

ICRESMA 2024

International Conference on Contemporary Researches in Engineering, Science, Management & Arts (ICRESMA 2024)

Created & Powered by

Centre for Research & Training (CRT)

National Foundation for Entrepreneurship Development (NFED)
Coimbatore, Tamil Nadu, India

In Association With

Technovate Educational & Consulting Services (TECS)

Coimbatore, Tamil Nadu, India



22 - 24 February 2024

Virtual Conference - ZOOM Platform



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Last Date for Abstract Submission: 4th February 2024

** Only Abstract will be Published in Conference Proceedings*



Conference Blurb

The reality of conducting any research is to impart wisdom and growth in a society. The research contributions in the past have witnessed only interim growth and societal development. This situation continues due to unidisciplinary focus, wherein lack of integration of research across various disciplines remains untapped in many areas. The current global scenario is ever-changing and demanding, wherein the sustenance and livelihood will be more challenging in the ensuing years. Furthermore, the knowledge sharing through congregation of research across inter-disciplines and multi-disciplines for upbringing the overall socio-economic development and progression is quite indispensable. Today's globalization has nurtured advancements in science & technology, entrepreneurial innovations, ergonomic practices, etc. due to IT interventions and digitalization. This has triggered the new gamut in the research arena, and it needs to address the upcoming trends in all sectors towards bringing in a holistic development. Hence, there is a need to holistically gauge the overall requirements of mankind in terms of achieving socio-economic sustenance and global stability. Keeping these above-mentioned aspects in view, the international conference intends to focus on the paradigms of research innovations in the disciplines of sciences, engineering, technology, entrepreneurship, management, arts, humanities, and other inter-disciplinary contributions to have wider knowledge integration. Also, to envisage the future challenges through a radical approach for the betterment of mankind. Hence, the conference has been officially coined by the Conference Chair & Chief Patron as 'International Conference on Contemporary Researches in Engineering, Science, Management & Arts' – ICCRESMA '2024 to garner the inter-disciplinary and multi-disciplinary research contributions across the nation and globe. This international conference has been created and powered by Centre for Research & Training (CRT) – A Growth Action Unit under the renowned National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu and officially scheduled on 22-24 February 2024.

Conference Objectives

- › To highlight the holistic research innovations in accordance with the current trends and future challenges for bringing in the socio-technological transformation
- › To congregate the research trends across various domains for upbringing socio-economic development and sustenance
- › To act as a global platform for knowledge sharing of various research contributions towards societal upliftment and global development
- › To encourage and promulgate the research acumen of young students, budding researchers, scholars, academicians, entrepreneurs, industrialists, and practitioners

Key Office Bearers

Conference Chair & Chief Patron

KVJ. Prof. Dr. R. Ganesan



Founder & Chairman / Presidium Chair
&

Founder & Chair

Centre for Research & Training (CRT)

National Foundation for Entrepreneurship Development
Coimbatore, Tamil Nadu

Conference Director & Patron

Mrs. Ramya Kandavel



Executive Chairman & Director

National Foundation for Entrepreneurship
Development (NFED)

Coimbatore, Tamil Nadu

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Yogi Vemana University

Kadapa, Andhra Pradesh

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Department of Education

Mother Teresa Women's University

Kodaikanal, Tamil Nadu

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Coimbatore, Tamil Nadu

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Dr. Suvashree Suvadardshinee, Assistant Professor - English, Department of Basic Sciences & Humanities, Silicon Institute of Technology, Bhubaneswar, Odisha

Dr. Bhuvanewari. S., Assistant Professor, Department of Management Science, B.S. Abdur Rahman Crescent Institute of Science & Technology (Deemed University), Chennai, Tamil Nadu

Dr. A. Krishnarathi, Assistant Professor, Unity College of Teacher Education, Dimapur, Nagaland

Keynote Speakers

Day I - 22nd February 2024



Dr. Patrick Osa. Oviasuyi

Professor

Department of Public Administration
Faculty of Management Sciences
Ambrose Alli University
Ekpoma, Nigeria



Mr. Nanda Kumar

Founder & Director
Kovaion Consulting
London, United Kingdom



Dr. Gurmeet Singh

Vice Principal

&

Associate Professor & Head
P.G. Department of Mathematics
GSSDGS Khalsa College, Patiala, Punjab, India



Ar. Kavita Kulkarni

Co-Founder / Partner

&

Principal Architect
M/s. Kulkarni Associates
Bengaluru, Karnataka, India

Keynote Speakers

Day II – 23rd February 2024



Prof. Dr. Jari Salo

Head of Marketing Unit
Department of Economics & Management
University of Helsinki
Helsinki, Finland



Dr. S. Anuzsiya

Senior Lecturer Gr. I in History
Department of Social Sciences
Faculty of Arts & Culture
South Eastern University of Sri Lanka
Olivil, Sri Lanka



Prof. Dr. K. Vijaya

Principal
Government Arts & Science College
Pudukottai, Tamil Nadu, India



Prof. Dr. Farida Virani

Head - HR & Behavioural Sciences
MET Institute of Management
Mumbai, Maharashtra, India



Ms. D. Susmitha

Founder & Managing Director
Suntowa Technologies Pvt. Ltd. (STPL)
Chennai, Tamil Nadu, India

Keynote Speakers

Day III – 24th February 2024



Dr. Baby Sam Saamuel

Examiner
New York City Department of
Civil Administration Services
USA



Dr. Seetha Lakshmi

Associate Professor & Assistant Head
Asian Languages & Cultures (ALC - Tamil)
National Institute of Education (NIE)
Nanyang Technological University (NTU)
Singapore



Dr. R. Rajeswari

Professor
Department of Electrical & Electronics Engineering
Government College of Technology (Autonomous)
Coimbatore, Tamil Nadu, India



Dr. Renu Yadav

Associate Professor
Department of Education
Central University of Haryana
Mahendergarh, Haryana, India



Dr. G. Subhalakshmi

Assistant Professor
School of Law
Pondicherry University
Puducherry, India



Mr. Owaiz Khan

Co-Founder
Sithandwa Pvt. Ltd. (SPL)
Bengaluru, Karnataka, India

Valediction Keynote Speakers

Day III – 24th February 2024



Ms. Theviga Rani Wemel

Co-Founder & Chief Operating Officer
LTT Global Communications Sdn Bhd
Selangor DE, Malaysia



Dr. Luzaan Hamilton

Associate Professor
School of Management Studies
North-West University
(Vanderbijlpark Campus)
South Africa



Ms. Syama Menon

Faculty
Bayswater, Calgary
Alberta, Canada



Dr. T. Kumuthavalli

Assistant Professor & Head
Department of Lifelong Learning
Bharathidasan University (Khajamalai Campus)
Tiruchirappalli, Tamil Nadu, India

Themes

Track - I

Science, Engineering & Technology (SET)

- Physics & Applied Science
- Chemistry & Biochemistry
- Pure & Applied Mathematics
- Statistics
- Agriculture, Forestry, Biology, Microbiology & Biotechnology
- Medical Sciences & Paramedical Sciences
- Geology & Earth Sciences
- Information Science & Computer Applications
- Electrical & Electronics Engineering
- Electronics & Communication Engineering
- Electronics & Instrumentation Engineering
- Computer Science & Engineering
- Information Technology
- Mechatronics & Artificial Intelligence
- Mechanical Engineering
- Civil & Structural Engineering
- Textile Engineering & Technology
- Fashion Designing & Technology

Track - II

Management, Entrepreneurship & Innovation (MEI)

- Management, Commerce & Business Administration
- Marketing
- Finance & Accounting
- Economics & Econometrics
- Entrepreneurship Development & Innovation

Track - III

Arts & Humanities (AHU)

- History, Archaeology & Anthropology
- Geography
- Education
- Law & Legal Studies
- Linguistics & Literature Studies
- Communication Studies
- Political Science & Public Administration
- Sociology & Social Work
- Psychology & Applied Psychology
- Women's Studies

Submission Guidelines

1. The paper abstract in accordance with research methodology should be submitted in MS-Word file online along with online registration form, wherein the concerned author / lead / corresponding author (in case of joint paper abstract) shall attach only their abstract of their paper after filling the necessary fields and completing conference registration formalities.
2. The entire text body should be in Times New Roman Font, Font Size 12pt with single line spacing.
3. The language and medium of abstract submission and paper presentation should be only in English and **should not exceed 250 words**.
4. Abstract submission as attachment file through online should contain only paper title followed by name (with initials if any) and Professional Affiliation (Designation, University/Organization/Institution/College Name, City, State & Country). It should not contain Email Address and Mobile Number.
5. Co-Authorship is accepted in research abstract submission, wherein a maximum of four authors (including lead / corresponding / first author & three co-authors) per abstract submission is permitted. At least one of the authors (Lead (or) Co-author) have to register in the conference for issuance of Participation cum Presentation E-Certificate(s).
6. No part of the abstract should have been published elsewhere earlier and / or should be under consideration for publication in journal / conference / book chapter / book / monograph / report. Any form of plagiarism will result in immediate disqualification of the paper abstract.
7. In the case of joint authors / co-authors, only one author is allowed to present the paper at the Global Conference. However, the other co-author(s) whoever registered shall participate in the web presentation session in accordance with joint paper registration.
8. The last date for submission of abstract along with online registration should be on or before **4th February 2024**.
9. The last date for revised abstract submission (after review comments if any) is **11th February 2024**.
10. The authors (including co-authors) who ever registered for publishing their abstract in the conference proceedings and interested in publishing the same abstract elsewhere must formally obtain '**No Objection**' from the Conference Chair / Conference Director by sending a mail to conference.nfed@gmail.com
11. The international web conference itinerary containing the time and paper track will be sent to you on **20th February 2024**, wherein the Zoom Conference Room Meeting ID & Password / web link and / or Google Meeting Room web link / any other Online Meeting Room web link for each day of conference (Day 1, Day 2 & Day 3 of the Conference) shall be sent to all the participants and paper presenters / authors (including all co-author(s)) **only before 45 minutes on 22nd, 23rd & 24th February 2024** respectively for effective participation and / or paper presentation.
12. The participation / participation cum paper presentation e-certificate will be issued via email only on **29th February 2024**.
13. Attendance is compulsory only on Paper Presentation Dates for all paper presenters / authors and / or co-author(s) in accordance with the session tracks. Hence, participation in all the conference sessions and / or tracks are not mandatory for any participant / presenter (author / co-authors).
14. The feedback form is compulsory for obtaining the E-Certificate for all participants and presenters (author / co-authors).

Last Date for Abstract Submission

4th February 2024

Registration Charges

National Participants (Residents within India) Charges in INR		
Participation Only	Students / Research Scholars / Faculties	300
	Industry Professionals	500
Participation & Presentation (*Max. Two Co-authors)	Students / Research Scholars / Faculties (Individual & Joint)	600
	Industry Professionals (Individual & Joint)	1000
Participation, Presentation & E-Proceedings (E-ISBN) (Abstract Proceedings**) (*Max. Three Co-authors)	Students / Research Scholars / Faculties (Individual Author)	900
	Students / Research Scholars / Faculties (Joint Authors*)	1200
	Industry Professionals (Individual Author)	1300
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Hard Copy Proceedings (ISBN)** (Including Dispatch charges within India)		INR 900 per hard copy
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Conference Registration + Journal Publication*** (Online & Print)		Charges Applicable (See below)

International Participants (Residents Abroad) Charges in USD		
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	Industry Professionals	20
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** Only Abstract will be published in both E-Proceedings and Hard Copy Proceedings (Abstract should not exceed 250 words)

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- In case of Joint Authors, only one author has to register (either author (or) co-author). Author whoever registers shall provide details of all co-authors in the respective fields of the registration form. Registration charges given above are inclusive for all the authors.
- Participants interested in Full Paper Publication in the Edited Book (Holistic Research Perspectives Vol. 11) and/or Journal Publication see Next Page.

Edited Book & Journal Publication

Conference Registration is mandatory for Participants / Presenters / Authors / Co-Authors opting for **Full Paper Publication** in Edited Book and / or Journal (**Refer Conference Registration Charges**)

Conference Registration Charges are **NOT** inclusive of publication charges for Edited Book and/or Journal (**Refer Publication Charges Below**).

Charges for Edited Book Publication and Journal Publication are separate and given in the respective Section / Brochure below.

Abstract (if any) submitted for the Conference Proceedings have to be modified by the Author(s) before submitting the Article for Edited Book and /or Journal Publication.

Edited Book Publication

1. Edited Book - **Holistic Research Perspectives (HRP) Vol. 11**. by **NFED Publishers** with both E-ISBN and Print ISBN (E-Book and Hard Copy) will be published in **April 2024**, wherein charges are applicable.
2. Research Paper / Article shall be mailed separately to nfedpublications@gmail.com on or before **10th March 2024** in accordance with the Submission Guidelines (**Click Brochure Link Below**). **Plagiarism** is limited to **15%**. Plagiarism Report to be submitted along with article.
3. **E-Book Publication Charges (Max. 4 Authors) - INR 2200 (Indian authors) and USD 30 (International Authors)**.
4. **E-Book + Hard Copy Publication Charges (Max. 4 Authors) - INR 2200 + INR 800 per hard copy (Inclusive of Dispatch to desired address of author(s) within India)**.
5. Review comments from the Editor-in-Chief will be sent by **30th March 2024** and the same shall be incorporated accordingly in the Article and email within **5 days' time**.
6. Publication charges to be paid upon receiving Conditional Acceptance from the Editor-in-Chief.
7. For details on Paper Submission Guidelines and other details click below.

[HRP Vol. 11 Brochure](https://www.nfedconferences.org/icresma2024/files/HRPV11.pdf)

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Steps involved in Journal Publication are as follows:

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2. Plagiarism is limited to 15%. Go through the **Article Submission Guidelines** in the given link: infedconferences.org/icresma2024/files/i-manager%20Submission%20Guidelines.pdf
3. Article will be Scrutinized by the Conference Chair / Director for meeting the Publication Possibilities in accordance with **Research Structuring & Methodology**. Modifications if any have to be incorporated accordingly by the Author(s) and email within **5 days' time**.
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8. Publication Decision (Acceptance / Rejection) stands final with the Publisher upon completion of the Double-Blind Peer-Review Process.
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