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President, SRM Institute of Science and Technology

### Dr. R. Siva Kumar

Vice President, SRM Institute of Science and Technology

## PATRONS

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Vice Chancellor, SRM Institute of Science and Technology, Chennai  
President, Association of Indian Universities, New Delhi

### Dr. T.P. Ganesan,

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SRM Institute of Science and Technology

### Dr. N. Sethuraman,

Registrar, SRM Institute of Science and Technology

### Dr. S. Ponnusamy,

Controller of Examinations, SRM Institute of Science and Technology

**Dr. C. Muthamizhchelvan,** Director, Engineering and Technology,  
SRM Institute of Science and Technology

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4. **Dr.R.Thenmozhi**  
Professor & Head, DOMS – University of Madras.

## Conference Director

### Dr. V.M. Ponniah,

Dean, SRM School of Management

### Dr. N. Santhosh Kumar

Associate Professor - Head - HR

## Conference Chair person

**Dr. S. Sujatha,** Assistant Professor

9444678797

## Convenors

Dr. M. Chitra, Assistant Professor

9894194382

Dr. S. Jahira Parveen, Assistant Professor

9486416611

## Co-Covenors

Dr. R. Poonguzhali, Assistant Professor

9080732711

Dr. Priya Xavier, Assistant Professor

9444503426

## Organizing Committee

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9840042913

Dr. T. Vijayakumar Associate Professor

9600198598

Dr. S. Senthil Kumar, Associate Professor

9790925613

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Ms. K. Subathra, Assistant Professor

9751001987

Dr. N. Arpita Mathur, Research Assistant

9300415542

Dr. R.Muruganandham, Assistant Professor

9944459630

## Student coordinators

Ms. Dyutipriya Bandyopadhyay

9007872443

Mr. J. Paul Arun Kumar

9845697974



**SRM**  
INSTITUTE OF SCIENCE & TECHNOLOGY  
(Deemed to be University u/s 3 of UGC Act, 1956)

## INTERNATIONAL CONFERENCE ON HR

## The era of *Cure*

*(Cross-skilling, Up-skilling, Re-skilling  
and Empowering)*

**October 25<sup>th</sup> and 26<sup>th</sup> 2018**

*Organized by*

**SRM School of Management  
SRMIST**

kattankulathur - 603203, Tamilnadu, India  
Phone : 044 - 27417836, 27417879  
website : [www.srmuniv.ac.in](http://www.srmuniv.ac.in)

Knowledge Partner



**CHROMA**

HR Chroma

## BRIEF INTRODUCTION OF THE INSTITUTION:

- ✓ SRM Institute of Science and Technology (formerly known as SRM University) is one of the top ranking universities in India with over 38,000 students and more than 2600 faculty across all the campuses, offering a wide range of undergraduate, postgraduate and doctoral programs in Engineering, Management, Medicine and Health sciences and Science and Humanities.
- ✓ SRMIST is placed in the highest category “A by the Ministry of Human Resource Development, Department of Higher Education and Government of India. Accredited by NAAC with “A+ +” grade in 2018.
- ✓ Times B school has ranked SRM School of Business Management, Chennai at 17<sup>th</sup> place at all India level in the School Survey 2017.
- ✓ The QS Intelligence Unit has, through rigorous and independent data collection and analysis of performance metrics as set out in the QS stars methodology, rated SRM University as a Four Stars Institution. For Teaching, Employability and Inclusiveness, it has been rated as Five Stars Institution.
- ✓ SRM NANO Satellite: SRM Institute of Science and Technology is the first Indian private university to launch a Nano Satellite. SRMSAT - A 10.9 Kg satellite – was launched on-board PSLV –C18 by ISRO on 12th October 2011. A group of 54 students of ECE, EEE, CSE, IT, ICE, TCE and Mechanical Engineering under the guidance of faculty members and ISRO Scientists have designed and developed SRMSAT at a cost of Rs.15 crores to monitor greenhouse gas in near infra red region.

## About the Faculty of Management

SRM School of Management (SOM) was founded in the year 1993 with a vision to create decision makers with a global outlook. Over these years, SRMSOM, has produced 8000+ management graduates and are currently training 1400+ students to step into the corporate world. The curriculum has been developed with inputs from Corporate Advisory Board and International Advisory Board to keep pace with the emerging industrial practices. SRMSOM has collaborated with Times Pro for Master of Management Studies (MMS) programme and an MOU has been signed with E&Y for U.S

Taxation Studies. It has signed MOUs with foreign universities to bring in academic excellence. The leading recruits at SRMSOM include Amazon, Deloitte, MRF and Wipro. In 2018 B school survey by Higher Education Review placed SRMSOM at No:1 in infrastructure and facilities across India.

## About the conference:

HR-The Era of CURE

[Cross-skilling, Up-skilling, Re-skilling and Empowering]

The conference focuses on upgrowing concept “CURE” – Cross skilling, Up-skilling, Re-skilling and Empowering. The scaling in companies is another issue, whether it's down scaling or up-scaling, an individual who is cross-skilled, up skilled, empowered and re-skilled is bound to be a winner! Companies demand multi-skilled individuals for employment. With the increase in automation and introduction of updated technologies, employers require individuals who are trained in the latest technologies. This is why; the ONLY cure to even start off, stay on, grow and flourish in the destructive market of the corporate is to up skill, cross-skill, re-skill and also move on to empowering.

## Sub Themes of the conference

1. Magnitude of Cross-skilling
2. Individual Up-skilling
3. Re-skilling Process
4. Barriers Related to Re-skilling
5. Talent to Opportunity
6. Women's Economic Empowerment
7. Cross-training in Business
8. Goals for the Exceptional Employee
9. Cross-training in improving team performance
10. Competency based Employability
11. Green HRM trends
12. Lifelong Learning Skills
13. Institution-Industry-Government-Society: Bringing Together
14. Improving entrepreneurship skills
15. Stress Management
16. Emotional Intelligence
17. Any other related topics

## Important dates:

Abstract submission last date : September 05<sup>th</sup> - 2018  
Acceptance of the Paper : September 10<sup>th</sup> - 2018  
Full paper submission : September 20<sup>th</sup> - 2018  
Conference dates : October 25<sup>th</sup> & 26<sup>th</sup> - 2018

## REGISTRATION

	Early Bird (Before 30 <sup>th</sup> September)	Regular
Academicians	: ₹ 1500	₹ 2000
Industry/Corporate	: ₹ 2000	₹ 2500
Research Scholars/Students	: ₹ 1000	₹ 1500
Foreign Delegates	: \$ 50	\$ 60

Online Payment Account Number : **117001000580584**  
Account Name : **SRM School of Management,**  
**Kattankulathur,** IFSC Code : **CIUB0000117**

## Conference Highlights

- Conference proceedings will be published in ISBN
- Efforts will be taken to publish selected papers in Scopus indexed Journals

## Specification for the Paper

Abstract : 250 Words  
Abstract Link: <https://tinyurl.com/ichrcure18>  
Full Paper : [mbacure.18@ktr.srmuniv.ac.in](mailto:mbacure.18@ktr.srmuniv.ac.in)  
Length : 8 Pages excluding title/cover page and references  
Margins : 2.5 cm or 1 inch  
Font : Times New Roman, 12 point  
Spacing : 1.5  
Title Page : Title, Author(s), Affiliations, Contact details  
Keywords : Four (Maximum)

## Guidelines for Paper Submission and Presentation

- Paper should be original and unpublished
- All papers will be subjected to scrutiny.
- Author and Co-author should register separately.
- Abstract and full paper should be submitted only by soft copy.
- At least one of the author of the selected paper should present the paper in the conference.
- Registration form is to be sent in the prescribed format by e-mail.
- Skype presentation by foreign delegates may be arranged.
- No TA/DA will be provided.