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Advisor, Vivekanandha Educational Institutions, Tiruchengode.

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PATRONS

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Vivekanandha College of Arts & Sciences for Women.

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Dean - Academic,
Vivekanandha College of Arts & Sciences for Women.

Dr. P. SASIREKHA, M.Com., M.Phil., PGDCA., SET., NET., Ph.D.,
Assistant Professor, Department of Commerce,
Avinashilingam Institute for Home Science and Higher Education for Women.

Dr. K. ANANDKUMAR, M.Pharm., Ph.D.,
Professor & HOD, Department of Pharmaceutical Analysis, Swamy Vivekanandha College of Pharmacy.

7th INTERNATIONAL CONFERENCE

on

HEALTHCARE TECHNOLOGY AND MANAGEMENT (ICHTM - 2K19)

4th & 5th February, 2019

Jointly Organized by

PG & RESEARCH DEPARTMENT OF COMMERCE

VIVEKANANDHA
COLLEGE OF ARTS AND SCIENCES FOR WOMEN
(AUTONOMOUS)

Re-Accredited with 'A' Grade by NAAC
Elayampalayam, Tiruchengode, Namakkal - 637205, Tamil Nadu.

SWAMY VIVEKANANDHA
COLLEGE OF PHARMACY

(NBA Accredited), Elayampalayam, Tiruchengode, Namakkal - 637205, Tamil Nadu.

in Association with

DEPARTMENT OF COMMERCE

AVINASHILINGAM

INSTITUTE FOR HOME SCIENCE & HIGHER EDUCATION FOR WOMEN
Re-Accredited with 'A' Grade by NAAC, Coimbatore - 641 043, Tamil Nadu.

MTC GLOBAL, Bangalore.

DHAKA INTERNATIONAL UNIVERSITY

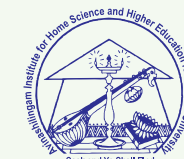
Dhaka, Bangladesh.

&

**INTERNATIONAL ENGINEERING AND
TECHNOLOGY INSTITUTE, Hong Kong.**

CONFERENCE VENUE

VIVEKANANDHA A/C AUDITORIUM
VIVEKANANDHA EDUCATIONAL INSTITUTIONS FOR WOMEN
Elayampalayam, Tiruchengode, Namakkal, Tamil Nadu, India.



VIVEKANANDHA EDUCATIONAL INSTITUTIONS FOR WOMEN

Vivekanandha Educational Institutions with 26 colleges are established under Angammal Educational Trust in Namakkal Dt., "Vidhya Rathna", Prof. M. KARUNANITHI, B.Pharm., M.S., Ph.D., D.Litt., initiated the trust in the year 1992 motivated by the ideals of Swamy Vivekanandha and his service to the humanities with focus on promoting professional and technical education for women of our country. Twenty three thousand girls from all over India as well as abroad have been provided with ample opportunities to pursue education at all levels in all disciplines. This institution is the only one of its kind in the whole of Asia serving exclusively for women with a single vision "A dedicated mission to educate women".

ABOUT VIVEKANANDHA COLLEGE OF ARTS AND SCIENCES FOR WOMEN (Autonomous)

Vivekanandha college of Arts and Sciences for Women (Autonomous) is affiliated to Periyar University, approved by AICTE, Re-Accredited with 'A' Grade by NAAC & has become Autonomous. Our college is blooming with 7500 students in 23 UG courses and 17 PG Courses, along with M.Phil., & Ph.D., Research Programmes. Our College was awarded **4th rank in Swachhta Ranking 2017 Higher Educational institutions held in New Delhi**. The Department of Commerce, were started in the year 1995 and offer courses such as B.Com, B.Com (B&I), B.Com (A&F), B.Com (CA), B.A (History), B.A (Political Sciences), M.Com., M.Com (CA), M.Phil & Ph.D, with 1200 students. Faculty Strength is 50 (17 Ph.D Holders 13 Pursuing Ph.D), Publishing Bi-Annual International Journal (VEI- International Journal of Social Science ISSN No. 2394-1316 with impact factor); Digital Library with Online Journal; Exclusive Coaching for CA, CMA, ACS, IAS & TNPSC, NET / SET and IBPS. Publishing Students Monthly Magazine (VIVEKA SARAL); Every Year Conduct in Trade Fair, Industrial Visit / Educational Tour.

ABOUT SWAMY VIVEKANANDHA COLLEGE OF PHARMACY

Swamy Vivekanandha College of Pharmacy was established in the Year 1992 by Angammal Educational Trust. The College offers Diploma, Degree, Post Graduate and Doctoral level programmes in Pharmacy. The college has well equipped laboratories, central instrumentation laboratory and full air conditioned computer laboratory with internet facility. The college library has stacked with wide range of books, periodicals and journals. All our laboratories are well equipped with modern instruments and we have modernized animal house which is approved by CPCSEA for carrying out animal experiments and projects. Our medicinal gardens possess heritagious collection of endogenous medicinal plants. We have tie-up with Vivekanandha Medical Care Hospital, Tiruchengode for Hospital training and established Drug and Poison Information Centre for imparting hospital training to the students. The defined Vision, Mission and Quality Policy of our institution have ensured standard of students at high esteem who are globally competitive. The College is approved by AICTE, PCI, Accredited by NBA and is affiliated to the Tamil Nadu Dr. M.G.R. Medical University, Chennai.

AVINASHILINGAM INSTITUTE FOR HOME SCIENCE & HIGHER EDUCATION FOR WOMEN

Sri Avinashilingam Institute for Home Science Higher Education for Women was established by the great patriot and educationist **Dr. T.S. Avinashilingam** under the auspices of the Avinashilingam Education Trust in 1957 with 45 students. The growth of the Institution has been carefully nurtured to its current heights by the world renowned nutritionist, former Chancellor of the University **Dr. Rajammal P. Devadas**. It is now the largest Institution in the country for imparting Home Science Education at all levels. It was one of the eight colleges on which autonomy was conferred by the University of Madras in June 1978 and the first of the women's colleges to get this distinction. Autonomy gave the College scope for academic freedom for innovations in teaching and research. The University functions with seven discipline, namely, Home Science, Science, Humanities, Education, Business Administration, Engineering and Community Education and Entrepreneurship Development. The Department of Commerce since its inception in 1972 is offering the commerce course at the under graduate level and later on started offering postgraduate and research programme. The department has started offering the Postgraduate course (self financing) in the year 2000 - 01 with four elective subjects viz Accounting, Finance, Marketing, Insurance and B.Com (Computer Application) in the year 2007-08. B.Com (Professional Accounting) Course has been introduced from the academic year 2010-2011. The course is mainly intended to help the aspiring candidates to pursue Chartered Accountancy Programme along with their B.Com Degree course. In order to promote research and professional skills of the students MoU has been signed with Institute of Chartered Accountants of India, New Delhi and Annamalai Capital Services Pvt. Ltd, Coimbatore.

ABOUT THE CONFERENCE

Healthcare Technology and Management (HTM) has become an increasingly obvious policy issue and Healthcare Technology Management strategies have repeatedly come under the spotlight in recent years. Quality health care is one of the most important factors, how individuals pursue their quality of life and innovative treatment in the feasible way. Healthcare management consists of Healthcare Marketing, Technology in Healthcare sector, Finance in Healthcare services, HR in Healthcare Sector, Healthcare Administration, Public Health Systems and Hospitals. It is necessary to support and coordinate the services that are provided by healthcare organizations and comprising of social and technical functions occurring within the organizations for the purpose of accomplishing predetermined objectives through humans and other resources. The main aim of the conference is to identify the recent scientific technologies and advancement used in the healthcare field. This conference invites original papers, Theory-based Empirical papers, Review articles, Case Studies, Technical Reports from Faculty Members, Research Scholars, Students and Healthcare Practitioner making the conference a perfect platform to share experience, gain and evaluate emerging technologies in Healthcare research across the world. It also extends interdisciplinary and multi disciplinary research area in healthcare technologies and management in the following sub themes.

CALL FOR PAPERS

GENERAL MANAGEMENT IN HEALTHCARE SECTOR

- ★ Recent trends in Healthcare Management
- ★ Entrepreneurship in Healthcare Sector
- ★ TQM in Healthcare Sector
- ★ Medical Records Management of
- ★ IPR in Healthcare Sector
- ★ Impact of economics in Healthcare Sector
- ★ National Health Protection Mission
- ★ Biomedical Waste Management
- ★ Public Health Systems
- ★ Medical Tourism

TECHNOLOGY IN HEALTHCARE SECTOR

- ★ Healthcare Information System
- ★ Big data analytics in health care sector
- ★ Health System and Information technology
- ★ e-Medicine
- ★ Tele medicine
- ★ Artificial Intelligence in Healthcare Sector
- ★ Recent advancement and technology in healthcare practices
- ★ ICT in Healthcare Sector
- ★ ERP in Health care sector

HR IN HEALTHCARE SECTOR

- ★ Stress management in healthcare sector
- ★ Organizational issues in healthcare sector
- ★ Occupational Health and industrial safety in health care sector
- ★ Career Opportunities health care sector
- ★ Sexual Harassment in health care sector
- ★ Employees Attrition in health care sector
- ★ Performance Appraisal in health care sector
- ★ Gender issues in health care sector
- ★ Work life Balance in health care sector
- ★ Quality of Life in health care sector

- ★ The DD should be taken in favour of "The Organising Secretary, Department of Commerce, VICAS" payable at Tiruchengode and Spot Registration facility is also available.

- ★ For Online Transfer : Indian Overseas Bank, **SB A/C No.182701000017805, IFSC - IOBA0001827, Branch Code : 1827**
Branch : Vivekanadha College Campus, Elayampalayam.

- ★ The fee covers the seminar kit, lunch and refreshment.

CONFERENCE PUBLICATION

The outstanding papers will be published in UGC Listed journal. All articles will be reviewed by a peer team and their decision will be final in this regard. Publication fee Rs. 1200 per article.

IMPORTANT DATES

Last Date for Abstract Submission : 18.01.2019

Last Date for Full Paper Submission : 22.01.2019

(Along with Registration Fee)

ADDRESS FOR COMMUNICATION :

The Organizing Secretary,
International Conference, Department of Commerce,
Vivekanandha College of Arts & Sciences for Women (Autonomous),
Elayampalayam - 637205, Tiruchengode, Namakkal(Dt).,
Tamil Nadu, India.

PHARMA IN HEALTHCARE MARKETING

- ★ E-Commerce in Healthcare sector
- ★ Supply Chain Management in healthcare sector
- ★ New product development in healthcare sector
- ★ e-Services in Healthcare sector
- ★ CRM in Healthcare sector
- ★ Logistics Management in Healthcare sector
- ★ Health care Planning and marketing
- ★ Healthcare Advertising
- ★ Service Quality in health care sector
- ★ Environmental issues in Healthcare sector

FINANCE IN HEALTHCARE SECTOR

- ★ Financial Management in Healthcare Sector
- ★ Healthcare Finance
- ★ Investment Management in Healthcare Sector
- ★ Financial Ethics in Healthcare Practices
- ★ Health Insurance Schemes
- ★ FDI in Healthcare Sector
- ★ Impact of GST in Healthcare Services

SUBMISSION OF PAPERS

- ★ Papers must be submitted either by author or Co-author
- ★ The full paper should follow Times New Roman, 12 Font Size, 1.5 line spaces, with one inch margin on all sides.
- ★ Word Limit : Abstract 250 words, Full paper should not exceed 6 pages in print.
- ★ Certificate will be given to all registered participants.
- ★ Papers may be forwarded through
e-mail : ichtm2019@gmail.com
- ★ No TA / DA will be paid

REGISTRATION FEE

Students and Scholars Rs. 500/-

Faculty Members and Industrialists Rs.700/-

Foreign Delegates \$50/-

ACCOMMODATION

Accommodation will be arranged in reputed hotels in Tiruchengode on Payment basis for the outside participants. Request for accommodation may be sent well in advance.

TRAVEL

Vivekanandha College of Arts and Sciences for Women (Autonomous) is situated at Elayampalayam, Tiruchengode 26 kms from Erode, 30 kms from Namakkal, 53 kms from Salem and 126 kms from Coimbatore. Nearest Railway Junction is Erode.

FOR FURTHER DETAILS CONTACT

Dr. K. PRIYA +91 9894980963
Dr.P.SASIREKHA +91 9787705303
Dr. K. ANANDKUMAR +91 9443454675

E-mail : ichtm2019@gmail.com