



Prof. Dr. M. KARUNANITHI
B.Pharm., M.S., Ph.D., D.Litt.,
CHAIRMAN & SECRETARY



Years of
Academic Excellence



VIVEKANANDHA

INSTITUTE OF INFORMATION AND MANAGEMENT STUDIES

(Approved by AICTE, New Delhi, Permanently Affiliated to Anna University, Chennai,
Recognized u/s 2(f) and 12(b) of UGC Act, 1956)

An ISO 9001 : 2015 Certified Institution

Elayampalayam - 637 205, Tiruchengode, Namakkal (Dt), Tamil Nadu.

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INTERNATIONAL CONFERENCE

ON

"NAVIGATING METAVERSE IN SHAPING THE FUTURE OF BUSINESS"

CALL FOR PAPERS



10th & 11th May, 2024

E-mail Id : viimsmetaverse@gmail.com

Mobile : 94433 16537, 98429 42240



○ VIVEKANANDHA EDUCATIONAL INSTITUTIONS

Vivekanandha Educational Institutions was established by Angammal Educational Trust in the year 1987. 'Vidhya Rathna' Prof. Dr. M. KARUNANITHI, B.Pharm., M.S., Ph.D., D.Litt., founded the trust with the objective to impart quality education to rural women students. Spanning across 250 acres, Vivekanandha Educational Institutions provide technical and professional education in the areas of Engineering, Management, Medical, Pharmacy, Dental, Nursing and Arts & Science. 23,000 women students from rural as well as urban areas pursue their education at all levels and in all disciplines under one roof.

○ ABOUT VIIMS

As a part of Asia's Largest Women's Educational Institution, Vivekanandha Institute of Information and Management Studies (VIIMS) was established in the year 2002, Approved by AICTE, New Delhi, Permanently Affiliated to Anna University, Chennai. The Institution has also obtained ISO 9001:2015 certification and 2(f) & 12 (B) status under the UGC Act 1956. The objective of the Institution is to impart quality education in Management and Computer Applications to rural women students. It persistently seeks and adopts innovative methods to improve the quality of higher education on a consistent basis. The holistic approach of "college to corporate" enhances the students with calibre and confidence to cope up with the ever changing technology and business realities in Indian and Global Environment. The MBA & MCA departments of VIIMS have the impressive track record of consistently securing University Ranks and getting our students placed in reputed companies. The primary objective of VIIMS B- School Is to offer Quality Management Education to women students on par with the global standards. Master of Computer Applications programme incorporates theoretical as well as practical learning experience to face the challenges of the dynamic fast growing IT industries and Multinational software organizations for an excellent and rewarding career.

○ ABOUT THE CONFERENCE

The conference on "Navigating Metaverse in shaping the future of Business" serves as a crucial platform for industry leaders, innovators and professionals to explore the transformative potential of the metaverse in the business landscape. Attendees can anticipate a comprehensive discussion on how this virtual reality space is influencing and redefining various facets of business. The event will feature keynote speakers who are experts in the fields of technology, virtual reality and business strategy. These thought leaders will delve into the ways in which the metaverse can revolutionize the businesses in modern times. Participants can expect insights into the integration of Augmented Reality, Virtual Reality and other immersive technologies to enhance business processes. Various speakers and participants will be connected by means of both offline and online. This collaborative environment encourages the exchange of ideas, fostering a collective understanding of how the metaverse can be navigated strategically to shape the future of business. Ultimately, the conference aims to empower participants with actionable insights and a roadmap for navigating the complexities of the metaverse.

○ OBJECTIVES OF THE CONFERENCE

- ★ To provide a platform for experts and researchers to share insights, advancements and case studies related to integrating business strategies within the digital metaverse.
- ★ To facilitate connections among professionals, academicians and industry leaders interested in the intersection of business and Metaverse technologies.
- ★ To share the experience of the participants in showcasing the real world applications and the success stories of businesses effectively navigating and thriving in the digital metaverse.
- ★ To identify and address challenges and considerations associated with conducting business activities in virtual environments.

CONFERENCE THEMES

THE CONFERENCE THEMES INCLUDE SUB-AREAS LIKE

- ★ Transforming Talent management in Virtual Realities.
- ★ Redefining Employee Integration in Digital Realms.
- ★ Immersive Learning Environment - Training & Development in the metaverse.
- ★ Digital wellness and Collaborative workspaces in virtual workplaces.
- ★ Performance Management in virtual world.
- ★ Inclusive leadership in the metaverse: fostering diversity & belongingness.
- ★ Beyond Bricks and Mortar: The metaverse impact on Real Estate.
- ★ Transforming properties through the metaverse lens.
- ★ Crypto-finance in Metaverse.
- ★ Digital assets & NFTs : Financial innovations in virtual realities.
- ★ Blockchain based transactions: Transforming payments in the Metaverse.
- ★ Decentralised Finance (DeFi) in virtual spaces : Opportunites and Risk.
- ★ Smart contracts and financial automation in the Metaverse.
- ★ Robaverse the intersection of Robotics and the Metaverse.
- ★ Enthralling Game play experiences using the Metaverse.

- ★ Sustainable Gaming : Eco-friendly practices in the metaverse era.
- ★ Global Learning communities in the Metaverse.
- ★ AI tutoring in the Metaverse : Personalized learning Journeys.
- ★ Social media presence in Virtual Worlds.
- ★ Virtual Visions Advertising : Engaging audiences in the Metaverse.
- ★ NFTs and Branding : Redefining ownership in digital marketing.
- ★ Virtual product launches: Strategies for success in the Metaverse.
- ★ Data visualization : Transforming information in the Metaverse.
- ★ Beyond Border : The future of Tourism in the Metaverse.
- ★ Virtual Healing :Pharma's Metaverse frontier.
- ★ Digital twins for crops : Simulating Growth and Pest Management.
- ★ Virtual Farming simulation - Training and Skill development for farmers using Metaverse.
- ★ Exploring Metaverse Solutions for climate change resilience in Agriculture.
- ★ All functional areas of Management

GUIDELINES FOR ABSTRACTS / ARTICLES

- ★ The abstract heading should include the title of the paper and author's name. Maximum one co-author is allowed. The abstract should not exceed 250 words.
- ★ Manuscript must be typed clearly on one side of A4 size paper in 1.5 line spacing with Font size-12, Font style-Times New Roman and not exceeding 8 pages. Soft copy of abstracts & full papers can be sent in advance to viimsmetaverse@gmail.com.

| REGISTRATION FEE | INDIAN | FOREIGN \$ |
|--|--------|------------|
| Academicians / Research Scholars | ₹ 500 | 50 USD |
| For Students | ₹ 200 | 20 USD |
| Other Participants / Industrial Participants | ₹ 1000 | 100 USD |

(Registration fee include e-Certificate and e-Book ISBN Publications)

MODE OF PAYMENT

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IFSC Code : IOBA0001827

TARGET PARTICIPANTS

Academicians, Research Scholars, Students, Industrial participants and Entrepreneurs.

CONFERENCE PUBLICATIONS

All the shortlisted papers will be published in the edited e-book with International Standard Book Number (ISBN), International Management Research Review (IMRR - ISSN: 2231-2501), International Journal of Advanced Computer Applications (IJACA-ISSN:2231-251X). All the outstanding and plagiarism free papers will be published in UGC recognized journal at a prescribed fee of the respective journal.

DATES TO REMEMBER - LAST DATE

Abstract Submission : 20.04.2024
Full Paper Submission : 05.05.2024



SCAN HERE

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Vivekanandha College of Arts and Sciences for Women, Tiruchengode.

Dr. N. RAJENDRAN, Vivekanandha College for Women, Tiruchengode.

Dr. V. MOHANASUNDARAM, Director,

Vivekanandha Institute of Information and Management Studies, Tiruchengode.

ORGANIZING COMMITTEE

Mr. T. KRISHNAKUMAR, HOD / MBA, VIIMS, Mob : 8610803373.

Ms. S. SENTHAMARAI SELVI, HOD / MCA, VIIMS, Mob : 9843635530

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Ms. N. DHIVYA, Asst. Prof / VIIMS, Mob : 87600 19217

For further Details contact

CONVENOR

Dr. V. MOHANASUNDARAM

Director

VIVEKANANDHA INSTITUTE OF INFORMATION & MANAGEMENT STUDIES

Elayampalayam, Tiruchengode - 637 205, Namakkal Dt., Tamilnadu, India.

Cell : 94433 16537, 98429 42240

E-mail : viimsmetaverse@gmail.com | website : www.viims.ac.in

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