

PSG Institute of Management, Coimbatore
Diamond Jubilee International Conference on Contemporary Research in
Management and Technology – 2025
27-28 Feb 2025



Welcome Address by Dr.V. Srividya



Inaugural address by Mr. Prasad Swaminathan



Inauguration - Snapshot 2



Inauguration - Snapshot 3



Inauguration - Snapshot 4



Inauguration - Snapshot 5



Conference Overview by Dr. T. Devi



Dignitaries during the Inauguration



Release of the Conference Proceedings (Abstracts)



Felicitation Address by Dr. R. Rudramoorthy



Keynote Address by Mr. Prasad Swaminathan



Participants at Keynote Address



Plenary Session by Dr. R. Sridaran



Participants at Plenary Session



Session 3 Chairs: Dr. Yohann Mauger and Dr. M. Kirupa Priyadarsini



Plenary Session by Dr. Yohann Mauger



International Talk Series: Dr. Sharmini Gopinathan



Session 4 Chairs: Dr. Sharmini Gopinathan and, Dr.P. Chitramani



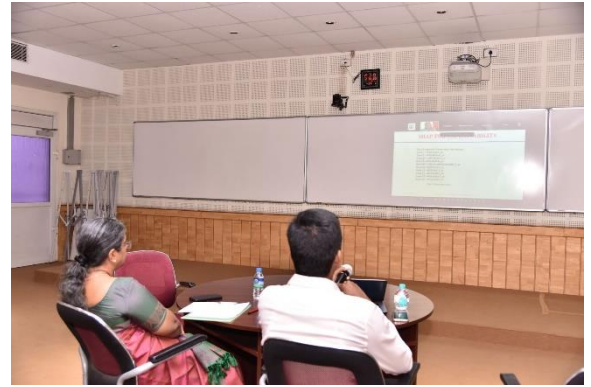
Participation of Students in Conference



Session Chairs (New) Dr.J. Sekkizhar and Dr.B. Uma Maheshwari



Session 4 Chairs: Dr. Mary Cherian and Dr. N. Ramkumar



Online Presentation by Participants



Q&A during Session 4



Session 5 Chairs: Dr.R. Deepa and Dr.R. Chitra



Paper Presentation by a participant



Snapshot of participants



CRMT 2025 Organisation Team



CRMT 2025 Organisation Team with Student Volunteers

PSG Institute of Management in association with PSG CARE

Cordially invites you to join us for the inauguration of

Diamond Jubilee International Conference on Contemporary Research in Management and Technology

Chief Guest

Mr. Prasad Swaminathan

Group Senior Vice President and Global Head of HR,
Adecco Workforce Solutions, Zurich, Switzerland

**09.00 AM
February 27, 2025**

**Convention Hall
PSGIM**

 09.00 AM
February 27, 2025

Agenda

 Convention Hall
PSGIM

09.00 AM	Invocation	
09.05 AM	Welcome Address	Dr.V. Srividya Director, PSGIM
09.10 AM	Conference Overview	Dr. T. Devi Dean - Research, PSGIM Conference Convenor
09.15 AM	Felicitation Address	Dr. R. Rudramoorthy Director, PSG-CARE
09.20 AM	Release of the Proceedings	Dr. K. Prakasan Principal, PSG College of Technology
09.25 AM	Inaugural Address	Dr. Prasad Swaminathan Chief Guest
09.50 AM	Vote of Thanks	Dr. R. Sujatha Research Coordinator, PSGIM Conference Secretary

PSG INSTITUTE OF MANAGEMENT
Diamond Jubilee International Conference on
Contemporary Research in Management and Technology (CRMT 2025)
Feb 27 – 28, 2025

Time	Session Details			
Day 1: Feb 27, 2025				
08:00 am – 9.00 am	Registration		Dr.Napthalene Prabu & Dr.Karkaria Dusmantha	
09:00 am – 10.00 am	Inaugural (Venue: Convention hall)	Welcome note: Dr. V. Srividya, Director, PSGIM Conference Overview: Dr. T. Devi, Dean Research (PSGIM) CRMT Conference Convener Felicitation: Dr. R. Rudramoorthy, Director, PSG-CARE Keynote: Dr. Prasad Swaminathan Group Senior Vice President and Global Head of HR Adecco Workforce Solutions, Zurich, Switzerland Thank note: Dr. R. Sujatha, Associate Professor, CRMT Conference Secretary		Session Coordinator Dr. R. Sujatha & Dr.P.Nalini
10.00 am - 10.30 am	Tea Break			
10.30 am - 1.00 pm	Plenary Session and Paper Presentations Session 1 (Venue: Convention hall) Leveraging Large Language Models (LLMs) for Intelligent Decision-Making in Management- By Dr. R. Sridaran			
	Chair 1: Dr. R. Sridaran Dean-Faculty of Computer Applications, Marwadi University, Rajkot, India.	Chair 2: Dr.J.Sekkizhar Associate Professor PSG Institute of Management, Coimbatore	Session Coordinator Dr.V.Sakthirama & Dr.Napthalene Prabu	“Managing Career in a Disrupted World” Interaction with students by Dr. Prasad Swaminathan Session Coordinator (Sales Lab) Dr.N.Ramkumar
10.30 am - 1.00 pm	Paper Presentations Session 2 (Parallel session) (Venue: CAL lab)			
	Chair 1: Dr. M.V. Subha Associate Professor Anna University, Coimbatore	Chair 2: Dr Rathimala Kannan Associate Professor PSG Institute of Management, Coimbatore	Session Coordinator Dr.V.Sakthirama & Dr.Napthalene Prabu	
1.00 pm – 2.00 pm	Lunch			

2.00 pm – 5.00 pm Tea Break @ 3.30 pm to 3.45pm	Plenary Session and Paper Presentations Session 3 (Venue: Alumni hall) Soft skills and Data Analytics for HR –By Dr. Yohann Mauger		
	Chair 1: Dr. Yohann Mauger, Northern Kentucky University USA	Chair 2: Dr.M.Kirupa Priyadarsini Associate Professor, PSG Institute of Management, Coimbatore	Session Coordinator Dr.P.Nalini & Dr.Karkaria Dusmantha
2.00 pm – 5.00 pm Tea Break @ 3.30 pm to 3.45pm	Paper Presentations Session 4 (Parallel session) (Venue: CAL lab)		
	Chair 1: Dr. Mary Cherian, Professor & Head, KCT Business School Kumaraguru College of Technology	Chair 2: Dr.N.Ramkumar Associate Professor PSG Institute of Management, Coimbatore	Session Coordinator Dr.P.Nalini & Dr.Karkaria Dusmantha
	Paper Presentations Session 5 (Parallel session) (Venue: Sales lab)		
2.00 pm – 5.00 pm Tea Break @ 3.30 pm to 3.45pm	Chair 1: Dr.R Deepa Associate Professor, PSG Institute of Management, Coimbatore	Chair 2: Dr.R.Chitra, Associate Professor PSG Institute of Management, Coimbatore	Session Coordinator Dr.P.Nalini & Dr.Karkaria Dusmantha
	Paper Presentations Session New (Parallel session) (Venue: Alumni Office)		
2.00 pm – 5.00 pm Tea Break @ 3.30 pm to 3.45pm	Chair1: Dr.B.Uma Maheswari Associate Professor, PSGIM	Chair 2: Dr.V.Harish, Assistant Professor PSG Institute of Management, Coimbatore	Session Coordinator Dr.P.Nalini & Dr.Karkaria Dusmantha
2.00 pm – 5.00 pm Tea Break @ 3.30 pm to 3.45pm	International Talk Series for MBA Students, Convention hall - (Parallel session)		Session Coordinator Dr. R. Sujatha & Dr.D.Susana
	Keynote: Dr. Sharmini Gopinathan Head of Department (Postgraduate), Taylor’s University, Malaysia.		
Day 2: Feb 28, 2025			
9.00 am – 1.00 pm Tea Break @ 10.15 am to 10.30 am	Plenary Session and Paper Presentations Session 6 (Venue: Convention hall) Contact Tracing Applications in Malaysia –By Dr. Sharmini Gopinathan,		
	Chair 1: Dr. Sharmini Gopinathan Head of Department (Postgraduate) Taylor’s University, Malaysia	Chair 2: Dr. P. Chitramani, Professor and Head, Management Avinashilingam Deemed University	Session Coordinator Dr.D.Susana & Dr.Karkaria Dusmantha
1.00 pm – 2.00 pm	Lunch		
2.00 pm – 4.00 pm Tea Break @ 4.00 pm to 4.15pm	Plenary Session and Paper Presentations Session 7 (Venue: Convention hall) AI, Innovation & Entrepreneurship in Small Business- By Dr. George Lodorfos		
	Chair 1: Dr. George Lodorfos, Dean, Management, Leeds Business School Leeds Beckett University, UK.	Chair 2: Dr. Mary Metilda Professor and Head, SREC Business School Sri Ramakrishna Engineering College	Session Coordinator Dr.V.Sakthirama & Dr.Napthalene Prabu
4.15 pm – 5.00 pm	Valedictory	Dr. V. Srividya, Director, PSGIM Dr. R. Rudramoorthy, Director, PSG-CARE	

PSG INSTITUTE OF MANAGEMENT

Diamond Jubilee International Conference on Contemporary Research in Management and Technology (CRMT 2025)

Feb 27 – 28, 2025

Paper Presentation Schedule

<p>Day 1: 27th February 2025, 9.00 to 10.00 am</p> <p>Inauguration</p> <p>Venue: Convention Hall</p> <p>Online: https://zoom.us/j/98662887771?pwd=bpM5bm9T1vExSNh9d3H3lcYqSMnfOB.1</p> <p>Meeting ID: 986 6288 7771, Passcode: 011303</p>		
<p>Welcome Address : Dr. V. Srividya, Director, PSGIM</p> <p>Conference Overview : Dr. T. Devi, Dean Research (PSGIM), CRMT Conference Convener</p> <p>Felicitation Address : Dr. R. Rudramoorthy, Director, PSG-CARE</p> <p>Keynote Address : Dr. Prasad Swaminathan, Group Senior Vice President and Global Head of HR, Adecco Workforce Solutions, Zurich, Switzerland</p> <p>Vote of Thanks : Dr. R. Sujatha, Associate Professor & CRMT Conference Secretary</p>		
<p>Day 1: 27th February 2025, 10.30 AM to 1.00 PM</p> <p>Session 1: Convention Hall</p> <p>Online: https://zoom.us/j/92143116934?pwd=6YKR6lrtjwrvRyZgw0CnaPiNypHGsr.1</p> <p>Meeting ID: 921 4311 6934, Passcode: 943098</p>		
Paper ID	Title of Paper	Authors (* Presenting Author)
15	Drones as a Service in Sustainable Agriculture: A Qualitative Exploration of Opportunities and Challenges encountered by Drone Pilots	Divya Prabha D*
41	Leveraging Blockchain and Machine Learning to Analyze Inflation's Influence on Working Women's Investment Strategies	Jayasree K*, Palani A
42	Deep Learning-Based Secure Real Time Face Recognition System	Lakshmi Priya Varshini S, Ashika V, Manimegalai Rajkumar*; Shreenivasan R
60	Supplier Relationship Management in the Age of Digital Transformation: Insights from Manufacturing Industry	Parameswaran S*; Vanathi R
65	An empirical study on Perception of Street vendors in Chennai towards digital transactions	Janani S*; Kamakshi S

72	Determinants of Rental Price in a Metropolitan City	Kamatchi Ramamani S *; Kamakshi S
73	Organizational Support drives Employee well-being and behaviour	Divya Prabha S; Kirupa Priyadarsini M
97	The Role of Virtual and Augmented Reality in Transforming High School Teaching Methods: A Case Study from the UAE	Sangheethaa S; Gowri Arun Menon*; Arun Korath

Day 1: 27th February 2025, 10.30 AM to 1.00 PM

Session 2: Collaborative Active Learning (CAL) Lab

<https://zoom.us/j/96465301969?pwd=xMgLDAlvTnaBqSdexfp0BJFFloteuW.1>

Meeting ID: 964 6530 1969, Passcode: 337551

Paper ID	Title of Paper	Authors (* Presenting Author)
102	Insurtech-Driven Microinsurance in India: Pioneering Financial Inclusion and Sustainability	Bridin Rocha*; Parameswaran R
106	Examination of Bitcoin Prices using Sentiment Analysis	Susana D*; Srividya V, Aniruddh R
133	Future of Finance: Blockchain and Cryptocurrencies	Denisha D*
152	Revolutionizing Strategic Management with Generative AI: A Case Study on Cloud Computing Optimization	Bhushan Chavan*; Ravi Kumar; Saurabh Yadav; Vishalkumar Langaliya
154	Leveraging Customer Experience Analytics for Predicting At-Risk Customers in Telecom Using Machine Learning Techniques	Kalai Arasi*, Srividya V, Sujatha R
162	Optimizing Food Industrial Processing: A Real-time Dashboard for Business Performance and Decision-Making	Vijay Arputharaj*; Mahmud El Yakub; Sridevi R; Helen K Joy
170	Evolving User Experience Across Generations: A Comparative Analysis of Different Generations and Predicting UX Trends for the Next 20 Years	Dayanandhan S*; Sujatha R
175	The Study on the Role of Attentions in Memory Formation	Pradakshina P*
176	Strategic Management: Innovation - AI-Powered Model with a sprint planning and strategic forecasting on the upcoming Sprints based on the current sprint backlog using agile Iterative Framework	Sanjay Kumar*; Sujatha R

Day 1: 27th February 2025, 2.00 PM to 4.30 PM Session 3: Alumni Hall https://zoom.us/j/93803573887?pwd=RI5d5eFcU570Ru4NYaAn8Pcr7ANs5m.1 Meeting ID: 938 0357 3887, Passcode: 689656		
Paper ID	Title of Paper	Authors (* Presenting Author)
7	Digital Marketing Adoption Challenges among Small Businesses in Kerala: A Qualitative Inquiry	Bibin Xavier*; Vanitha A
9	Charged Choices: Unveiling Consumer Preferences for 2-wheeler Electric Vehicle Adoption in India	Issac Jacob John; Bibin Xavier*; Ajimon George; Amal S. Nair
38	Revolutionizing Human Resource Management: An AI-Integrated e-HRM Framework for Predictive Analytics and Workforce Optimization in IT firm	Pushpalatha S*; Duraipandian R
39	Empowering Leadership and AI-Driven Knowledge Sharing: Enhancing Innovative Work Behaviour in IT Professionals in Chennai	Vinodh N*; Subramani A K
40	Enhancing Customer Experience Transformation Through AI-Driven Loyalty Programs	Yasodha.P*; Palani A
44	Empirical Analysis on the Utility and Effectiveness in Real Estate Sector with Reference to Coimbatore City	Meena Suguanthi G*; Thiagarajan.C
68	Navigating Sustainability: Social Capital Formation Among Organic Product Promoters	Prabusankar R*; Initha R
69	An Empirical Study on Disaster Preparedness among Fire Station Employees	Sharon Preethi M*; Rekha M
Day 1: 27th February 2025, 2.00 PM to 4.30 PM Session 4: Collaborative Active Learning (CAL) Lab https://zoom.us/j/92483169988?pwd=AI2ChDaWuABBJwRq90nAWvURzxD1UA.1 Meeting ID: 924 8316 9988, Passcode: 079150		
Paper ID	Title of Paper	Authors (* Presenting Author)
70	A Novel Machine Learning Framework for Precision Diagnosis of Leukemia using Gene Expression Data	Italia Joseph Maria*; Devi T
71	Enhancing employer branding through social media engagement: The mediating role of organisational attractiveness	Meghana C.Mohan*; Santhosh. P. Thampi; Dhanya Ajayaghosh

75	"Navigating Green Choices: The mediating influence of Perception of environmental impact on Consumer Attitudes toward Solar Panel Adoption"	Meghana C.Mohan; Dhanya Ajayagosh; Sujitha Annie Kurian*
104	Exploring the Nexus of Talent Management Success, HR Practices, and Digital Transformation on Enhancing Employees' Interest and Industry Performance	Swaranalatha R*; Karthikeyan K; Athish R R
116	The AI - Human synergy: understanding we rooming behavior in the digital age	Teslin Sabu*; Parameswaran R
126	Bone Fracture Detection Using Transfer Learning and Neural Networks: A Modern Approach	Sujatha E*; Varalakshmi J.; Saravanan N. Manokarthick S; Mourise Jane S.; Rohit G
142	Building a Sustainable Future: Energy Efficiency, Environmental Remedies, and Green Design in Construction	Baskaran M*
146	Digital Transformation and Sustainable Business Performance in India	Alamelu D*; Subha M V
149	AI-Powered Employee Engagement and Its Ripple Effect on Sustainable Development Goals (SDGs)	Haripriya V*; Parameswaran R

Day 1: 27th February 2025, 2.00 PM to 4.30 PM

Session 5: Sales Lab

<https://zoom.us/j/91612121404?pwd=n05b0qZoQx5yPnhEnNfD3AqIJmYR8U.1>

Meeting ID: 916 1212 1404, Passcode: 994217

Paper ID	Title of Paper	Authors (* Presenting Author)
155	The effect of consumer sustainable behavior and ethnocentrism on purchase intentions of organic food in India	Sakthirama V*
158	Determinants of Consumer Purchasing Behavior on B2C E-Commerce Platforms: Insights from Internet Users in Tanzania	Vijaykumar N*, Nina Joan
166	The Role of Trade Databases in Assessing Environmental Impact: A Comprehensive Review	Porko V*; Devi T
171	Multi-Modal Image Fusion with Convolutional Neural Networks for Brain Tumor Detection	Aashna Unnikrishnan N*, Arulselvi S; Karthik B
178	Fintech and Digital Identity: Enhancing Security and Trust in Financial Services	Rinu Jayaprakash*; Roshna Varghese
181	RAG Based Expense Report Feedback System	Manimegalai Rajkumar*; Alisha Shinaz A; Anbuchelvan K; Ramya A

187	Enhancing a Framework for Hybrid Web Based Commerce Security using Data Science	Siva V R*, Durga R
193	Review of Feature Enhancement and Learning Strategies for Tiny Object Detection in Aerial Images	Rubadevi G*; Dhivya. R
201	Data-Driven Insights into Customer Satisfaction: Machine Learning Models for AI-Enabled Online Retail	Rathimala Kannan*, Kannan Ramakrishnan; Ayse Begum Ersoy; Davide Contu; Aagata Stachowicz-Stanusch; Leonardo Mataruna
205	Key Factors Influencing Consumer Behavior in E-Commerce Food Delivery in Urban and Rural Coimbatore: A Comprehensive Analysis	Balaji Parasuraman, Bharath Kumar Paleti*, Sakthirama V; Mugilan K
Day 1: 27th February 2025, 2.00 PM to 4.30 PM Session New: Alumni Office https://zoom.us/j/99915057265?pwd=e1BHzqg6MVY1HjtvRxabTaOxNI9Naa.1 Meeting ID: 999 1505 7265 Passcode: 665213		
46	An Analysis Of Talent And Performance Management Practices In The Automobile Sector: A Focus On Tamil Nadu, India	Santhosh Kumar R*
90	The Mediating Role of Entrepreneurial Orientation in the Relationship Between Personal Traits and Firm Performance: Insights from Jaffna District	Tharshiga,P*., Thusalini,S., and Rathirane,Y.
108	Valence and Arousal Prediction in Dynamic Environments Using CNN based Ensemble Models	Deepak K, Vineeth M S*, Kothamasu Venkata Sai Rishi
184	Public Awareness Towards Smart City Facilities in Coimbatore City	Akshaya N*,Mathan Kumar V,
Day 2: 28th February 2025, 9.00 AM to 1.00 PM Session 6: Convention Hall https://zoom.us/j/99379089645?pwd=bq2MX5ORPOuVLIsBxzCrgbK1mrEID4.1 Meeting ID: 993 7908 9645, Passcode: 273437		
Paper ID	Title of Paper	Authors (* Presenting Author)
23	Advancements in Predictive Modeling for Early Diagnosis of Parkinson's Disease Using Machine Learning	Nisha Varghese*; Neha Seirah Biju

45	Real time car parking slot deduction using machine learning	Harshini M*; Harshith Ratnakar N; Scinthia Clarinda S
62	Leveraging ChatGPT in Higher Education: Insights from Malaysian Academicians	Jayamalathi Jayabalan*; Kalaivani Jayaraman; Mahendra Kumar Chelliah; Komathi Munusamy; Farida Bhanu; Au Weng Chee
88	AI in Organizational transformation	Vijayanand Selvaraj*
98	Multi-Agent Based Resource Provincing for Energy Minimization and Co2 emission monitoring	Syed Syfullah*; Kundula Saiteja; Umamageswaran Jambulingam
134	Back to Journey: Career Re-Entry Behaviour of Women Returners	Hemavathy R*
136	Augmented Reality's Influence on Consumer Shopping Experience: A Study Based on Retail Store	Priyanga T; Swathi G*
148	Machine Learning Applications in Climatic Change Forecasting	Srividhya C*; Nirmala M; Hidayathulla N
157	Star Power & Beauty: The Influence of Celebrity Endorsements on Cosmetic Sales and Smarter Ad Strategies for Bigger Impact	Chitra R; Narendra Rathnaraj S*; Devi Nanthitha
159	Factors Shaping the Purchase Decisions of Green Cosmetics: Research Agenda and AI Driven Consumer Insights	Firdaus Bashir*; Aswathy Prakash G; Nikhil D Jonathan

Day 2: 28th February 2025, 2.00 PM to 4.00 PM

Session 7: Convention Hall

<https://zoom.us/j/94511683567?pwd=XKK219sirEQfWNmExYxZK5HIZpkCgk.1>

Meeting ID: 945 1168 3567, Passcode: 695855

Paper ID	Title of Paper	Authors (* Presenting Author)
37	Voices of the Ghats: The Battle for Environmental Protection vs Community Survival	Anjali V B*; Bibin Xavier
86	Assessing the Role of Social Enterprises in Advancing Sustainable Development Goals Through Clean and Renewable Energy	Radhika D*; Pinakapani P
115	Exploring the Impact of Green Practices (GP) and Green Dynamic Capabilities (GDC) on Green Innovation (GI):	Ramesh B; Ch Shankar*; Ch Sahyaja; Chand Basha S

	The Mediating Role of Green Value Co-creation (GVC) in SMEs	
123	Synaptic Franchise as an Entrepreneurship Tool: A Transformation for Franchise Success and The Future of Sustainable Franchising – A Perceptual Overview	Sudharsan N*; Shankar R; Prabhukarthi A
138	Contemporary Approach of Strategic Entrepreneurship in Employee Engagement and Retention	Sivakumar S*; Thiyagarajan R
194	Study on Opportunities and Challenges in the Indian Aerospace Sector	Balaji S*; Sujatha R

Day 2: 28th February 2025, 4.15 PM to 5.00 PM

Valedictory

Venue: Convention Hall

<https://zoom.us/j/94511683567?pwd=XKK219sirEQfWNmExYxZK5HlZpkCgk.1>

Meeting ID: 945 1168 3567, Passcode: 695855

PSG Institute of Management in association with PSG CARE
Welcomes you to join us for the inauguration of
**Diamond Jubilee International Conference on
Contemporary Research in Management and Technology**



Chief Guest & Inaugural Address
Mr. Prasad Swaminathan

Group Senior Vice President and Global Head of HR
Adecco Workforce Solutions, Zurich, Switzerland

09.00 AM
February 27, 2025

Convention Hall
PSGIM

Diamond Jubilee International Conference on Contemporary Research in Management and Technology

Plenary Sessions | 27.02.2025

10.30 AM | Convention Hall, PSGIM

**Leveraging Large Language Models (LLMs) for
Intelligent Decision-Making in Management**

Dr. R. Sridaran

Dean-Faculty of Computer Applications
Marwadi University, India



Diamond Jubilee International Conference on Contemporary Research in Management and Technology Plenary Session | 27.02.2025



02.00 PM | Alumni Hall, PSGIM

Soft skills and Data Analytics for HR

Dr. Yohann Mauger

Northern Kentucky University, USA

Diamond Jubilee International Conference on Contemporary Research in Management and Technology

International Lecture Series



Digital Transformation: Impact of technology on business operations and customer engagement.

Dr. Sharmini Gopinathan

Associate Professor & HoD - School of Management
& Marketing, Taylor's University, Malaysia

02.00 PM

February 27, 2025

Convention Hall

PSGIM

Diamond Jubilee International Conference on Contemporary Research in Management and Technology Plenary Session | 28.02.2025



09.30 AM | Convention Hall, PSGIM

Contact Tracing Applications in Malaysia

Dr. Sharmini Gopinathan

**Associate Professor & HoD - School of Management
& Marketing, Taylor's University, Malaysia**

Diamond Jubilee International Conference on Contemporary Research in Management and Technology Plenary Session | 28.02.2025



02.00 PM | Convention Hall, PSGIM

AI, Innovation & Entrepreneurship in Small Business

Dr. George Lodorfos

Dean, Management, Leeds Business School, Leeds
Beckett University, UK

Diamond Jubilee International Conference on Contemporary Research in Management and Technology

Paper Presentations Session 1 | 27.02.2025 | 10.30 AM

Venue: Convention Hall



Dr. R. Sridaran

Dean-Faculty of Computer Applications
Marwadi University, India



Dr. J. Sekkizhar

Associate Professor, PSGIM

Diamond Jubilee International Conference on Contemporary Research in Management and Technology

Paper Presentations Session 2 | 27.02.2025 | 10.30 AM

Venue: CAL Lab



Dr. M.V. Subha
Associate Professor
Anna University, Coimbatore



Dr Rathimala Kannan
Associate Professor, PSGIM

Diamond Jubilee International Conference on Contemporary Research in Management and Technology

Paper Presentations Session 3 | 27.02.2025 | 2 PM

Venue: Alumni Hall



Dr. Yohann Mauger
Northern Kentucky University, USA



Dr. M. Kirupa Priyadarsini
Associate Professor,
PSGIM

Diamond Jubilee International Conference on Contemporary Research in Management and Technology

Paper Presentations Session 4 | 27.02.2025 | 2 PM

Venue: CAL Lab



Dr. Mary Cherian, Professor & Head
KCT Business School
Kumaraguru College of Technology



Dr. N. Ramkumar
Associate Professor,
PSGIM

Diamond Jubilee International Conference on Contemporary Research in Management and Technology

Paper Presentations Session 5 | 27.02.2025 | 2 PM

Venue: Sales Lab



Dr. R. Deepa
Associate Professor, PSGIM



Dr. R. Chitra
Associate Professor, PSGIM

Diamond Jubilee International Conference on Contemporary Research in Management and Technology

Paper Presentations Session 6 | 27.02.2025 | 2 PM

Venue: Alumni Office



Dr. B. Uma Maheshwari
Associate Professor, PSGIM



Dr. V. Harish
Assistant Professor (Sl. Gr.), PSGIM

Diamond Jubilee International Conference on Contemporary Research in Management and Technology

Paper Presentations Session 7 | 28.02.2025 | 09.30 AM

Venue: Convention Hall



Dr. P. Chitramani

Professor and Head, Management
Avinashilingam Deemed University



Dr. Sharmini Gopinathan

Associate Professor & HoD, School of Management &
Marketing, Taylor's University, Malaysia

Diamond Jubilee International Conference on Contemporary Research in Management and Technology

Paper Presentations Session 8 | 28.02.2025 | 2 PM

Venue: Convention Hall



Dr. George Lodorfos
Dean, Management, Leeds Business School
Leeds Beckett University, UK



Dr. Mary Metilda, Professor and Head
SREC Business School
Sri Ramakrishna Engineering College