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Thiru.V.CHANDRASEKARAN, Founder,
SVM Group of Educational Institutions,
Uthangarai.

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Dr.N.GUNASEKARAN, Principal,
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Mr. MARIYA ANTONY RAJ, Principal,
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Convenors :

Mr. R. VASANTHAKUMAR, Assistant Professor & Head,
Department of Management Studies
Sri Vidya Mandir Arts & Science College (Autonomous),
Uthangarai.

Dr. R. VEERAPAN, Associate Professor & Head,
Department of Business Administration
Sacred Heart College (Autonomous), Tirupattur.

Dr. PRADEEP PALANI, Professor & Head,
Department of Management Studies,
SKP Engineering College, Tiruvannamalai.

Organizing Secretaries :

Mrs. S. SANGEETHA,
Assistant Professor, Department of Management Studies
Sri Vidya Mandir Arts & Science College (Autonomous),
Uthangarai.

Organizing Committee Members :

Mr. P. MURUGAN, Assistant Professor,
SVM Arts & Science College, Uthangarai.

Mr. K. VENKATESAN, Assistant Professor,
SVM Arts & Science College, Uthangarai.

Mrs. C. ARTHI, Assistant Professor,
SVM Arts & Science College, Uthangarai.

Dr. A. MOHAMMED HUSSAIN, Assistant Professor,
SVM Arts & Science College, Uthangarai.

Students Co-Ordinators :

Mr.S.JAIKISHORE,	III-B.B.A. (CA)	Ms.N.DEEPIKA	III-B.B.A. (CA)
Mr.C.MANIMARAN,	III-B.B.A. (CA)	Ms.T.THIRISHA	II-B.B.A. (CA)
Mr.S.SANTHOSH,	III-B.B.A. (CA)	Ms.S.PALLAVI	III-B.B.A. (CA)
Mr.R.VISHNUVARATHAN,	III-B.B.A.	Ms.S.ARCHANA	III-B.B.A.
Mr.S.SANJAY	III-B.B.A.	Ms.M.SIVASANKARI	III-B.B.A.
Mr.G.NAREENKARTHICK,	III-B.B.A.	Ms.P.PAVITHRA	II-B.B.A.
Mr.R.DHAYANIDHI	II-B.B.A.	Ms.R.NANDHINI	II-B.B.A. (CA)
Mr.M.YESWANTH	II-B.B.A. (CA)		

RESOURCE PERSON'S

DAY - 1

DAY - 2

SESSION - 1



TOPIC : From Efficiency to Engagement : The Role of AI in Workers' Sense of Achievement
Dr.BEULAH SURESH,
Associate Professor & Head,
Department of Business Administration
Auxilium College (Autonomous),
Gandhi Nagar, Vellore - 632 006.



TOPIC : Innovation Leadership in Industrial Transformation
Professor.R.VEERAPAN,
Associate Professor & Head,
Department of Business Administration
Sacred Heart College (Autonomous),
Tirupattur.

SESSION - 2



TOPIC : Strategic Decision Making with AI : Empowering Modern Managers
Dr.PRADEEP PALANI
Professor & Head, Department of Management Studies,
SKP Engineering College,
Tiruvannamalai.



TOPIC : Challenges Faced by Marketers in Current Indian Scenario.
Dr. STANLEY VINCENT G
Assistant Professor, School of Management Mount Carmel College (Autonomous),
Bengaluru - 52.

SESSION - 3



TOPIC : AI Accounting and Financing Trends Relevant to the Accounting Profession
Dr.MA FAYAZ AHAMED
Professor, College of Economics & Business Administration,
University of Technology and Applied Science,
Ibri, Sultanate of OMAN.



TOPIC : HR Practices in era of Artificial Intelligence and Machine Learning
Prof.JYOTI SHARMA
Professor,
School of Business,
Shri Mata Vaishno Devi University, Katra, J&K. India.



A TWO DAY INTERNATIONAL
CONFERENCE ON INDUSTRIAL ORGANISATIONAL,
ARTIFICIAL INTELLIGENT AND MANAGEMENT STUDIES
(ICIOAIMS - 2025)

...Organized By...

DEPARTMENT OF MANAGEMENT STUDIES
**SRI VIDYA MANDIR
ARTS & SCIENCE COLLEGE**
(AUTONOMOUS)

On 30th & 31st January 2025
Venue : SVM College, Auditorium.

...Association with...



SKP ENGINEERING COLLEGE,
TIRUVANNAMALAI, Tamil Nadu.



SACRED HEART COLLEGE (AUTONOMOUS),
TIRUPATTUR, Tamil Nadu.



ABOUT THE COLLEGE

The visionary philanthropists of Sri Vidya Mandir Higher Educational Trust started Sri Vidya Mandir Arts and Science College in Uthangarai in the year of 2000 with a noble aim of up lifting the economically and educationally backward Districts of Dharmapuri and Krishnagiri into the number one Educational destination in Tamil nadu. The College is Surrounded by the culturally rich Pilgrimage Centers Hanuman theer than (2Kms) and Theerthamalai (15 Kms) associated with the famous Epic, The Ramayana. The college is well connected with nearby cities and is located in the Salem - Vellore State Highway. Currently the College has attained the strength of more than 2,900 students, 160 Faculty Members. Our College has Secured Highest CGPA Score in NAAC ('A' Grade, 3.27/4.00) Among the Periyar University affiliated Colleges in the Firstcycle and also recognized with same till the year of 2025. Now our college has accomplished the Status of Autonomous from the academic year 2020 - 2021.

Sacred Heart College Very Rev. Fr. Joseph Carreno SDB, a missionary from Spain founded Sacred Heart College in the year 1951. It started functioning with 10 teachers and 81 students and in a short period of six decades, it has grown into a postgraduate and research institution. With the view to cater to the needs of the deserving local students, the college also offers undergraduate courses and postgraduate courses in the Evening College on self-financing basis.

SKP Engineering College (SKPEC) is an engineering college in Chinnakangyanur, Tiruvannamalai, Tamil Nadu, India, founded in 1999 with the aim of providing a technical education to rural citizens in and around Tiruvannamalai.S.K.P Engineering College is a self-financing college, sponsored by Sri. S. Kuppusaamy Memorial Educational Trust. The college is approved by the AICTE, New Delhi and currently affiliated to the Anna University, Chennai. The college, initially approved to start with four B.E. / B.Tech. programmes with the student intake of 240, now is offering seven B.E. / B.Tech. programmes in UG and seven PG programmes in Engineering and one PG programme in Management with annual approved intake of 810 students

ABOUT THE DEPARTMENT

The Department of Management Studies was established during 2000 and BBACA in 2009. The department offering BBA & BBA (CA) courses in the undergraduate stream. The Department assists students in acquiring managerial, technical and leadership skills. A team of highly qualified, experienced and committed faculty members works to ensure that students striverel endlessly to excel in their efforts. The department has been maintaining its tempo to produce high ranking students with 100% results in every Examination.

BBA Course is a three year undergraduate business management course that imparts managerial and entrepreneurial skills to students through BBA Subjects. BBA courses are available in various specializations such as Finance, Marketing and HR Management. Bachelor of Business Administration is available to students from all streams like Arts, Science and Commerce. BBA full form is Bachelor of Business Administration. BBA course deals with knowledge and training

in management and administration of business by imparting managerial and entrepreneurial skills to management aspirants from any stream like Science, commerce or arts. BBA develops entrepreneurship skills. BBA provides specializations in Human Resource, Finance and Marketing. **SKP Engineering College (SKPEC)** MBA programs in the United States typically require completing about forty to sixty semester credit hours, much higher than the thirty semester credit hours typically required for other US master's degrees that cover some of the same material. The UK-based Association of MBAs accreditation requires "the equivalent of at least 1,800 hours of learning effort", equivalent to 45 US semester credit hours or 90 European ECTS credits, the same as a standard UK master's degree. Accreditation bodies for business schools and MBA programs ensure consistency and quality of education. Business schools in many countries offer programs tailored to full-time, part-time, executive (abridged coursework typically occurring on nights or weekends) and distance learning students, many with specialized concentrations

ABOUT THE CONFERENCE

The infusion of AI into robotics elevates manufacturing capabilities, while quality control processes benefit from advanced image recognition and machine learning, ensuring higher standards. In supply chain management, AI predicts demand, optimizes inventory, and streamlines routes, fostering resilience. The integration of Artificial Intelligence (AI) into industrial engineering, epitomized by the advent of Industry 4.0, has reshaped manufacturing landscapes. This article explores the profound impact of AI over the past decade, focusing on predictive maintenance, operational optimization, robotics, quality control, and supply chain management. Predictive maintenance, facilitated by machine learning algorithms, minimizes downtime and optimizes resource allocation.

Operational optimization, achieved through AI's real-time data analysis, enhances decision-making, resource utilization, and overall efficiency. Human-machine collaboration, highlighted by collaborative robots and AI-driven workforce empowerment, underlines the transformative synergy. The article concludes with a reflection on the past decade's developments, emphasizing the on-going evolution of AI in industrial engineering, promising smarter, more adaptable, and globally competitive operations in the future.

SUBTHEMES OF THE CONFERENCE

- Research papers are invited from academicians, industries, research scholars and students on the following topic
- What is trending management?
 - Lead the future of AI in project management
 - AI essential projects
 - Can an industrial organisation work in artificial intelligence?
 - Career development with AI
 - Promote industrial organisation development
 - Talking to AI
 - Let's shape the future of AI in project management
 - Streamlining processes
 - Improving decision-making
 - Increasing productivity with AI technology
 - Social media power with AI The power of social media with AI.
 - Is AI organisation a good career? Is a career in AI a grad choice?
 - Which organisation is best for a career in AI?
 - Is there scope for industrial organisation and management?

CALL FOR PAPERS

Articles of original contributions which are not already submitted / published elsewhere are invited from researchers, academicians and students on areas related to the scope of the conference. Each article must be accompanied by an abstract and should be prepared as per 9th edition of the MLA. The article in MS-Word format should be submitted to ioaims2025@gmail.com

PUBLICATION

Submitted articles will be peer reviewed by competent reviewers. All registered articles will be published in the conference proceedings with ISBN and E-copy will be provided to the contributors.

IMPORTANT DATES

Last Date for submission of Abstract -15th January 2025
Last Date for submission of Full Length Paper - 20th January 2025

REGISTRATION FEE

Participation Only : Rs. 300/- (Faculty & Research Scholars)
: Rs. 250/- (Students)
Paper Presentation : Rs. 500/- (Students)
: Rs. 800/- (ResearchScholar)
\$30 (Foreign Scholar & Faculty)
: Rs. 1,000/- (Paper Presentation and Publication with ISBN)
Registration Link : <https://forms.gle/b6npteeEHJbTgGKA>

PAYMENT DETAILS

Payment of the conference registration fee should be made online through NEFT / RTGS / IMPS to the below mentioned bank account. While making online payment, authors are requested to mention their name and title of the article in payment remarks. This will help us to trace your payment in the bank statement.

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IFSC Code : SBIN0007495
MICR Code : 635002010
Bank and Branch : State Bank of India, Uthangarai.



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CONTACT DETAILS

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Certificate Will be issued to All Participants