



**TEQIP (PHASE III) Sponsored Two Days  
International Conference on  
“Evolving Trends in Engineering Economics, Health Systems Management  
and Business Communication”**



**March 1 & 2, 2018**



**Organized by  
Department of Humanities  
Coimbatore Institute of Technology  
Coimbatore- 641 014**

**In Collaboration with  
Department of Social Work  
School of Social Sciences and Humanities  
Central University of Tamil Nadu  
(Established By an Act of Parliament, 2009)  
Thiruvarur - 610 005**

**Conference Venue:  
Coimbatore Institute of Technology  
Coimbatore - 14**

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Associate Professor & Head  
Department of Humanities  
CIT

**Dr. Sigamani .P**  
Associate Professor & Head  
Department of Social Work  
CUTN

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Assistant Professor, Dept of Humanities  
CIT - Coimbatore 641014

## COMMITTEE MEMBERS (CIT)

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Assistant Professor, Dept of Humanities  
**Mr. K. Muralidharan**  
Assistant Professor, Dept of ECE  
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**Mrs. A. Shanthadevi,**  
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**Mr. Rubavel,**  
Assistant Professor, CUTN

## FOR MORE DETAILS PLEASE CONTACT

**Mr. K. Muralidharan**  
Assistant Professor, Dept of ECE  
Coimbatore Institute of Technology - Coimbatore  
Contact Number : 7904801242 / 7402038900 E-mail ID : citinconf@cit.edu.in

## **ABOUT THE CONFERENCE**

The International Conference on “Evolving Trends in Engineering Economics, Health Systems Management and Business Communication” will be hosted by Department of Humanities, Coimbatore Institute of Technology (CIT) in Collaboration with Central University of Tamil Nadu (CUTN). This conference aims to bring together leading academicians, experts, researchers and scholars to exchange and share their expertise and research results on all aspects of Engineering Economics, Health System Management, and Business Communication.

## **COIMBATORE INSTITUTE OF TECHNOLOGY**

CIT was founded in the year 1956 by V. Rangaswamy Naidu Educational Trust (VRET) with the noble aim of disseminating knowledge to the student community in the fields of science, engineering and technology. The philanthropic founders envisioned a unique professional learning order with special emphasis on industrial training. CIT was affiliated to Madras University from 1956 to 1982. In the year 1982, the Institute got affiliated to Bharathiar University and subsequently to Anna University in 2001. CIT is a Government-aided institution, recognized by the All India Council for Technical Education (AICTE). The Institute was granted autonomous status in the year 1987 and is accredited by the National Board of Accreditation (NBA). CIT offers 7 Under Graduate Academic Programmes and 11 Post Graduate Academic Programmes in addition to M.S. and Ph.D. Research Programmes. The Institution has developed Centre of Excellence in various Departments and Entrepreneurship Development cell. CIT has signed MoU's with many foreign universities which expose students

of CIT to cutting edge technologies. As part of the invaluable service rendered to the society by VRET, the CIT Sandwich Polytechnic College was started in 1961. Presently, 8 Engineering Diploma Programmes are offered by the polytechnic in various engineering disciplines.

## **DEPARTMENT OF HUMANITIES, CIT**

The Department of Humanities was inaugurated in 1957. The subjects offered by the department are English and Economics. Earlier B.E course was structured as five year course and English was taught for the I and II year students. Later, when B.E course was made into a four year course, technical English is offered for the I year class and Economics is offered for the final year B.E, B.Tech classes. Apart from technical English, communication skills are also taught for III year, B.E, B.Tech, MCA, MSE software and MSC computer technology classes which enhances placement prospects. An MOU was signed with the British council in 2004 which paved the path for offering the Business English Communication (BEC) course in collaboration with the British Council by the department.

## **CENTRAL UNIVERSITY OF TAMIL NADU (CUTN)**

CUTN is set in Thiruvarur, a region of cultural and historical significance. The University functions with quality infrastructure facilities in two campuses set in a serene atmosphere in the Neelakudi and Nagakudi villages in the Cauvery delta region. In spite of the recent origin and a humble beginning with a single course and few students, the University has established itself as an acclaimed centre of excellence in different streams of education within the last two few years, attracting students from far and wide. The University offers Postgraduate, Integrated MSc and Doctoral

Programmes in various subjects through the Schools of Social Sciences & Humanities, Basic & Applied Sciences, Mathematics & Computer Sciences, Communication, Education & Training. The University atmosphere offers a creative and multicultural learning atmosphere for the students with dynamic curricular and extracurricular activities. The University also opens up space for expert learning through collaboration with State and National level institutions of academic excellence. The University which functions in a rural setting also caters to the development of the rural locales by providing quality education and training to those from the marginalised communities.

#### **DEPARTMENT OF SOCIAL WORK**

The Department of Social Work, Central University of Tamil Nadu was established in 2013 to provide professional training in the field of Social Work. The Department offers two year full time postgraduate professional programme in Social Work (MSW) with specializations in Medical & Psychiatric Social Work, Community Development and Human Resource and Labour Management PhD Programme. M.Phil will be offered in the forthcoming year.

#### **OBJECTIVES OF THE CONFERENCE**

- To perceive the concepts of Engineering Economics, Health Systems Management and Business Communication.
- To have in-depth knowledge about the interconnectivity among Engineering Economics, Health Systems Management and Business Communication.
- To develop an insight and understanding of the new trends and strategies in Engineering

Economics, Health Systems Management and Business Communication.

- To set a platform to work on the combination of Engineering Economics, Health Systems Management and Business Communication and to comprehend its role in the nation's development.

#### **FOCUS AREAS OF THE CONFERENCE**

##### **ENGINEERING ECONOMICS**

- Sustainable Development
- Material Manufacturing
- Heat Power Management
- Information and Communication
- Energy
- Financial Engineering
- Industrial Economics
- Infrastructure Economics

##### **MONETARY ECONOMICS**

- Finance & Accounting Financial Accounting
- Auditing Tax Accounting
- Accounting Information Systems
- Financial Markets
- Money and Capital Markets
- International Finance
- Derivatives & Foreign Exchange Rates
- Public Finance (GST & Taxes)
- Monetary Policy and Redistribution

##### **HEALTH SYSTEM MANAGEMENT**

- Health economics
- Health financing
- User fees
- Health insurance
- Social and Economic Determinants of Health

- Health Legislations
- Drug Policy
- Innovative Technologies
- Public Private Partnerships in Health Care Services Delivery
- Health Information Management
- Health Care Management
- Health Informatics
- Health Care Leadership
- Health Care delivery systems
- Human Resources in Health system
- Patient's Rights in the Health system
- Community Health system
- Health Care policies in India
- Medical Tourism
- Mental Health

#### **BUSINESS COMMUNICATION**

- International Communication
- Exploring Emerging Trends in the Teaching Of Business Communication
- Strategies of Teaching Soft Skills for Better Interpersonal Relationship in Business
- Assessment Criteria and Evaluation Techniques for Business Communication
- Building bridges: The Role of Cross Cultural Sensitivity and Diversity in Business Communication
- A Practical Approach to Overcoming Barriers to Business Communication.
- Usage of Technologies in Business Communication
- Business Communication in Social Media
- Etiquettes in International Business Communication

**The conference invites the submission of papers and case studies on any topic mentioned in the list of conference topics and associated areas.**

#### **TARGET AUDIENCE**

The Conference targets the following group

- Academicians
- Economists
- Engineers
- Government officials
- Corporates
- Non-Government Organisations
- Research scholars
- Students

#### **ABSTRACT FOR PAPER PRESENTATION**

Abstracts for Paper presentation invited are from all the target audience. All abstracts must be submitted via email to [citinconf@cit.edu.in](mailto:citinconf@cit.edu.in) on or before January 5<sup>th</sup> 2018. Abstracts will be reviewed and only those abstracts approved by the reviewers will be selected. Acceptance of the Abstract implies that at least one of the authors will attend the conference and present the paper.

- Paper should be original and unpublished
- Abstracts on any theme of the conference must be in Microsoft word, text should be in 12 point. Times New Roman font. Margins should be of one inch on all the sides, 1.5 spaced with maximum of 300 words containing Authors, Affiliation, abstract, Keywords. It may be submitted via email : [citinconf@cit.edu.in](mailto:citinconf@cit.edu.in)

## MANUSCRIPT PREPARATION GUIDELINES

1. Papers must be in Microsoft Word with **doc format ONLY**
2. Papers must be written in **English** (British).
3. Authors are requested to submit a **Camera-ready** paper following the prescribed guidelines.
4. The manuscript should include a separate page containing the following in the order mentioned : Title, Authors, Affiliation, Abstract, Keywords, Main text, Acknowledgements, Appendix and References.
5. Papers and abstracts will only be accepted for Publication on the condition that the Manuscript has not been copyrighted, has not been published, has not been presented or accepted for presentation at professional meetings, and is not currently under Review for presentation at other professional meetings. A declaration to this effect must accompany the final paper in the format given, which must include ethical responsibilities and Standards.
6. Authors should take responsibility of Content-Editing, Grammar-check, Proof-reading and formatting etc
7. The manuscript must be typed, 1.5 spaced (single-spaced for indented material, notes and references). All headings and title should be 12 in Times New Roman and text should be 12 point Times New Roman. Margins must be of 1 inch on all sides.
8. Papers should not exceed 6000 words.
9. All photographs, charts and diagrams are to be referred to as “Figures” and should be numbered consecutively in the order to which they are referred in the text.
10. List of references must be arranged in alphabetical order. ( As per APA format)
11. For text citations, papers should be referred to as (Sharma 2010) and papers by the same author in the same year should be distinguished by lettering in sequence (2010a, 2010b, etc). Where papers are not by more than three authors, all names should be cited; otherwise the first name should be followed by 'et al'.
12. Use the automatic page numbering function to number the pages.

Selected papers will be published with reputed publisher

### Criterion for Evaluation by the Reviewers

- ✓ **Relevance** : Does the subject of the paper appeal to the interests of the conference attendees?
- ✓ **Methodology** : Does the paper use sound and appropriate method(s)
- ✓ **Originality** : Does the paper add new findings, insights, or knowledge to the body literature?
- ✓ **Research** : Does the paper compare and weigh the material against the work of others?
- ✓ **Conclusions** : Are the conclusions sound and justified?
- ✓ **Managerial Implications** : Is the managerial relevance and implications of the decision problem demonstrated
- ✓ **References** : Are the references adequate?

## REGISTRATION FEE

Participants	India Participants (in Rs.)	Abroad Participants (in US \$)
Research scholars	Rs.750 /- (without accomodation)	\$100
Academicians,	Rs.3000/-	\$350
Industrialists, Health Professionals, NGOs and other agencies	Rs.4000 /-	\$600

➤ Organising committee members will assist the accommodation

### Registration fees should be paid through NEFT/RTGS/E-payment

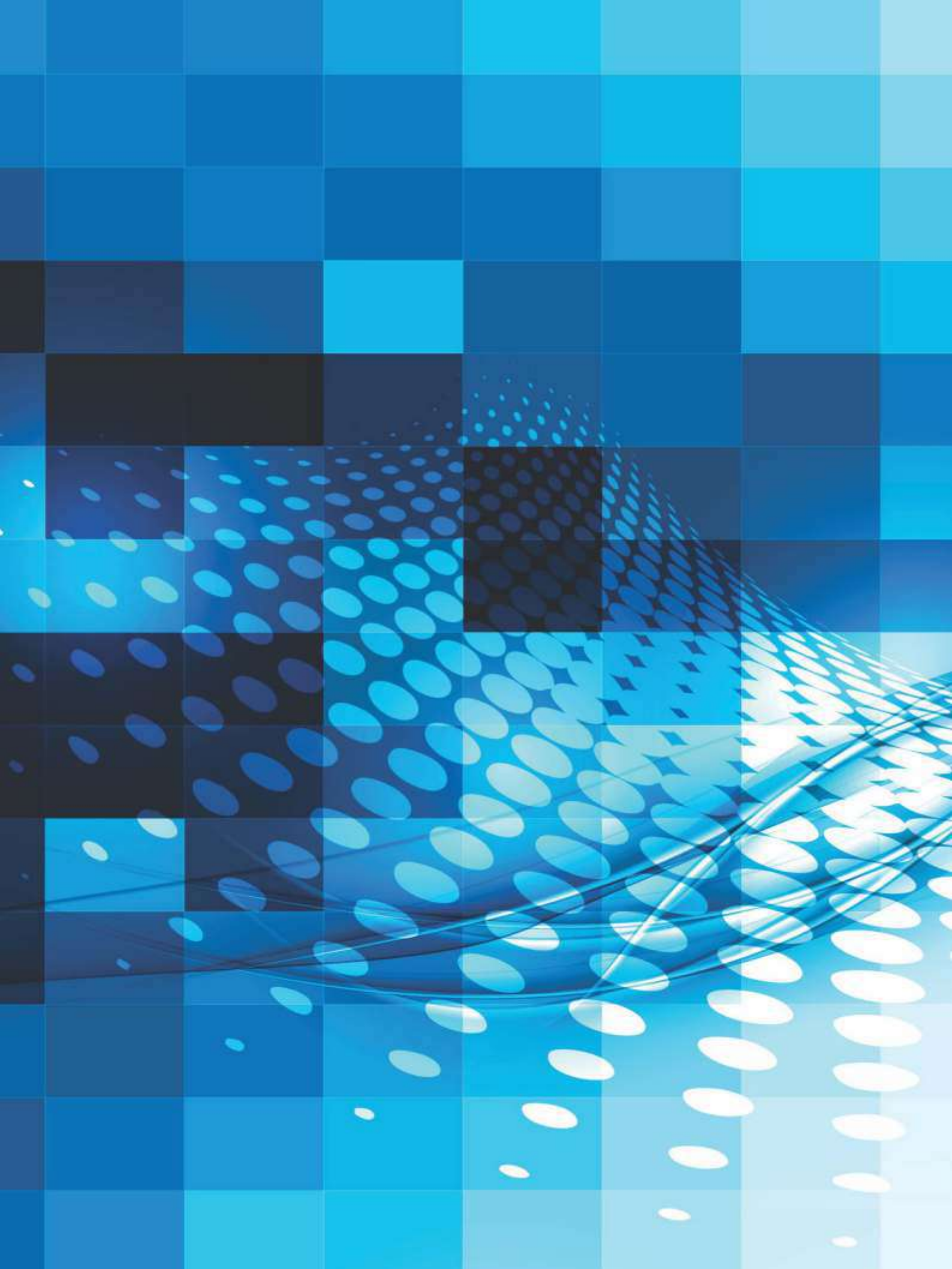
Bank Name : Indian Bank  
Bank Branch : Peelamedu branch  
Bank Branch Address : CIT Campus, Civil Aerodrome post, Coimbatore-641014  
Bank Account Holder's Name : "ICETEHBC"  
Bank Account No. : 6574701816  
(for NEFT/RTGS/E-payment)  
Type of Account : Savings Bank Account  
Bank IFSC Code : IDIB 000S107  
Bank MICR code : 641019004  
Bank Code : 01354

## DOMESTIC HOSPITALITY

The Conference is being held in the campus of the Coimbatore Institute of Technology. Request for accommodation should be sent along with full payment of registration fees. Accommodation will be confirmed only on receipt of full payment of Registration fees. The details of the room tariff can be obtained through e-mail from Conference Secretariat

## IMPORTANT DATES

Last date for Abstract Submission	February 5 <sup>th</sup> 2018
Notification of Acceptance of the Abstracts	February 8 <sup>th</sup> 2018
Last Date for Submission of Papers	February 15 <sup>th</sup> 2018
Last Date for Registration Fees for the Authors Presenting Paper	February 20 <sup>th</sup> 2018
Last Date for Registration Fees for the other Participants	February 25 <sup>th</sup> 2018
Last Date for Booking accommodation at CIT	February 20 <sup>th</sup> 2018
Conference Dates	March 1 & 2, 2018







**NPIU**

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