

SACRED HEART INSTITUTE OF MANAGEMENT STUDIES

Sacred Heart College (Autonomous), Tirupattur - 635 601

8th National Conference

on

“Winning the Global Business War through Artificial Intelligence”

Sacred Heart Institute of Management Studies (SHIMS), Tirupattur organized the 8th National Conference titled “Winning the Global Business War through Artificial Intelligence” on 26th November 2019 with the objective of sensitizing the research scholars and other academicians as well as the students to develop, create the taste for research and related publications.

Leading lights from the world of Business and Research had graced the occasion and chaired two technical sessions during the conference. 50 papers were presented and published in both UGC CARE listed journal and Scopus indexed journal in the presence of the esteemed guests and dignitaries. The Chief Guest for the occasion was Mr. K.K. Sathasivam, Assistant Vice President (Marketing), Ramco Cements Ltd, Chennai.

Other dignitaries who graced the occasion were Rev. Dr. D. Maria Antony Raj, Principal Director, SHIMS, Rev. Fr. Lawrence, Rector & Secretary, Don Bosco Polytechnic College, Thirukazhukunram, Dr. S. Sasikumar, Head of the Department, SHIMS, Faculty Members, SHIMS, participants from various colleges and students of the department, SHIMS. Addressing the students, the Chief Guest Mr. K.K. Sathasivam, said that, “Think big and develop the business acumen to be the young and dynamic budding managers of tomorrow” as we live in this 4.0 Industrial Revolution dominated by AI, IOT, AGR ML and BD.

Two technical sessions were chaired by Dr. A. Vasumathi, Associate Professor, VIT Business School, VIT University, Vellore and Dr. M. Sathish, Assistant Professor, School of Contemporary Knowledge System, Chinmaya Viswavidyapeeth University, Ernakulam. Rev. Fr Sajan M George delivered the vote of thanks. The conference gave a golden opportunity to the students to acquire knowledge from reputed speakers. The students were reassured that acquiring the nuances involved in management has the power to cross boundaries and build bridges to knit society.