



SOM



CONFLUENCE 2K19

3rd NATIONAL
CONFERENCE

REDEFINING MANAGEMENT THROUGH
ARTIFICIAL INTELLIGENCE

"THE GAME CHANGER"

ON THURSDAY

14TH FEBRUARY 2019

SCHOOL OF MANAGEMENT

Approved by AICTE

DG VAISHNAV COLLEGE (Autonomous)

#833, EVR Periyar Road, Arumbakkam, Chennai - 600106

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ABOUT THE INSTITUTION

DWARAKA DOSS GOVERDHAN DOSS VAISHNAV COLLEGE was established in the year 1964 with a noble vision of imparting value based quality academia and to empower students with wisdom. The college has successfully completed 54 years of bestowing quality education for the students. The college is situated in a salubrious atmosphere, well within the city limits. The shrines of Goddess Vidya Lakshmi, Lord Vidya Ganapathy and Goddess Sarawathi, spread an aura of the rich heritage. Lord Krishna, the presiding deity of the College, enshrined in the campus is enthroned in our minds and hearts. The campus is spread over a beautiful spacious green land providing an ambience conducive for higher learning. Our alumni have been placed in prestigious institutions worldwide and have become successful entrepreneurs too.

ABOUT THE DEPARTMENT







The School of Management had its inception in the year 1995 as an independent professional body and is affiliated to the University of Madras and approved by AICTE. The Department has a curriculum that is in line with the current corporate requirements in par with the standards expected by them. The Department boasts of an excellent team of faculty who mentor the students to become efficient managers. The Department organises various activities through Symphony Club of Management for the students like National Level Symposium, Conclave, Club Activities, Combat-Management fest, HR Congress and Outbound training. The Department conducts various Certificate Courses which adds feather to our Students crown and make them unique from other Management Courses. The Department also have tie up with CIMA, MMA, SYNERGY University to enrich our students knowledge. We also have an excellent track of placements from reputed industries.

ABOUT THE CONFERENCE

Countless alarms have sounded on the prospective for artificial intelligence (AI) technologies to upend the workforce, especially for easy-to-automate jobs. But managers at all levels will have to become accustomed to the world of smart machines. The fact is, artificial intelligence will soon be able to do the decision making tasks that consume much of managers' time faster, better, and at a lower cost.

Managers who view artificial intelligence as a kind of collaborator will recognize that there's no need to have rivalry against a machine. While individuals' result is unlikely to be mechanized, intelligent machines can add massively to this type of work, assisting in decision support and data-driven simulations as well as search and discovery activities. As a matter of fact managers rely on the assistance of intelligent systems in making business decisions in the future.

OBJECTIVES OF THIS CONFERENCE

-  To collect data's and analyse the basics of Artificial Intelligence.
-  To understand the various dimensions of Artificial Intelligence.
-  To analyse and explore the various Issues, Challenges and Opportunities related to Artificial Intelligence in every sphere of Management, Economics, Commercial and Social.
-  To explore all the possible dimensions of Artificial Intelligence in Management.
-  To throw importance on the various dimensions of Artificial Intelligence through the Research and analytical in the Management scenario.
-  To explore various dynamics of Artificial Intelligence in the fields of Human Resource, Marketing, Finance, Data Analytics and Supply chain.

SUB THEMES

HR Topics :

Cognitive – Supporting Decision Making, AI Recruiters, Smarter People Analytics, Identifying Employees on the way out, Performance Evaluation, etc.,

Marketing Topics:

Dynamic Pricing, Re-targeting, Marketing Automation, Predictive Customer Service , etc.

Finance Topics :

Portfolio Management, Algorithmic Trading, Fraud Detection, Future Value of Machine learning in Finance, etc.,

MIS and Other General topics :

Artificial Intelligence, E-commerce & E-governance, Information Retrieval, Information System, Data Mining, Technology Management, Computing Ethics, Robotics & Internet of Things, Intelligence Automation, Big Data Analytics, Deep Learning and Machine Learning, etc.,

GUIDELINES FOR PAPER SUBMISSION

	LAST DATE	FORMAT OF PAPER
ABSTRACT (Maximum 500 words)	15th Dec, 2018	Complete Article In MS Word
Intimation Of Paper Selection	30th Dec, 2018	1.5 - Line Spacing
Complete Paper Submission	20th Jan, 2019	Times New Roman - Font Size
Confirmation of Presentation / Participation	30th Jan, 2019	Paragraph – 12 Font Size
Conference Date	14th Feb, 2019	Heading, Title, Sub-title - 14 Font Size
MAIL - confluencedgvc@gmail.com		

The paper should contain the Title of the paper, Author(s) name, College Name and Department and their Designation, Institute and University name, along with the contact details, e-mail and the contact phone numbers

The sub themes selected under which the abstract and full paper should be considered must be mentioned. References should be cited at the end of the paper.

All the tables and figures must be serially numbered.

Author would have to certify that the material is unpublished, as well as original. It is the responsibility of author to obtain permission to reprint previously published matter with copyright restrictions.

Correspondence will be sent to first named author only.

Selected papers will be published in UGC referred journal with ISSN / Scopus Indexed Journal.

REGISTRATION DETAILS

After the Author receives the intimation about Paper selection the Payment should be paid through DD. The fee collected will be for the Kit, Lunch, Certificate and Conference Proceedings Print

Academicians & Professionals	Rs.3000/-*
Students & Research Scholars	Rs.2000/-*
DELEGATES (ONLY TO ATTEND THE CONFERENCE AND NOT FOR PRESENTING PAPERS)	Rs.1000/-*
Cost is Applicable for Per Paper & only 2 Authors per paper is allowed. For Additional book, the author should pay Rs.1000/- extra In absentia is allowed with an additional cost of Rs.500/-* for courier.	
Payment can be made only through DD D.G.Vaishnav Evening College, Chennai – 600 106.	

Note: Rs.1000/-* for participants to attend the session alone and not paper presentation. The cost includes for Certificate, kit, lunch and refreshments.

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