

### Fee Details (per participant)

Categories	Students	Academicians	Industrial Experts	Research Scholars
Presentation	500	750	1000	750
Participation	200	300	500	300
Poster Presentation - Rs. 200 (Per Head)				

Fee includes Conference Kit, lunch and refreshments. No TA/DA will be provided to the participants.

### Thrust Areas

- Marketing / Sales Automation
- Customer Support Optimization
- Digital Advertising
- Learning User Behavior
- E-Commerce
- Predictive Analysis
- E-Recruitment
- Skill Training
- Social Computing
- Portfolio Management
- Algorithmic Trading
- Robo-Advisory
- Underwriting and Claims For Insurance/Loans
- Customer Service Via Chatbots / Conversational Banking
- Work Flow Automation
- Product Design and Development
- Supply Chain and Logistics
- Virtual Assistants
- Cyber Security
- Decision Support System
- Intelligent Systems
- Education
- Health Care
- Entertainment
- Travel and Tourism

### Code of Appreciation

Best Paper, Best Publication and Best Poster Presentation will be recognized with awards.

### Publication

Selected papers will be published in an internationally referred Journal with ISBN/ISSN number with an appreciable impact factor as per terms and conditions.

### Key Dates

Last date for sending the Full paper	January 25th 2019
Confirmation of acceptance of Full paper	January 28th 2019
Last date for registration with demand draft	February 07th 2019
Conference Date	February 22nd 2019

### Submission Guidelines

- Original, unpublished research work not exceeding 5000 words or 12 pages may be submitted to [SKRIAM - Conference 2019](mailto:skriamconference@skasc.ac.in).
- The manuscript has to be prepared in A4 size, Word format only, Times New Roman font with heading in font size 14 and text in font size 12 with 1.5 spacing.
- APA guidelines of citation, documentation and referencing have to be followed.
- The full paper has to be submitted to SKRIAM – Conference 2019 through the email ID [skriamconference@skasc.ac.in](mailto:skriamconference@skasc.ac.in)

### Registration Guidelines

- Confirmation of participation and presentation may be done by sending the complete registration form, along with the registration fee to this address (Courier/Post).  
The Convener,  
SKRIAM Conference - 2019,  
Department of Management Science,  
Sri Krishna Arts and Science College,  
Kuniamuthur Post, Coimbatore - 641 008.
- All payments should be made through a Demand Draft in favour of "Sri Krishna Arts and Science College" payable at Coimbatore.
- Soft copy of brochure and registration form can also be downloaded from college website ([www.skasc.ac.in](http://www.skasc.ac.in))

Point of Contact : Mrs. Subhashini. S - 97511 07740, Mrs. Mary Saranya. J - 99657 84733



Department of Management Science  
Sri Krishna Arts and Science College

(An Autonomous Institution)  
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SRI KRISHNA INSTITUTIONS COIMBATORE



## Department of Management Science



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# SRI KRISHNA Arts and Science College

## SKRIAM - CONFERENCE 2019

6th National Conference on  
**Emerging Trends of Artificial Intelligence  
in Business Management**

Organised by  
Department of Management Science  
**[BBA, BBA (CA) & ISM]**

**22nd February 2019**





### About SKASC

Sri Krishna Arts and Science College (SKASC), established in the year 1997 with the aim of developing students through innovative medium and tools to encompass them in various fields to become socially responsible individual. It is an Autonomous Institution providing quality education, which caters to the national need of the day. The College is situated in a sylvan surrounding with a green campus of 15 acres and state-of-the-art buildings of over 4,25,500 sq.ft. It offers the best environment for imparting and imbibing knowledge. It was started with minimal students in 1997-98 and has seen phenomenal growth. Currently SKASC offers 29 UG programmes, 13 PG programmes, 1 Integrated Programme and 6 Research programmes. The institution was accredited with 'A' Grade by NAAC in the year 2009 and subsequently re-accredited in the year 2015. SKASC has enabled e-learning and m-learning facilities through virtual classroom (mykclassroom) and Google classroom for students. Students can use these platforms and learn their subjects 24/7. SKASC feels proud in receiving 1,789 Placement offers in the year 2018. The students got placed in top MNCs in Manufacturing, IT, Banking, Fashion and Design and Hotel Industry.

### Awards & Accolades

- Ranked 4th place among 13,000 colleges in National level SWATCHH Ranking by MHRD, India 2018.
- Ranked 64th place in NIRF, by MHRD, India 2018.
- Ranked as 44th best Commerce College in National level by "The Week" magazine 2018.
- Ranked No. 1 position among the Arts and Science Colleges in Coimbatore city by "India Today" in 2018.
- Recognized as Centre for Institution Innovation Council by MHRD, India in 2018.



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**Smt. S. Malarvizhi**  
 Managing Trustee  
 Sri Krishna Institutions

**Patrons**  
**Dr. K. Sundararaman**  
 Chief Executive Officer  
 Sri Krishna Institutions

**Dr. P. Baby Shakila**  
 Principal  
 Sri Krishna Arts and Science College

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**Prof. C. Julian Gnana Dhas**  
 Head of the Department- BBA (CA)

**Conference Co-Chair**  
**Prof. P. Rajan**  
 Head of the Department - BBA & ISM

**Conference Convener**  
**Mrs. S. Subhashini**  
 Assistant Professor

**Conference Co-Convener**  
**Mrs. J. Mary Saranya**  
 Assistant Professor

**Members**  
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 Assistant Professor

**Dr. K. Meenatchi Somasundari**  
 Assistant Professor

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 Assistant Professor

**Mrs. R. T. Induji**  
 Assistant Professor

**Ms. B. Preethi**  
 Assistant Professor

### About the Department

The Bachelor of Business Administration (BBA) Department at SKASC, was started in the year 1997 to provide the basic and essential practical knowledge regarding various activities undertaken and necessary to run a socially responsible business organisation. It focuses on developing the skills of business administration and entrepreneurship to achieve the objectives of higher education and benefit the society at large. In the view of growing demand for IT professionals in the area of computer applications a programme named BBA (Computer Applications) was introduced by the institution in the year 2001. With a focus on emerging markets and technology-enabled organization, it prepares graduates for diverse careers in global management, administration and entrepreneurship through well-rounded business education. Similarly, the institution also brought in another programme named B.Sc ISM (Information System and Management) in the year 2015 to initiate young minds into the world of information system with management and to provide a solid grounding in the field of Management with Information System at the back end.

Students are exposed to the various theories and strategies of business and areas of computer applications including the latest developments in the industry. With the initiating efforts of the students, the mentoring of the faculty members research papers relating to social issues are presented every year continuously in IIMs and other top Colleges / Universities. Through our Department Associations (Empresario and Officios), students are actively organizing various Seminars, Workshops, Guest Lectures, Management Games, Budget Analysis, Extension Activities and Outreach Programmes for the enhancement of the organising ability and also to keep them updated with the day-to-day advancements.

### Foreign Collaboration - BBA Programme

- Clayton State University, Atlanta USA ( 2 years study at SKASC and 2 years study at Clayton)
  - Concordia College, New York, USA ( 2 years study at SKASC and 1 year study Concordia)
- Two batch of students have been transferred to Clayton and they are doing their third and fourth year respectively.



### About the Conference

Artificial Intelligence (AI) is an area of computer science that emphasizes creation of Intelligent Machines that work and reacts like humans. Intelligent Machines are capable to introduce rules and logic to Artificial Intelligence system. So we can use them for initial setup, ongoing maintenance and tuning. It is particularly useful for situation when hiring humans for a specific job or task is too expensive or inefficient. Some of the activities in artificial intelligence are designed for speech recognition, learning, planning and problem solving. Artificial Intelligence derives value based on business outcomes around customer experience, cost reduction and revenue generation. Advance system concepts, automation anywhere, Blue prism, UI-path and work fusion are other examples for artificial intelligence using robotic process. It is a transformative technology that will derive sustainable competitive advantage and value for business entity.

The purpose of this conference is to bring together researchers, academicians, industry experts and students to present and exchange ideas, results and knowledge in AI and its application in the field of Business Management.