.

ORGANISING CHAIR

Dr. V. R. PALANIVELU

Professor & Head, Department of Management Studies,
Periyar University, Salem. Tamil Nadu, India.

CO-ORDINATORS

Dr. G. Yoganandan, Professor,
DoMS, Periyar University, Salem. India

Dr. T. Sarathy, Professor,
DoMS, Periyar University, Salem. India

Dr. P. Thirumoorthi, Professor,
DoMS, Periyar University, Salem. India

Dr. R. Subramaniya Bharathy, Professor
DoMS, Periyar University, Salem. India

Dr. S. Balamurugan, Assistant Professor,
DoMS, Periyar University, Salem. India

Dr. M. Suryakumar, Assistant Professor,
DoMS, Periyar University, Salem. India

Dr. G. Venkatesan, Professor,
DoMS, Periyar University, Salem. India

Dr. T. Srividhya, Guest Lecturer,
DoMS, Periyar University, Salem. India

Prof. Anil George,
London American City College, FOMS, Dubai UAE

Prof. Suraj Babu,
London American City College, FOMS, Dubai UAE

Prof. Ms. Ansu Ashok,
London American City College, FOMS, Dubai UAE

Prof. Ms. Sheeja Selestine,
London American City College,
FOMS, Dubai UAE

CONTACT DETAILS

Dr. V. R. PALANIVELU

Convenor & Organizing Secretary-ICEIE-2024,
Professor & Head, Department of Management Studies,
Periyar University, Salem. Tamil Nadu, India
Contact No: 9385976337, 7397554694, 9965564384