

The authors are requested to submit their full paper with abstract, only as word document through e-mail to: rvcecg2024@gmail.com before the last date. All the papers will be included in the conference proceedings with ISBN in softcopy form. Selected papers will be published in the Scopus / UGC approved journals with applicable charges determined by the respective journals.

INVITED GUESTS:

National Speakers from Tamilnadu & Others states. Speakers include Experts, Corporate Personnel, Entrepreneurs, Academicians & Other Professionals

REGISTRATION FEE:

Research Scholars / Students Rs. 300
Academicians / Industrialists and others Rs. 500

ACCOMMODATION:

Accommodation can be arranged on request well in advance for outstation participant's @Rs. 600 per delegate. Please avoid on the spot registration for fulfilling the expectations of the participants and organizers in all aspects.

Registration fee is to be remitted in the Union Bank of India, MBA Association Account : 335602011103736 favoring of "A. Vignesh, Convener" (Krishnankoil Branch, IFSC Code - UBIN0562734) (Proof of remittance to be attached during registration). Registration fee is to be paid by every participant.

DATES TO REMEMBER:

Submission of Abstract and Full Paper : 09.03.2024
Acceptance Notification(through Mail): 12.03.2024
Registering and Payment of Registration Fee: 16.03.2024
Seminar Date: 05 & 06 April 2024

ADDRESS FOR COMMUNICATION

Dr. A. VIGNESH
Convener

Department of Business Administration, KBS, KARE
9944039678

rvcecg2024@gmail.com , vigneshphd32@gmail.com



ORGANIZING COMMITTEE

Chief Patrons

Dr. K. Sridharan Dr. P. S. Arivalagi
Chancellor, KARE Pro-Chancellor, KARE

Dr. S. Shasi Anand Er.S.Arjun Kalasalingam
Vice President Vice President
Academics, KARE Administration, KARE

Patrons

Dr. S. Narayanan Dr. V. Vasudevan
Vice Chancellor, KARE Registrar, KARE

Chair Person

Dr. P. Ganesan
Dean
KBS, KARE

Co - Chair Person

Dr. T. Chandrasekar
Head
Business Administration
KBS, KARE

Convener Cum Organizing Secretary

Dr. A. Vignesh
Assistant Professor,
KBS, KARE

ORGANIZING COMMITTEE

Faculty Members of
Department of Business Administration
Kalasalingam Business School



KALASALINGAM
ACADEMY OF RESEARCH AND EDUCATION
(DEEMED TO BE UNIVERSITY)

Under sec. 3 of UGC Act 1956. Accredited by NAAC with "A++" Grade

Anand Nagar, Krishnankoil, Srivilliputtur (Via), Virudhunagar (DT) - 626126, Tamil Nadu | info@kalasalingam.ac.in | www.kalasalingam.ac.in



TWO DAYS NATIONAL SEMINAR

on

Rejuvenating the Value of Classroom Education for the CHATGPT Generation

SPONSORED BY



ICSSR - NEW DELHI

5th & 6th April 2024

Venue: Dr. V. Vasudevan, Seminar Hall

Organized by

Department of Business Administration
Kalasalingam Business School



ABOUT THE INSTITUTE

Kalasalingam Academy of Research and Education (KARE) formerly Arulmigu Kalasalingam College of Engineering was established in 1984 by the pioneering Kalasalingam Anandam Ammal Charities. Located at the pristine foothills of scenic Western Ghats, the college obtained the Deemed to be University status in 2006. The Institution has been serving the society for thirty four long years and it caters to the needs of the students from all walks of the society. KARE offers UG programmes, PG programmes and Ph.D programmes.

It is the first Institution in India to introduce a special B.Tech programme in engineering for the differently able (speech and hearing impaired) students. The Institution has been re-accredited by NAAC with 'A++' grade. Six UG programmes have been accredited by NBA under Tier-1.

The Institution continues to do indefatigable work in getting projects and research centers. It has received DST funding to establish the National Center for Advance Research in Discrete Mathematics. KARE has got the state of the art IRC with splendid high end instruments for advanced research in material sciences and life sciences. Multistoried separate hostels with plenty of facilities provide accommodation to thousands of students.

The institution has spent exorbitant sum to create a world class swimming pool and indoor auditorium for sports. Furthermore KARE gives utmost importance to Intra-mural and Extra mural activities for the holistic development of the students.

OVERVIEW OF KALASALINGAM BUSINESS SCHOOL AND DEPARTMENT OF BUSINESS ADMINISTRATION

Kalasalingam Business School (KBS) is a prestigious business school in South India, renowned for its commitment to excellence in business education and

leadership development. Located within the esteemed Kalasalingam Academy of Research and Education in India, KBS offers a comprehensive range of academic programs including undergraduate, postgraduate, and doctoral degrees in various fields of business administration, Commerce and Social work. The school is characterized by its innovative curriculum, distinguished faculty, state-of-the-art facilities, and a dynamic learning environment that emphasizes practical application of theoretical knowledge. With a strong focus on fostering entrepreneurial spirit, critical thinking, and ethical business practices, Kalasalingam Business School equips students with the skills, knowledge, and mindset necessary to thrive in the global business landscape.

The Department of Business Administration was established in the year 1994 and was Deemed-to-be University status by Government of India status by Government of India from our department comes under Kalasalingam University. Our academic programs are designed to provide graduates with cutting edge skills and attributes that make them excel in their respective field. Our Department is imbued with modern infrastructure and technological support to facilitate teaching, learning and personality development of its future managers and professionals. Our lecture rooms and computer facilities are well-equipped and we have excellent library resources. Students are encouraged to follow their passion and aspirations when choosing their study.

ABOUT THE SEMINAR:

The conference aims to revitalize classroom education by integrating traditional pedagogical practices with innovative approaches for digital-native learners. It will explore the transformative impact of advanced technologies on education, the role of classrooms in providing digital literacy

training, and the integration of technology. Key subthemes include personalized learning pathways, fostering critical thinking, and the role of teaching fraternities. The conference will also address issues faced by classrooms in serving the digital native, offering insights into leveraging advanced technologies for revitalization. It encourages self-reliance, lifelong learning, and collaborative educational ecosystems and aligning with the needs of the online generation is crucial. This revitalization endeavor involves a proactive and comprehensive approach to not only resolve digital concerns but also to seamlessly adapt to and fulfill the expectations of the digitally inclined generation. Design, develop, and deliver next-generation classroom education using innovative digital native interfaces.

SEMINAR TRACKS:

Revitalizing Teaching Pedagogies: A HRM Approach to Enhance Classroom Engagement
Student-Centric Education: Marketing Management Approaches for Classroom Success
Investing in Education Excellence: Financial Management Approaches for Classroom Success
Last-Mile Education: Logistics Management Insights for Enhancing Classroom Value
Innovative Classroom Governance: Applying Modern Management Principles
Engineering Education Renaissance: Embracing Innovation for the ChatGPT Generation
Charting New Frontiers: Revitalizing Commerce Education for the ChatGPT Era
Educational Evolution: Renewing Classroom Pedagogy for the ChatGPT Cohort

GUIDELINES FOR SUBMISSION OF PAPERS

The paper should be original and may be real-time or contemporary issues or empirical in nature. Maximum of two persons can be as authors and advised to prepare the manuscript with the APA format; an abstract not exceed more than 15 pages. The authors are requested to mention their designation, affiliation & complete address for correspondence with e-mail & mobile numbers.