



1st INTERNATIONAL CONFERENCE

on

“Recent Trends in Corporate Social Responsibility and Sustainability Development Goals”



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ICON-23

2023 (Saturday)

18th FEBRUARY

VENUE
VET IAS Seminar Hall

Organized by

SCHOOL OF BUSINESS

VET Institute of Arts & Science

(Co-education) College

(Affiliated to Bharathiar University) (An Institution Run by Vellalar Educational Trust)

Thindal, Erode – 638 012, Tamil Nadu, India. ☎ 90479 51115 | ☎ 0424 - 2244600, 601



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ABOUT VET IAS

VET Institute of Arts and Science (Co-education) College, affiliated to Bharathiar University, Coimbatore 641 046, the youngest member of the Vellalar family is an intellectual community that nurtures student learning, fosters faculty research and creative activity and provides service to the larger community. The institution emphasizes on Collaborative learning, individual intellectual development & respect for diverse points of view, preparing students to become critical thinkers, strong communicators and ethical leaders with a truly global perspective. Our students will have graduate understanding that what they do beyond the classroom can make an impact on the world since knowledge, understanding and intellectual courage for a purposeful life in a challenging and changing world are woven into the fabric of their education.

ABOUT THE SCHOOL OF BUSINESS

In VET Institute of Arts & Science college, BBA course was started in the year 2020 in addition to other UG courses to enhance the skill set of the future entrepreneurs in their professional life by exploring opportunities through various network for their lucrative positions.

Our prime focus is to impart concepts-based lecture to the students through various out bound activities. We do emphasis on the case studies, management training and live session with the resources in Marketing, Human Resource, Finance, Operations and Logistics and supply chain management. Besides the academic objectives, more attention is giving to the human values through positive attitudes and good values. We have various clubs like Entrepreneurship Club, Consumer Club.. etc. The institution has MoU with the various leading organizations and the professional management bodies like Confederation of Indian Industry (CII), EEDISSIA, Young Indians (YI) and Rotaract Clubs.

ABOUT THE CONFERENCE

The School of Business is organizing first one-day International Conference entitled "Recent Trends in Corporate Social Responsibility and Sustainability Development Goals" on 18th February, 2023. The ethical way of every organization for their sustainability is performing task through Corporate Social Responsibility (CSR). In other words, it demonstrates the social activities of the Company. Hence, it is mandatory for all the industries to take interest in the local social issues and render benefit to the community.

It will increase the image and recognition of the organization thereby increasing the engagement over the competitors. In fact, it is the organizational vision, culture and strategic leadership that paves the way for transitioning and hastening the change through the odd times with their CSR initiatives.

Hence this conference serving as a platform to researcher, academicians, professionals, corporate executives and students to exchange their ideas on the said topic.

Topics for Paper Presentation and this is not restricted to the following:

1. The Role of leadership in implementing the CSR activities
2. Corporate Social Responsibility and Sustainability
3. Corporate with NGOs
4. Role of organization CSR initiatives in leveraging local resources and capabilities
5. How to Shift Business Focus for Rural Development through CSR
6. Skill Development of Youth for Industry 4.0 and Beyond: Role of Corporate CSR
7. Human Rights and Business Sustainability
8. CSR and its role in achieving sustainable development Goals
9. Business through Social Responsibility
10. Regulation in connection with Corporate Social and Environment Behaviour
11. Impact of CSR activities on the Green Environment
12. History of CSR in India
13. CSR and Sustainability -Gap Analysis

SUBMISSION GUIDELINES

- Original and unpublished research work not exceeding 3500 words or 6 pages may be submitted to the conference.
- Entire research paper should be in English only.
- APA citation styles to be used in the references.
- All correspondence will be addressed to corresponding author only.
- Paper received after the cut-off date will not be accepted.
- Single author presenting multiple papers should register separately for each paper.
- The full paper presented in the conference will be accepted after plagiarism process. It will be published in the conference proceedings with ISSN number on further payment.
- Soft copies of the papers should contain the Title, Author's name, Department Name, Institute / Organization Name, City, Email ID, abstract (not exceeding 150 words) and key words (Maximum 5 words) Introduction, Material and Methods, Interpretation and Discussions, Findings and Result, and Conclusion besides supportive references.
- Font Times New Roman 12 size 1.5-line spacing fully justified.
- Maximum of 3 participants will be allowed in one paper. Each author should register individually by paying the necessary fees.
- Certificate of participation will be provided to all the registered participants. The authors are encouraged to present their papers in the conference.
- Author is responsible for accurate referencing and for the all reproduced material.

Dates to Remember

Abstract Submission	01.02.2023
Acceptance Intimation	03.02.2023
Full Paper Submission	10.02.2023
Conference Date	18.02.2023

REGISTRATION FEE

(Registration Fee Includes Lunch Kit, Snacks & Participation Certificate)

Category	Fee (₹)
Students	200
Academicians/Research Scholars	300
Corporate Delegates/others	500

Links

1. Registration link : <https://forms.gle/vUwPvDa3eUhu5rq6>
2. All the papers should be sent through mail : conferencebba2023@vetias.ac.in

Mode of Payment

All participants are required to pay the registration fee separately. The fee shall be paid through online mode to:

Account Number : 25670100025970
Account Name : VET INSTITUTE OF ARTS AND SCIENCE COLLEGE (CO-ED)
Account Type : SB
Bank and Branch : BANK OF BARODA, Thindal
IFSC Code : BARBOTHINDA
("0" stands Zero)

ORGANIZING COMMITTEE

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Ms. A.K.Srijanani, Assistant Professor,
Department of Business Administration

Mr. P.Arulananth, Assistant Professor,
Department of Business Administration

FOR REGISTRATION & FURTHER DETAILS CONTACT

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Ms. K.Gunavathi - BBA (Ist Year) 90803 34108

GUEST SPEAKERS



Prof. Dr. A.Rameez,
Vice Chancellor,
South Eastern University of Sri Lanka

Prof. A.Rameez is the present Vice Chancellor of South Eastern University of Sri Lanka (SEUSL), Oluvil. He has completed his Master of Philosophy in Sociology at the University of Peradeniya completed his PhD in NUS during 2014. He has held many positions in the University such as the Director of Students Support Services and Welfare, Director of Staff Development Centre, and Director of International Affairs. He has published 07 books published over 40 odd articles in reputed indexed and non-indexed journals.



Prof. Dr. MBM.Ismail
Professor and Head
Department of Marketing Management,
South Eastern University, of Sri Lanka.

Prof. Dr. MBM. Ismail is a professor and Head of Management & Commerce. He has a 2 decades of teaching experience and 20 years of research experience. He has published 4 books 9 course manuals 43 research articles and 49 conference proceedings. He is a member of 5 professional bodies and contributed himself in various conferences as a chair person. He is a member of 16 various editorial boards he has invited for many talks and also in advisory board committee he is actively participated in various social activities. He has received Best faculty award and colors



Mr. MSA.Riyad Rooly,
Director, International Affairs,
South Eastern University of Sri Lanka

Riyad Rooly is a Senior Lecturer in Accountancy & Finance from South Eastern University of Sri Lanka since 2013 and presently working as the Director, International Affairs in that University. He has acquired two Master degree in finance. He is also Associate Certified Management Accountant of Sri Lanka and Associate Certified Professional Managers of Sri Lanka. His research interest is in the field of capital structure, corporate governance, green banking & finance and Islamic banking & finance. He has published many research papers in international journals, and presented in many international conferences locally and globally.



Dr. P.Karthikeyan B.Com.,M.B.A.,M.Phil.,Ph.D.,
Professor and Head,
Department of Management studies,
Periyar University, Salem.

Dr.P.Karthikeyan currently working as Professor and Head in the Department of Management Studies at Periyar University Centre for Postgraduate and Research Studies, Dharmapuri, Tamilnadu, and serving as Co-ordinator for EDC and served as Coordinator – Internal Quality Assurance Cell (IQAC). He has 20 years of academic experience and published research articles in National Journals and International Journals with high impact factor, listed in UGC /WoS/Scopus and ABDC journals and also publications in the edited books. He is a recognized guide in Periyar University.

VELLAR EDUCATIONAL INSTITUTIONS

- Vellalar College for Women (Govt. Aided-Autonomous) / Since 1970
- Vellalar Matriculation Higher Secondary School for Girls / Since 1980
- Vellalar College of Engineering and Technology / Since 2001
- Vellalar College of Education for Women / Since 2005
- Vellalar High School for Girls / Since 2005
- Vellalar Teacher Training Institute / Since 2006
- Vellalar College of Nursing / Since 2006
- Vellalar Vidyalaya Senior Secondary School (CBSE) / Since 2010
- Vellalar College of Pharmacy (B.Pharm. & D.Pharm.) / Since 2018
- Vellalar Educational Trust Charity Hospital/ Since 2018
- VET Institute of Arts and Science (Co-education) College / Since 2019

