

International Conference
**LEADING
BUSINESS TRANSFORMATION
AND INNOVATION**

March 2nd & 3rd, 2023

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International conference

**LEADING BUSINESS
TRANSFORMATION AND
INNOVATION - 2023**

March 2nd & 3rd, 2023

Organised by
Department of Management Studies

Department of Historical Studies &
Tourism Management

Tamil Nadu Common Wealth Mother
Teresa Women's International Centre

The University

Mother Teresa Women's University, with its foundation stone laid by the Nobel Laureate for Peace, St. Mother Teresa, stands as an epitome of women empowerment at Kodaikanal, the Princess of Hills, in Dindigul District, Tamil Nadu, India. The University, established in 1984 under the special Act 15 by the Government of Tamil Nadu, caters education of par excellence with special focus on employment and entrepreneurship prospects to women of all social strata. With its three research and extension centres at Chennai, Madurai, and Coimbatore and an Entrepreneurship Training Centre at Pallapatti, Dindigul, the University plays a lag ship role in include and sustainable nation-building.

Department of Management Studies

The Department of Management Studies was established in the year 2002. The objective of the department is to produce aspirant Women Managers with expertise in Finance Management, Human Resource Development, Marketing Management, Advertising Management, Systems Management, Business Laws, Corporate Governance and Business Ethics and who could advise the Top Management on best practices in Business Administration. Besides, the students are provided with right skills, attitudes and values needed for the profession. The students are well exposed to undertake research on Contemporary Issues of Business Administration.

Dept. of Historical Studies & Tourism Mgmt.

The department of Historical Studies was created in the year 1986. Initially both summer sequential programme and regular programme in M.Phil. Historical Studies were offered by the department. The main objective of the department is to make women visible in history through research. All research scholars both PhD and M.Phil. choose topics pertaining to women. Thereby we were able to restore the history and status of women belonging to various communities/various field of Tamil Nadu. Closely tied to the department is the field of Tourism and Travel Management, which the department interlinks to develop women professionals for the worthwhile carrier in the tourism industry.

About the Conference

The present pandemic has created indelible changes to the way businesses work. In this context, it is important that businesses transform themselves and their operations to be aligned with the environmental changes. This international conference titled, 'Leading Business Transformation and Innovation' aims at bringing together academics and industrialists from different parts of the world to deliberate on the importance of leadership in transforming businesses and in innovating to stay relevant during the present global crisis.

Call for Papers

Research as well as conceptual papers are invited under various functional areas of management. Some of the pertinent sub-themes to be deliberated during this conference include:

- ❖ Digital Technology Diffusion
- ❖ Disruptive innovation
- ❖ Business Dynamics and Entrepreneurship
- ❖ Leadership and change management
- ❖ Organisational Restructuring
- ❖ Sustainable tourism
- ❖ Urban tourism & Cultural heritage
- ❖ Future trends in Service Industry
- ❖ Contemporary Issues in Hospitality Industry

Conference Fees (Per Author)

- ❖ Students: ₹ 250
- ❖ MPhil Scholars: ₹ 750
- ❖ Faculty & PhD Scholars: ₹ 1000
- ❖ Corporate Delegates: ₹ 2000
- ❖ International Delegates: US\$ 50



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Important Dates

- ❖ Abstract Submission: Jan 19, 2023
 - ❖ Full Paper Submission & Registration: Jan 27, 2023
- Selected papers will be published in a UGC CARE listed journal (Additional Fee for Publication)

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