



INTERNATIONAL CONFERENCE
07 - 09 MARCH 2019

INDUSTRY 4.0

DEVELOPING
SUSTAINABLE
COMPETITIVE
STRATEGIES

- INTERNET OF THINGS
- BIG DATA ANALYTICS
- BUSINESS INTELLIGENCE
- MOBILE TECHNOLOGIES
- CLOUD COMPUTING
- ARTIFICIAL INTELLIGENCE
- AUGMENTED REALITY
- ROBOTICS
- AUTOMATION



GRG School of Management Studies
PSGR Krishnammal College for Women

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INDUSTRY 4.0 FOURPOINTZERO DEVELOPING SUSTAINABLE COMPETITIVE STRATEGIES

BACKGROUND

Industry 4.0 is creating sweeping changes across industries, globally. Also named as the fourth industrial revolution, Industry 4.0 involves the seamless convergence of the physical and the virtual world through the integration of technologies including the Internet of Things, Big Data Analytics, Business Intelligence, Mobile Technologies, Cloud Computing, Artificial Intelligence, Augmented Reality, Robotics, Automation etc. It is characterized by the increasing digitization and interconnection of products, services, value chains and business models. Smart cities, homes and factories; connected devices and automation will sooner be the new norms. All these will redefine our roles in the society and largely impact the way we live, work, communicate, consume and do business.

Industry 4.0 will bring in a paradigm shift offering opportunities and challenges to all the members in the ecosystem including government and policy formulating bodies, organizations, investors, employees, suppliers, consumers and the society.

Since organizations are the forerunners of Industry 4.0, their preparedness and adoption will have a huge impact on their sustainability. Industry 4.0 solutions will change the way companies operate and hence will require continuous commitment at all levels. Its adoption by organizations can lead to improvements in productivity, product quality, inventory management, supply chain integrations, agility and sustainability. The challenges

ahead include inadequate preparedness, workforce management, cyber security, heavy investments, rising customer expectations, value chain complexities, IT adaptation etc. Therefore organizations need to evolve strategies to combat them and gain sustainable competitive advantage.

CONFERENCE OBJECTIVE

The international Conference on "Industry 4.0: Developing Sustainable Competitive Strategies" serves as a platform for industry representatives, academicians and researchers to share their thinking and research findings in the form of conceptual papers, empirical papers, case studies and work-in-progress, employing qualitative, quantitative and critical methods.

The objective of the conference is to provide a forum for discussion, collaboration and intellectual stimulation of the preparedness, embryonic approaches, innovative practices and strategies to be adopted by organizations and its stakeholders in adapting themselves to this global trend.

The forum expects to answer key questions including:

- What are the opportunities and challenges faced by all the members in the ecosystem during Industry 4.0?
- What kinds of technological innovations are driving the 4th industrial revolution?
- Are organizations of Industry 4.0 going to be different than the organizations of the past and the present? If different, in what ways are they going to be different? What will be the characteristics of such organizations?
- Organizations of Industry 4.0 are bound to face challenges including Uncertainty, Unpredictability, Ambiguity and Volatility: in such a scenario what would be the appropriate strategies for gaining competitive advantage?
- How can organizations of Industry 4.0 be sustainable in terms of service to society, environmental protection, long term vision, products and services, concern for people, thus addressing the triple bottom line - profit, people and planet?

Papers that focus on addressing the above questions are invited from the academia and the practitioners in industry. Research papers that focus on the findings, outcomes and recommendations that address the above issues, are invited and will be accepted for discussions in the conference. Poster presentations addressing the above questions are invited from students of business and management disciplines.

Given below are some of the indicative tracks

- Cost Leadership Strategies
- Differentiation Strategies
- Blue Ocean Strategies
- Technology-driven Strategies
- Supply Chain Strategies
- Functional Strategies

PARTICIPANTS

Industry Representatives, Academicians, Practitioners, Research Scholars, Students

GUIDELINES TO AUTHORS

Word limit for Abstract	300 words
Word limit for Full paper	5000 words
Format	MS Word, A4, 1"margin, 1.5-line spacing
Font	Times New Roman, Size 12
Referencing Style	APA style
Tables, chart, and figures	To be numbered & source to be mentioned
No of Authors	Up to 3 authors with full affiliation

IMPORTANT DATES

Last date for submission of abstract	Dec 20, 2018
Communication of acceptance of abstract	Dec 30, 2018
Last date for submission of full paper	Jan 31, 2019
Communication of acceptance of full paper	Feb 10, 2019
Last date for registration	Feb 20, 2019

At least one author needs to register for presenting a paper.

The electronic submissions can be mailed to conference2019@grgsms.ac.in

DELEGATE FEE

The delegate fee includes conference kit, refreshment, lunch and other incidentals on all the days of the conference. The registration form complete in all respect should reach the conference convener on or before February 20, 2019. The registration fee is payable through Demand Draft or Cheque drawn in favour of PSGR Krishnammal College for Women payable at Coimbatore. International and outstation participants can do transfer via internet banking. The proceedings of the conference will be published as an e-book with ISBN.

Delegates	Indian (Rs)	Foreign (USD)
Industry	3500	100
Academicians	2500	70
Research scholars	1500	40
Students	900	20

An early bird discount of 10% will be offered to delegates who register on or before February 05, 2019.

Accepted papers will be published in refereed journals.

REGISTRATION

All delegates, including paper presenters are required to complete the enclosed registration form and send the same by mail to Conference coordinators at the following address

The Conference Convener, International Conference 2019
GRG School of Management Studies
PSGR Krishnammal College for Women
Peelamedu, Coimbatore - 641 004 Tamil Nadu, India
Phone: (0422) 429 5860 Email: conference2019@grgsms.ac.in

FOR MORE DETAILS, CONTACT:

Conference Conveners

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CONFERENCE COMMITTEE

Conference Patron

Dr. R. Nandini, Chairperson, GRG Institutions

Conference Chair

Dr. P. Sadhasivam, Director

Organizing Team

Dr. B. Sripirabaa, Associate Professor

Dr. Savitha Nair, Associate Professor

Dr. P. Paramanandam, Professor

Dr. S. Kavitha, Associate Professor

Dr. R. K. Sudhamathi, Associate Professor

BEST PAPER AWARD

Best Paper Awards will be presented to 1 best paper in each track presented during the conference.



About PSGRKCW

PSGR Krishnammal College for Women (PSGRKCW) is a unit of the GRG Group of Educational Institutions in Coimbatore, under the GRG Trust. PSGRKCW was established in 1963. The GRG Trust was set up in 1956 by philanthropists, GR Govindarajulu and his wife, Chandrakanthi with a motto of 'empowering women through education'. The vision of the GRG Institutions is 'to be a leader in providing educational services from primary to doctoral level and beyond and nurture young men and women to empower them in their personal and professional lives based on core values, individual dignity, and holistic concern for the society'.

PSGRKCW is located on an environmentally pristine campus in Coimbatore. The college offers undergraduate, graduate and doctoral degrees in arts, science, commerce, computer science, and management. With nearly 7,000 students passing its portal each year, PSGRKCW has come to symbolize academic excellence in Southern India. PSGRKCW is an autonomous college affiliated to Bharathiar University, a UGC-certified 'College of Excellence', is ranked 16th All India by the National Institutional Ranking Framework (NIRF) of the government of India in 2018, and accredited by the National Assessment and Accreditation Council (NAAC).

PSGRKCW offers 31 UG, 13 PG, three PG Diploma and MPhil and PhD in 13 disciplines. The college has global collaborative agreements with Oregon State University, San Diego State University & Toledo University, USA; Universiti Malaysia Pahang, Malaysia; Nottingham Trent University, UK.

About GRGSMS

GRG School of Management Studies (GRGSMS) is the Department of Management of PSGRKCW and was established in 1993. GRGSMS is one of the very few b-schools dedicated exclusively to women. The vision of GRGSMS is "to be a leader in education, training and consulting in management founded on a strong base of core values, holistic perspective, and recognition of human dignity."

The flagship programme of GRGSMS is the two-year, full-time MBA Degree. The programme is approved by the All India Council for Technical Education (AICTE), and the degree is awarded by Bharathiar University, Coimbatore. The objective of the GRGSMS curriculum is to nurture and develop women leaders with holistic perspective and concern for the society and environment.

GRGSMS has been ranked A+ by Business India, and is among the top 100 b-schools in the country, according to all recognised major ranking lists. GRGSMS is the recipient of many national awards including the "Best Innovative BSchool in Teaching Methodology Award", "Best BSchool for Industry-Institute Interaction", "Best Management Teacher Award", "Best Young Teacher Award", and "Best Student ProjectAward".

GRGSMS is committed to "empowering young women become successful business leaders and entrepreneurs and enable these young women to lead their lives with professional will and personal humility coupled with knowledge, skill and competence".



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