



S. P. Sampathy's Siva Sivani Group of Institutions
SIVA SIVANI INSTITUTE OF MANAGEMENT

(Crafting Careers Since 1992)

(AICTE Approved)

In Association with

AIMS

ASSOCIATION OF
INDIAN MANAGEMENT SCHOOLS

Presents

SAMAROH 2023

Sri S.P. Sampathy's Memorial

**A Two day National Conference on
Business Management and Social Innovation**

11th & 12th February, 2023



Online Registration Form

<https://forms.gle/LBn6NQ73nvQbhin47>



ABOUT SSIM

Siva Sivani Institute of Management (SSIM) is an autonomous B-School established in 1992 duly approved by All India Council for Technical Education (AICTE) and the first standalone B-School in both the telugu speaking states that was accredited by NAAC offering PGDM, PGDM-BIFS and PGDM-BA. The institute has a rich tradition of pursuing academic excellence and overall personal growth. SSIM is consistently working on its courses to offer the latest and most effective approach towards imparting education. The courses are designed and updated at frequent intervals with the inputs provided by stalwarts both from industry and academia to meet the needs of the Industry. Located amidst greenery as well as far from the madding crowd, SSIM has an enviable environment – serene, spacious and stupendous. It offers an ideal environment for imparting value - based management education.

ABOUT AIMS

The Association of Indian Management Schools (AIMS) is a networking body of B-Schools in India for professional development of management education and safeguarding the interests of B-Schools in the country.

33 years ago, in the context of the policy implications arising from the National Education Policy of 1986 (which advocated expansion of “Open University System” and recognized “rural university” model), a National Conference of Heads of Management Institutions was held at Bangalore from 28th to 30th April, 1988 where it was resolved that “a Network of Management Institutions offering Post-Graduate Courses be constituted”. Pursuant to this resolution, the Association of Indian Management Schools (AIMS), a non-profit-making society was registered on 27th August, 1988 under the Karnataka Societies Registration Act of 1960.

As an independent networking body, AIMS can now boast of having many top class institutions like IIMs, ISB, ASCI, Xavier Institutions, Welingkar Institute of Management (WeSchool), NMIMS, ICFAI, MDI, S P Jain and many management departments of Universities as its members. It is the official representative of Indian Management Schools in India as well as in some important international forums. It is one of the largest networking bodies of B-Schools in the world.

ABOUT THE CONFERENCE

S.P. Sampathy's Siva Sivani Institute of Management (SSIM), Secunderabad is organizing Samaroh - National Conference on Business Management and Social Innovation on February 11th & 12th, 2023. This National conference is aimed to offer a knowledge sharing platform for academicians, researchers and corporate professionals for exchange of new body of knowledge. This conference will also have key note address from renowned management expert and research paper presentations of conference participants.

OBJECTIVES

- The central aim of the conference is to share knowledge and to enlighten about novel advancements, anticipate social and Business problems in the field of Business Management and Social Innovation.
- Understanding disruptive innovation for Social Change and
- Exploring the role of Business Management in Social Innovation.

CALL FOR PAPERS

The conference invites unpublished original research papers (empirical and well as conceptual) from the academicians, researchers, policy makers and corporate professionals related to the following themes:

THEMES FOR SAMAROH 2023

1. Management

- Organizations and Technology Management
- Production and Operations Management
- Project and Quality Management
- Purchasing and Supply Management
- Decision and Risk Analysis
- Contract Management
- Knowledge Management
- R&D strategies
- HR Management
- Business Analytics
- Marketing Management
- Financial Management



2. Economics

- Economic Growth and Job Creation
- Business Dynamics
- Owner and Business Characteristics
- Innovation
- Regulatory and Tax Environment
- Financing and Access to Capital
- Geographic Considerations/Regional Clusters
- Globalization and Trade
- Emerging Economies and Economic Development
- Evidence-Based Policy Analysis
- Data and Research Gaps
- Banking
- Investment
- Accounting
- Financial Engineering
- Portfolio
- Stock Market
- Insurance
- Financial Management
- Risk Management

3. Data Science and Business Management

- Data-driven Analytics and Business Management
- Big Data Applications, Challenges and Opportunities
- Business Intelligence
- Cloud Computing
- Complexity and Algorithms
- Data Engineering and Architecture
- Data Mining Applications in Science, Engineering, Healthcare and Medicine
- Artificial Intelligence
- Data Science and Machine Learning
- Data Visualization
- Data Warehousing and Security
- Data-driven Business Management
- Supervised and Unsupervised Learning
- Drive Data-driven Decisions across Business for

Commercial Success

- IoT and edge computing applications
- Natural Language Processing
- Data Processing for Networks
- Cyber Physical Systems
- Big Data Analytics and Algorithms
- Optimization and Big Data
- Data Clustering.

4. Social and Community Studies

On disciplinary and interdisciplinary practices in the study of the social.

- Social and Community Studies
- Civic and Political Studies
- Cultural Studies
- Global Studies
- Environmental Studies
- Organizational Studies
- Educational Studies
- Communication
- Sociology: concepts and practices
- Geographical perspectives on spaces and flows
- What are the behavioural sciences?
- Psychology of the social
- Where mind meets world: cognitive science as interdisciplinary practice
- Economics as social science
- Sociology and history: the dynamics of synchrony and diachrony
- Philosophy's place in the social sciences
- Social welfare studies as interdisciplinary practice
- Health in community
- Horizons of interest: agenda setting in the social sciences
- Research and knowledge in action: the applied social sciences
- Social sciences for the professions
- Social sciences for social welfare
- Accounting for inequalities: poverty and exclusion



- Social breakdown: dysfunction, crime, conflict, violence
- Social sciences addressing social crisis points
- Technologies in and for the social
- Economics, politics and their social effects: investment, ownership, risk, productivity, competition, regulation and deregulation, public accountability, stakeholders, trust, worklife, resource distribution, consumption, wellbeing, living standards
- Commonalities, differences and relationships between the social and the natural sciences: research methodologies, professional practices and ethical positions
- Research methodologies involving 'human subjects'
- The social sciences in the applied sciences and professions: engineering, architecture, planning, computing, tourism, law, health.

PUBLICATION OPPORTUNITIES

- The abstract of all the research paper along with authors' profile will be published in conference proceeding with ISBN which would be released on the day of conference.
- All papers will undergo plagiarism check.
- On the approval of the peer-review committee, the full research paper can be considered for publication after taking the consent of the author(s).
- Separate presentation tracks for Students / Research Scholars, and Faculty members / Industry Delegates.
- Best Paper will be awarded among the Delegates.

REFERRED JOURNAL

ABDC Listed Journal

- *Manager*: The British Journal of Administrative Management (C, Category Journal)

UGC Care Listed Journals

- Madhya Bharati - Humanities and Social Science (Print only)
- Madhya Pradesh Journal of Social Sciences
- South India Journal of Sciences

In-house Journal

- SuGyaan – Management Journal of Siva Sivani Institute of Management, ISSN 0975-4032

Peer Review Journal

- International Research Journal of Humanities and Interdisciplinary Studies" (IRJHIS),

PAPER SUBMISSION GUIDELINES

- The author(s) are suggested to email the complete research paper along with abstract and authors' profile to samaroh@ssim.ac.in
- The author(s) must clearly indicate the theme under which their article is to be considered for presentation.
- The length of the article is limited to 3,500 words (excluding abstract and references)
- Papers must have a title page, author affiliations, an abstract of 200 words, 5 relevant key words, introduction, review of literature, methodology, results and discussion, and conclusion.
- The paper must be formatted in APA style with A4 Size, Times New Roman Font, font size - 14 pt. for heading & 12 pt. for body of the paper.

DATES TO REMEMBER

Submission of Full Research Paper along with Abstract & Authors' Profile	11 th January, 2023
Acceptance Notification	20 th January, 2023
Last Date for Registration	31 st January, 2023
VENUE : SSIM Campus, Kompally, Secunderabad.	



CONFERENCE REGISTRATION FEE

The Conference Registration fee is as follows:

Delegate Category	Participation cum Presentation only	Presentation cum Publication		
		Peer Reviewed Journal	UGC Care Listed Journal	Scopus indexed/ ABDC Listed Journal
Students / Research Scholars (Full-time only)	Rs.800/-*	Rs.1,000/-*	As per the Publisher	
Faculty Members	Rs.1,000/-*	Rs.1,500/-*	As per the Publisher	
Industry Participants	Rs.2,000/-*	Rs.2,500/-*	As per the Publisher	
* In case of more than one author, each author must register separately. The registration fee includes conference kit, working lunch and beverages on the days of conference.				

Online Registration Form

<https://forms.gle/LBn6NQ73nvQbhin47>

FOR ONLINE PAYMENT

Account Number : 916020013106609	IFSC Number : UTIB0000702
Name of Beneficiary : Siva Sivani Institute of Management	PAN Number : AACTS4819H
Bank Name : AXIS Bank	SWIFT Code : AXISINBB068
Name of the Branch : Kompally Branch	City : Hyderabad
Account Type : Current Account	Mobile Number : 9393332654
MICR Code : 500211019	Email ID: devasahayam@ssim.ac.in

For Payment
Scan for QR Code



CONFERENCE TEAM

CHIEF PATRON Mrs. S. Aarathy (President and Chief Executive), SSGI	PATRON Dr. Sailesh Sampathy Vice President and Deputy Chief Executive, SSGI	ASSOCIATE PATRON Smt. Deepika Sampathy Associate Vice President, SSGI
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ADVISORY MEMBERS

Dr. S.V. Ramana Rao Dr. Arijit Santikary	Dr. S.F. Chandrasekhar Dr. V. Annapurna	Dr. K.S. Harish Dr. V. Jayalakshmi
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CO-ORDINATORS

Dr. Pavan Patel 9440346363, 8008087349	Dr. P. Mathivanan 9488575383	Dr. A. Dinesh 9566741581
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The research papers should be submitted in MS – Word format to samaroh@ssim.ac.in Ch. Karteek: 9515947279
Online Registration Google Form - <https://forms.gle/LBn6NQ73nvQbhin47>



SIVA SIVANI
Institute of Management

Registration Form

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A Two Day National Conference on Business Management and Social Innovation February 11th & 12th, 2023

Name of the Delegate: _____

Delegate Category: ☐ Corporate Delegate ☐ Faculty Member
☐ Research Scholar ☐ Student Delegate

I shall attend the conference:

☐ As a participant
☐ Present a paper

If presenting the paper, the title of the paper: _____

Organization _____

Designation _____

Address for Communication: _____

Phone: _____ Mobile: _____

Email: _____

Co-author's details, if any: _____

Address:

Siva Sivani Institute of Management (SSIM),
NH-44, Kompally, Secunderabad - 500100, Telangana State, India.

Payment Details: DD to be drawn in favour of "Siva Sivani Institute of Management" payable at Hyderabad.
(Note: This form can be photocopied for use by other participants)

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REGISTRATION FEE PAYMENT DETAILS

Name of the Bank: _____ Amount: _____

D.D. No. / Transaction Ref. No. _____ Date: _____

Signature: _____