

Report on Samaroh -2019

Siva Sivani Institute of Management organised its Annual International Conference- Samaroh 2019 jointly with Lincoln University College , Malaysia at Hotel Blue Wave, Shah Alam, Malaysia on 21st and 22nd February , 2019. This year the conference theme was , “ A Paradigm Shift in Business Outlook in the Digital Era- A Need for Innovation”

There were 55 presenters from various parts of the world, it had a representation from Malaysia, Indonesia, Bangladesh, Nepal, Myanmar , (India) West Bengal, Madhya Pradesh and Telangana. Faculty , Research Scholars and Students contributed their intellectual thoughts in various areas of specialisations.

The programme started with a prayer followed by inaugural address by Datuk Dr. Hjh.Bibi Florina Abdullah , Pro- Vice Chancellor of Lincoln University College. Dr. Amiya Bhaumik, Vice Chancellor & CEO, Lincoln University College welcomed all the guests and delegates. Dr. VG Chari, Assistant Vice President , Siva Sivani Institute of Management gave an introductory speech and briefed about Samaroh . Mr. S Choudhary, CEO , Vigilenz Medical Devices Sdn. Bhd. Delivered a key note address.

Dr. VG Chari, Assistant Vice President SSIM, presented a paper on ‘Business Outlook and Digital Era’.

Dr. PS Swathi, Associate Professor, SSIM, Presented a paper titled, ‘A study on the Role of Directors in The Realm of CSR to Ensure Society’s Sustainability – An Analysis of Company’s Act 2013- Indian Perspective’

Mr. Mansoor Ali Khan , Student of PGDM BIFAAS ,second year , SSIM, presented his paper titled, ‘Digitalisation of Payment in India’

Mr. MB Krishnamacharyulu Jointly, Research Scholar of SSIM & LUC jointly with Dr. NC Rajyalakshmi , Professor , SSIM , presented a paper on , ‘Role of Artificial Intelligence in Transforming Business Into Digital Mode.’

There were two in absentia presentations:-

Dr SF Chandrasekhar, Professor & Area Chair, HR , SSIM, submitted his paper titled, ‘Work System, Organisational Support Quality of Work Experiences in Large Hospitals’.

Dr. M Jayashree, Associate Professor, HBS Gitam (Deemed to be University) and Mrs. A Pavana Jyothi, Research Scholar, HBS Gitam (Deemed to Be University) submitted their paper titled, ‘Gold Prices & Regime Shifts With Markov Model: A Study In Indian Context.’

Post inaugural ceremony the technical sessions were held, spread on both the days. Each technical session was chaired by two eminent personalities from Industry and academia. After the conclusion of the technical sessions on second day valedictory ceremony was held in the evening. Dr. VG Chari , Assitant Vice President, SSIM, Dr NC Rajyalakshmi, Professor SSIM & Co-ordinator , Samaroh- 2019, Dr, Abhijit Gosh – Co-ordinator, Lincoln University College and Dr. Sandeep Poddar , Co- ordinator , Lincoln University College delivered valedictory speech and expressed their views . All the participants and paper presenters were awarded with certificates of SSIM & LUC.

From SSIM Samaroh Kits containing a Joint Logo of SSIM and LUC , alongwith Information Brochure , Writing Pad and a pen was distributed to all the participants which was carried from Hyderabad- India . Thus the name of SSIM has been internationally branded. Specially designed Memontoes were given

