Conference Schedule :

08:50 - 09:15 am	--	Registration
09:35 - 10:30 am	--	Inaugural
10:30 - 10:45 am	--	Tea Break
10:50 - 01:00 pm	--	Presentation (Online & Off-line)

(Separate Track for Faculty and Students)

01:00 - 02:00 pm	--	Lunch
02:00 - 03:00 pm	--	Presentation (Online & Off-line)
03:00 - 03:30 pm	--	Valedictory (Awards)

Registration Fees : (Fee includes kit, Lunch and Tea@HITECH)

Faculty, Industrialist &Public	:	Rs. 250/- (Offline & Online)
Scholars	:	Rs. 200/-
Student UG & PG	:	Rs. 150/-
Participant @ HITECH	:	Rs. 150/-
Listener @ Online	:	Rs. 50/-

(Staffs and Students can be listeners of staff's online presentation)

(UG & PG Students should Present at the conference venue)

CERTIFICATE TO ALL REGISTERED PARTICIPANTS

Send your Research Paper/Article/Review Paper or Article to:

Faculty/Industry/ Scholar- dr.ayyamperumal.r@hit.edu.in, 9894832987

Students UG & PG - anusuya.m@hit.edu.in, 9025818227

Link to Register : https://forms.gle/Uy55ZJ1LMeU3PPdN6
(Give correct details.)

Payment Details : UPI ID : 9894832987@upi

CUB SB a/c no.: 500101013469424. IFSC: CIUB0000452

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NCBCCS

National Conference on
"Building Core Competency for Sustainability"
on
21-03-2025

Organised by

HINDUSTHAN
EDUCATIONAL AND CHARITABLE TRUST
HITECH

Department of Management Sciences
(Accredited by NBA and "A" Grade by NAAC)
Hindusthan Institute of Technology,
Valley Campus, Pollachi Main Road, Coimbatore – 641032.
www.hit.edu.in

WHO CAN PARTICIPATE ?

Academician-any dept., Industrialist, Public, Scholars, Students of UG/PG

AWARDS

Best Paper Cash Award	: Rs. 1000/- Faculty & Students each
Best Presenter UG, PG & Faculty	: Rs. 500/- each category

DATES TO REMEMBER

Paper Submission	: 13-03-2025
Acceptance Intimation	: 15-03-2025

(usually within 2 days from submission)

Registration & Fee Payment	: 15-03-2025

(After receiving acceptance Pay and Register online)

About the Institution

Hindusthan Institute of Technology (HITECH) was started in the year of 2007 by the great industrialist and philanthropist, Thiru.T.S.R.Khannaiyann. It is an Autonomous Institution, offers 6 UG and 3 PG programs.

The College has well-furnished classrooms, laboratories, computer centers and a well-stocked library. Separate Hostels with all the modern amenities are provided for boys and girls. The campus consists of lush green lawns, a playground. A fleet of vehicles caters to the transport needs.

About the Department

Since its establishment in 2008 the two year program of the HITECH MBA is specifically designed to respond to the needs of industry and to provide high quality education to students to become 'industry ready' and 'entrepreneurially oriented. The program nurtures the students to enhance their self and contextual awareness, communication & negotiation skills entrepreneurial skill, business knowledge and analytical thinking, there by shaping them to be leaders to excel in corporate world.

About the Conference

Since the COVID 19 Pandemic, industries have been facing extraordinary challenges arising from diverse business environment. Currently, standards like ISO and similar quality assurance and regulatory organizations have diminished credibility among people for various reasons. Companies need to focus on all factors of production, Land, Labour, Capital, Entrepreneurship in a more reliable level. This conference invites thoughts in building core competence for sustain ability.

TOPICS for Sustainability:

Finance – Green Finance & Investment, Blended Finance for Sustainability, Sustainable Insurance/ Risk Management Practices/ Banking Practices / Accounting Software / Financial Reporting / Performance evaluation / Financial analytics etc

Marketing – Digital Marketing/ Green Marketing for sustainability, Sustainable Advertisement/Promotion/Products/ Distribution channels. Customer / Consumer engagement in sustainable practices / Marketing Analytics /Brand-equity etc.

Personnel – Sustainable workforce / Team / Culture / Leadership / HR Practices / employee engagement / HR Performance / HR Analytics etc.,

Production - Sustainable Manufacturing Practices, Circular Economy in Production, Energy-Efficient Production, Green Supply Chain Management, Sustainable Quality Control / Procurement Practices / Vendor Management / Logistics Management / Maintenance Practices / Store Management / Safety Practices / Green Campus etc.

What can be Contributed in the National Conference?

Research Paper, Article, Review paper/Article or Case study

Contents:

Research Paper: Title, Abstract, Introduction, Literature Review, Objective, Methodology, Analysis, Findings and Discussion, Conclusion, Reference, Annexures.

Article: Title, Abstract, Introduction, Discussion, Conclusion, References, Annexures.

Guidelines to Participants and Listeners:

Participant: ID Card, Each one should register and be present till end.

Listener: Link is sent to registered email or whatsapp group with details.

ALL Selected Paper, Articles and Review will be published in edited ISBN book.

Guidelines to Author : Maximum two author.

At-least one author must register

Mode	Hybrid (Online and Offline
Paper length	Full paper : within 4-10 pages, including references, annexure
Abstract length	Maximum 150 words, 12-point Time New Roman
Key words	Maximum 5 words
Font / Para	12-point Times New Roman / Single - spaced, Alignment - Justified
Margin	All Sides (2.54 cm)
Layout / Page No.	One-column Portrait / Bottom - centered
Format	MS Word - compatible file DOC, DOCX and PDF Template : https://shorturl.at/pi9aj (optional)
References	APA style. However you can use any standard reference style. Online reference creator - HITECH - MBA - MyBib- https://www.mybib.com/#/projects/J501QM/citations
PPT	Max 10 slides. Presentation time 5 min.

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on

21-03-2025

To

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From

Department of Management Sciences

(Accredited by NBA and "A" Grade by NAAC)

Hindusthan Institute of Technology,

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Coimbatore – 641032.