



8<sup>th</sup>

# National Conference

*“WINNING THE GLOBAL BUSINESS WAR  
THROUGH ARTIFICIAL INTELLIGENCE”*

26<sup>th</sup> November 2019



**SACRED HEART INSTITUTE  
OF MANAGEMENT STUDIES  
[SHIMS]**



**Organized by**

**Sacred Heart Institute of Management Studies (SHIMS)**

**Sacred Heart College (Autonomous)**

**Accredited by NAAC (4<sup>th</sup> Cycle – under RAF )**

**with CGPA of 3.31/4 at ‘A<sup>+</sup>’ Grade**

**Tirupattur, Vellore District, Tamilnadu, India.**

## ABOUT OUR COLLEGE

Sacred Heart College (Autonomous) is an affiliated First Grade College of Thiruvalluvar University. Rev. Fr. Joseph Carreno SDB, a far-sighted Salesian missionary founded this College in 1951 and administered by the Salesians of Don Bosco. With the view of catering to the needs of local students, the College offers undergraduate, post graduate and research programmes in two shifts. As a glowing tribute to the academic excellence of the College, the University of Madras conferred the autonomous status to the postgraduate and undergraduate courses in the year 1988-89. From 2007-08, all the courses including those of the second shift has come under autonomy. The peer team of national assessment and accreditation council visited the college in April 2018, assessed and accredited the college (4<sup>th</sup> cycle – under RAF ) with **CGPA of 3.31/4 at 'A+' Grade. At present, about 4,500 students are studying in various under graduate, post graduate and research programmes.**

## ABOUT OUR DEPARTMENT

The Department of Management Studies was established in Sacred Heart College (Autonomous) in the year 2011 with AICTE approval and affiliated to Thiruvalluvar University, with the objective of providing an overall view of Business Administration. Specialization in key functional areas, placement orientation and entrepreneurship promotion are the unique features of the programme. It offers Masters Degree in Business Administration, M. Phil in Management, Ph. D. in Management and PG Diploma. The Department has highly qualified, dedicated and experienced faculty members, who are actively participating in research activities, publication of books and research papers. The department envisages the life time value for education, entrepreneurial skills, business traits, leadership qualities and ethics among students. The Department proposes to organize 8<sup>th</sup> **National Conference on "Winning Global Business War through Artificial Intelligence" in which the research scholars and faculty** members from various educational institutions would participate.

## CONFERENCE THEME

**"Artificial intelligence is vital for winning the war of global Business". It's a challenge that every large company across the globe is facing.** As they transform into digital entities, tasks are getting automated with artificial intelligence (AI) taking away repetitive jobs. While, for the individual it finally boils down to how many of their individual tasks are automated, at the corporate level it is a question of global business that is becoming critical. In global business HCM (Human Capital Management) is becoming all the more important as companies reduce the workforce with jobs getting automated, they are also not getting key talent for specialized jobs. The War for business that global consultancy McKinsey had identified nearly two decades ago is now a reality. "There is a need for building new skills and up-skilling for all kinds of people as existing skills become redundant." Organizations today are fighting two types of battles. The first relates to attracting and recruiting people, while the other is within the organization for retaining and engaging existing employees. At stake are 'open positions' that can give careers to professionals and thousands of candidates who can work towards fulfilling an organization's needs. But, not everything is negative. However, starting 2020, AI will be a positive job creator creating 2.3 million jobs.

Technology enhances our abilities to deliver more and better if used properly and its role is vital for winning the war for 'quality' talent". Augmentation comes in three areas - predictive, pro-active and prescriptive. The predictive bit is quite like Google Maps telling you how long it will take to reach your destination by what it considers is the best route to follow. However, an individual can always overrule that and take another route. Pro-active is reminding you to leave for a meeting in advance so that traffic is manageable while prescriptive is something that provides you a solution to a current problem at the workplace. How is an organization building an employer brand? We find the right kind of people; companies are now looking at the personal social network of an individual and not just their LinkedIn profile. The other is to proactively engage with the talent pool that you may need to tap in at a later stage. The last bit is the ability to understand how the business model of the company is changing and ensuring that HR too understands that quickly. That is imperative as then only will to look in terms of hiring such new talent proactively. But, as things stand, not many Indian companies are prepared for this new reality and could face problems.

## CONVENER'S NOTE

It is hard to believe that we are already on to the eighth year of SHIMS (Sacred Heart Institute of Management Studies). This year, it becomes all the more **significant with the theme for the conference being 'Winning Global Business War through Artificial Intelligence'**. **Way back** in 2013, our inaugural SHIM conference had a mere presence of 250 attendees. But today we are really privileged and honoured to have the number mushrooming and the way the conference has grown up bringing together world class speakers who share their expertise. Year 2019 looks to be shaping up yet for another mega event, and we are excited to continue this year taking it forward to the month of November 2019 to see you all gathering once again with your fabulous contributions.

## OBJECTIVES OF THE CONFERENCE

- ◆ To explore the opportunities and challenges involved in Global Business to get artificial intelligence in place
- ◆ To identify how the society will be with the arrival of artificial intelligence
- ◆ To identify the risks involved in using artificial intelligence in global business
- ◆ To provide a platform for interaction of professionals and researchers from different Universities and Industries
- ◆ To suggest how artificial intelligence will change the future
- ◆ To understand what to expect in the future with artificial intelligence technology

## SUBTHEMES

- ◆ Knowledge-based Systems
- ◆ Make in India and AI
- ◆ Digitalization
- ◆ Web Intelligence and Data Mining
- ◆ Emerging Opportunities and Challenges of India in Global Market
- ◆ Marketing – Green, Digital, Retail and Rural
- ◆ E – HRM
- ◆ Corporate Governance and Entrepreneurship
- ◆ Financial Inclusion
- ◆ Health Informatics
- ◆ Information Technology
- ◆ Tourism
- ◆ AI in Decision Science
- ◆ Business Strategy
- ◆ Computational Intelligence in Business and Economic

## GUIDELINES FOR SUBMISSION OF PAPERS

- ◆ Please submit the abstract of 150-200 words by email with track.
- ◆ Text should be in MS- Word, Arial Narrow; with font size 12 and 1.5 line spacing, strictly not more than 3500 words including abstract.
- ◆ Cover page to provide title of paper, author(s) name, designation, address and contact details, including Email Id.
- ◆ Plagiarism below 20% including references, title and designation.
- ◆ Only two authors are allowed in one paper. Author and co-author should register separately.
- ◆ Tables, illustrations, charts, figures, formulae etc. should be placed within the text at appropriate places. References should be in the APA (American Psychological Association) guidelines.
- ◆ The author must send a declaration that the paper is original and has not been sent/submitted for publication elsewhere or presented in any other conference/seminar.
- ◆ One soft copy of the full research paper in MS–word have to be submitted to the convener by 15<sup>th</sup> October, 2019.
- ◆ The electronic version of the paper should be mailed to shcmbatpt@gmail.com

Selected papers based on quality and free of plagiarism efforts will be published in peer reviewed International Journal with ISSN, UGC Care List (ISSN) and scopus indexed journal with additional charges as prescribed by the publisher.

### NOTE

- ◆ Registration fee will include Conference kit, lunch, and tea
- ◆ Registration forms can be downloaded from the college website [www.shctpt.edu](http://www.shctpt.edu)



## DATES TO REMEMBER

Submission of Abstract	07 <sup>th</sup> Oct
Submission of Full Paper	15 <sup>th</sup> Oct
Registration Deadline	15 <sup>th</sup> Oct
Notification of Acceptance	11 <sup>th</sup> Nov
Date of the Conference	26 <sup>th</sup> Nov

### VENUE OF THE CONFERENCE

Carreno Hall, Sacred Heart College, Tirupattur

## REGISTRATION FEE

Faculty	INR 1000
Research Scholar	INR 750
Industrialist	INR 1000
PG students	INR 250

- ◆ Payment by demand draft in favour of Dr. S. Sasi Kumar, Payable at Tirupattur, Vellore district.

### For Online Payment

- ◆ Account Name: Dr. D. Maria Antony Raj & Dr. S. Sasikumar
- ◆ Account Number : 188401000015665
- ◆ Name of the Bank : Indian Overseas Bank
- ◆ IFSC Code: IOBA0001884

### ADDRESS FOR COMMUNICATION

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## REGISTRATION FORM

### 8<sup>th</sup> WINNING THE GLOBAL BUSINESS WAR THROUGH ARTIFICIAL INTELLIGENCE”

26, November, 2019

Name (in capital letters) \_\_\_\_\_

Gender Male  Female  Transgender

Designation \_\_\_\_\_ Qualification \_\_\_\_\_

Title \_\_\_\_\_

Correspondence Address \_\_\_\_\_

Mob No \_\_\_\_\_ Email ( \_\_\_\_\_ )

Payment Details: DD in favour of S. Sasikumar Payable at Tirupattur,  
Vellore, District, Tamilnadu. Dated \_\_\_\_\_

Name of the Bank and Branch \_\_\_\_\_

NEFT: Name: S. Sasikumar & D. Maria Antony Raj

Bank Name: Indian Overseas Bank, A/c No. 18840100001566

IFSC Code: IOBA0001884

Paper Presentation: Yes  No

Please send this form duly filled to

Conference Convenor

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