

## ORGANIZING COMMITTEE

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South Eastern University of Sri Lanka, Oluvil, Sri Lanka.

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### ORGANIZING CHAIR

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**Prof. AMM. MUSTAFA**  
Dean  
Professor in Business Economics  
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## PERIYAR UNIVERSITY

NAAC 'A++' Grade with CGPA 3.61 (Cycle - 3)

State University - NIRF Rank 56 - State Public University Rank 25

Salem – 636 011, Tamil Nadu, India

DEPARTMENT OF MANAGEMENT STUDIES

&

## SOUTH EASTERN UNIVERSITY OF SRI LANKA

University Park, Oluvil, Sri Lanka.

FACULTY OF MANAGEMENT AND COMMERCE

Jointly Organize

8<sup>th</sup> INTERNATIONAL CONFERENCE

on

“SOCIAL TRANSFORMATION AND UPLIFTMENT OF ECONOMY  
THROUGH ENTREPRENEURSHIP CULTURE, INNOVATION AND  
EXPORT PROMOTION IN THE DIGITALIZED ERA” (ICEIEDE - 2025)

(Multi-Disciplinary)

Date of the Conference

26<sup>th</sup>, 27<sup>th</sup> February 2025

Venue of the Conference

Faculty Auditorium of the Faculty of Technology  
SOUTH EASTERN UNIVERSITY OF SRI LANKA  
Oluvil, Sri Lanka.



## 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 59<sup>th</sup> 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 vibrant Departments 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, MBA Export and Import Management course two year 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), and Federation of Indian Export Organizations (FIEO). The Department is providing various training facilities to the students to promote Innovation, Catering placement opportunities and Export Entrepreneurship.

## ABOUT THE SOUTH EASTERN UNIVERSITY OF SRI LANKA

The South Eastern University of Sri Lanka (SEUSL) was established to meet the educational needs of the southeastern region, following the displacement of Muslim staff and students from the University of Jaffna and Eastern University due to civil unrest. The government, keen on broadening university access to less developed areas, created the South Eastern University College in 1995 to accommodate displaced students. It began academic activities with 232 students in 1995 and was upgraded to a full-fledged university in 1996. Initially operating with two faculties at Addalaichenai, the university expanded over time, adding new faculties such as Applied Sciences (1997), Islamic Studies and Arabic Language (2005), and later Engineering and Technology. Today, SEUSL consists of six faculties: Arts and Culture, Management and Commerce, Applied Sciences, Islamic Studies & Arabic Language, Engineering, and Technology.

## ABOUT THE FACULTY OF MANAGEMENT AND COMMERCE

The Faculty of Management and Commerce (FMC) began with four academic staff and thirty-one students in 1995, offering degrees in Business Administration and Commerce. Recognizing the demand for specialized fields, it introduced special degree programs in Marketing and Accounting & Finance in 1999.

In 2001, the faculty allowed second-year students to specialize in these fields. In 2002, a restructuring plan created six academic units under two departments, offering six undergraduate programs. These units, which focus on specific business areas, serve all degree programs and may become departments in the future. The faculty maintains strong links with the Faculty of Management Studies and Commerce at the University of Sri Jayawardenapura to ensure quality. FMC is recognized as a pioneer in implementing university educational reforms, with graduates well-equipped to face local and international challenges.

## INTERNATIONAL CONFERENCES ORGANIZED EARLIER:

International conference organized by the Department of Management studies, Periyar University for the past several years.

1<sup>st</sup> International Conference - ICGBEIME-2011 at India.



2<sup>nd</sup> International Conference - (RMEPEGBE-2016) at India.



3<sup>rd</sup> International Conference - (RMEPEGBE-2019) at India.



4<sup>th</sup> International Conference - (RMEPEGBE-2020) at India.



5<sup>th</sup> International Conference - (ICEIS2022) at India.



6<sup>th</sup> International Conference - (ICEIE-2024)\* at Malaysia.



7<sup>th</sup> International Conference - (ICEIE-2024) at Dubai.



## ABOUT THE JOINT INTERNATIONAL CONFERENCE

The foremost aim of this multi-disciplinary joint International conference is to explore the Social Transformation and economic upliftment of Economy through Entrepreneurship Culture, Innovation and Export Promotion in the Digitalized Era. In the digitalized era social transformation is unavoidable and at the same time it should be routed through entrepreneurship, innovation and export promotion. The students graduated from any discipline they must face lot difficulties to employment opportunities. In order to overcome this difficulties higher educational institution will fostering the entrepreneurship culture, innovative mindset and export promotion among the younger generation of the nation. (Social transformation and economic upliftment at most essential in the digitalized era), Meanwhile there is a Historical and Bilateral relationship between India and Srilanka being very strong. Apart from this long term relationship this joint International Conference ensure not only for strengthening of this relationship but also providing very good platform for academic and export opportunities for the Students of Higher Educational Institution, Research Scholars, Entrepreneurs, executives and practising management of both the countries.

## CONFERENCE OBJECTIVES

- ❖ To Provide a platform for promoting international cooperation and export entrepreneurship.
- ❖ To create a forum for discussion, debate and exchange of ideas of academic and export opportunities.
- ❖ Policy Transformation
- ❖ To address global challenge in the area of academic and export promotion.

## CONFERENCE THEMES

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

[https://docs.google.com/forms/d/e/1FAIpQLSeIqNREe1h6Lvz4nPgI9IxcsqAzhsAqfTU\\_F3ijytOOFkpfXw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSeIqNREe1h6Lvz4nPgI9IxcsqAzhsAqfTU_F3ijytOOFkpfXw/viewform?usp=sf_link)



## TARGET PARTICIPANTS

We invite Students, Research Scholars, Academicians (from all disciplines), Corporate Executives, Presidents of NGOs, Entrepreneurs and Practising Managers to register for participation and presentation at the conference.

## 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.

- ❖ You can download the registration form for the International Conference by visiting our website : [www.periyaruniversity.ac.in](http://www.periyaruniversity.ac.in)
- ❖ Kindly send your full paper and abstract to [8thinterconferencesrilanka@gmail.com](mailto:8thinterconferencesrilanka@gmail.com)

## GUIDELINES FOR PUBLICATION

- ❖ All accepted paper (Abstracts only) will be published in Conference Proceedings along with an ISBN, Published and related at the time of conference.
- ❖ 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, ABDC Journals, UGC CARE, WoS listed journals with additional charges.

## REGISTRATION FEE

The Registration fee for attending the conference is 100 USD and it will applicable to all categories of participants Viz: Students, Research Scholars, Academicians (from all disciplines), Corporate Executives, Presidents of NGOs, Entrepreneurs and Practising Managers.

## REGISTRATION DETAILS



Link

[https://docs.google.com/forms/d/e/1FAIpQLSec7rHrp8GDI0BnQsBG6ajEK96AnFaERwVwZ\\_oJHN81K8Zu1g/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSec7rHrp8GDI0BnQsBG6ajEK96AnFaERwVwZ_oJHN81K8Zu1g/viewform?usp=sf_link)

## IMPORTANT DEADLINES

Submission of Abstract	: 07 <sup>th</sup> February 2025
Submission of Full Paper	: 13 <sup>th</sup> February 2025
Acceptance Notification	: 14 <sup>th</sup> February 2025
Last Date for Registration	: 14 <sup>th</sup> February 2025

Kindly ensure that submissions are completed by the respective deadlines to ensure your participation in the conference.

## NOTE:

Conference Registration Fee will be applicable only for the conference and it related activities. Remaining expenses should be borne by the participants themselves only.