



# SRM Institute of Science and Technology Directorate of Distance Education Organizes

## *International Conference on Digitization in Science and Humanities Education and Research (ICDSHER'23)*

**Virtual Mode**  
**On 29<sup>th</sup>&30<sup>th</sup> June 2023**



CRC Building, 6th Floor in the Main Campus (Gate No.4), Near Kattankulathur Post Office, SRM  
Nagar, Kattankulathur - 603 203 Chengalpattu District, Tamil Nadu, India.  
[www.srmistdistanceeducation.in](http://www.srmistdistanceeducation.in)



## About SRM Institute of Science and Technology

SRM IST is one of the premier and top ranking educational institutions in India. It is the most preferred institution among students from diverse backgrounds. It was established in 1985 by an educational visionary Dr. T. R. Paarivendhar who is the chancellor as well. The university offers a wide range of Under-Graduate, PostGraduate and Doctoral Programmes in Engineering, Management, Medicine and Health Sciences, Law, Agricultural Sciences, Humanities, Distance and Online Education. SRM IST has been engaged in nurturing young minds through a rich heritage of academic excellence. It is a hub of bustling students' activities and the green and beautiful campus has been a second home to thousands of students in their journey to pursue higher education. The Institution has moved up through international alliances and collaborative initiatives to achieve global excellence. SRM IST has been endowed with Category -1 status by the Ministry of Education, Government of India. It is also accredited by NAAC with "A++" Grade and placed among the top five positions in ARIIA Ranking from the Academic year 2018-2019 onwards. SRM IST is ranked by NIRF among the top 50 higher educational institutions in India since 2019.

## About Open Distance Learning(ODL) at SRM

Open Distance Learning is an important area in the field of higher education. It helps in the achievement of equal educational opportunities for those who do not have access to classroom-based learning. As a learner, through ODL, one can study a particular programme through a number of means including the use of online discussion forums, electronic library resources and by contacting faculties. All the study materials are made available online. ODL programmes at SRM IST can be pursued without time and place constraints. There are a variety of ways that the learners can adopt to complete their degree through ODL. The main feature of this is that learners are required to be in face-to-face situations only occasionally and this gives them the freedom to study from anywhere and at their own pace. The learners would have opportunities in exposing themselves to a multiplicity of learning experiences including web-based resources and self-learning materials. The semester system and credit-based curricula match universal standards.

## About the International Conference (ICDSHER'23)

The international conference titled "Digitisation in Science and Humanities Education and Research" is a significant event that focuses on the impact of digital technologies on education and research in science and humanities. The conference brings together scholars, researchers, educators, and professionals from around the world to discuss the latest trends, challenges, and opportunities in digitisation and its impact on science and humanities.

The conference provides a platform for participants to share their experiences and insights on the use of digital technologies in teaching, learning, and research. It covers various topics such as digital libraries, digital humanities, e-learning, open access, digital preservation, and data management. The aim is to encourage dialogue and collaboration between researchers and practitioners in the field of digital technology and its impact on science and humanities.

The conference sessions are designed to promote interaction among participants, including keynote speeches, panel discussions, etc. Keynote speeches are delivered by renowned scholars and experts in the field, who share their perspectives on the latest developments and trends in digitisation.

## **The Topics include but are not limited to the following Sub-Themes**

- **Development of digital tools for research and education .**
- **Integration of digital media and technology in classroom instruction and educational materials.**
- **Application of digital technologies for data analysis.**
- **Innovative approaches to using digital technologies for outreach and public engagement**
- **Digital story board writing**
- **Computational linguistics: Language processing and analysis using digital tools.**
- **Online learning in science and humanities: Challenges and opportunities**
- **Digital pedagogy in science and humanities education**
- **Digital tools for collaborative research in science and humanities**
- **The role of virtual laboratories in science education**
- **The impact of digitization on interdisciplinary research in science and humanities**
- **The integration of digital technology in language learning and teaching**
- **Digital libraries and their role in research and education**
- **The impact of digitization on the preservation and dissemination of cultural heritage.**
- **Data Science and Machine Learning: The Future of Business Growth**
- **Changing Business Environment in Digital Era.**
- **Digital Transformation, Data Science & Disruptive Thinking .**
- **Digitization of Accounting Processes**
- **Modern Communications Management**
- **Digitization in Hospitality & Tourism Management**
- **Project Management and Data Processing**
- **Social Media Marketing**
- **Online Advertising**
- **Multinational Financial Management in Digital Era**
- **E-Guidance for Emotional Intelligence**
- **E- Commerce and Marketing.**
- **Role of Fin tech for Banking and Insurance**
- **Digital Banking/ Green Banking**
- **Blockchain usages in Financial Institution**
- **Cryptocurrency and NFTs**
- **Digitization: boon or bane**
- **Micro finance industry**
- **The growth of insurtech**
- **AI, Cloud Computing**
- **Big Data and Automation in finance**
- **Sovereign Funds/Hedge Funds/ETFs/SWFs**
- **Industry 4.0, IOT**
- **Startup- Performance and success, sustainable environment**
- **Artificial Intelligence and Economic Growth - Benefits and challenges**
- **Digital Image Processing**
- **Computer Vision**
- **Big Data Analytics**
- **Machine and Deep Learning**
- **Internet of Things (IOT)**
- **ChatGPT**
- **Cyber Security**
- **Cloud Computing**
- **Block Chain Technology**
- **Robotics**
- **Business Analytics**
- **Soft Computing and Green Computing**
- **Voice Recognition Technology**

## **Chief Patrons**

- **Dr. T. R. Paarivendhar - Chancellor, SRMIST**
- **Dr. Ravi Pachamoothoo - Pro-Chancellor (Administration), SRMIST**
- **Dr. P. Sathyanarayanan - Pro-Chancellor (Academics), SRMIST**
- **Dr. R. Shiva Kumar- Vice President, SRMIST**

## **Patrons**

- **Dr. C. Muthamizhchelvan - Vice-Chancellor, SRMIST**
- **Dr. S. Ponnusamy - Registrar, SRMIST**

## **Conference Chair**

- **Dr. R. Rajagopal - Advisor - DDE, SRMIST**
- **Dr. H. Srimathi- Associate Director- DDE, SRMIST**

## **Conference Convenor**

- **Dr. A. Jalaludeen- Assistant Professor & Head i/c of Commerce – DDE, SRMIST**

## **Conference Co-Convenors**

- **Dr. R. Latha- Associate Professor & Academic Coordinator- DDE, SRMIST**
- **Dr. A. Thirumurthi Raja- Assistant Professor of Computer Applications- DDE**
- **Dr. N. Radhakrishnan- Assistant Professor of Management- DDE, SRMIST**

## **Organising Committee Members**

- **Dr. G. Venugopalan- Associate Professor - DDE, SRMIST**
- **Mr. S. Chandran- Assistant Professor- DDE, SRMIST**
- **Dr. M. Daniel Rajkumar- Assistant Professor - DDE, SRMIST**
- **Mr. R. Seetharaman -Assistant Professor - DDE, SRMIST**
- **Dr. P.B. Govindarajan - Assistant Professor - DDE, SRMIST**
- **Dr. K. Usha – Assistant Professor - DDE, SRMIST**

## **Publication Support**

**All the papers will be published in the conference proceedings with ISSN / ISBN. Only selected papers will be published in UGC Care / Scopus Indexed journals after peer review by the Editorial Board. The decision regarding acceptance or rejection of the paper is solely based on the journal publishers as well as conference team with nominal charges.**

## Guidelines for paper Submission & Presentation

- **Abstract: Maximum 500 words / keywords: Minimum 4 / Full Paper : 6 to 15 pages**
- **Title Page: Title, Author name(s), Designation, Affiliation, Contact details (Email id)**
- **Font Style: Times New Roman / Font Size: Main heading - 16, Sub heading - 14 and content – 12, Line Spacing: 1.5 / Document Size: A4 / Referencing Style: APA**
- **Paper can be submitted by an Author or with maximum of 2 Co-Authors.**
- **Author & Co-Authors should register separately.**
- **Abstract and full paper should be submitted only by Softcopy to the following email-id: [conference.dde@srmist.edu.in](mailto:conference.dde@srmist.edu.in)**
- **All papers are subject to scrutiny.**
- **At least one of the authors of the selected paper should present it in the conference**

## Important Dates

**Submission of Abstract : June 10, 2023**

**Acceptance Notification: June 15, 2023**

**Submission of Full Paper : June 25, 2023**

**Registration and Payment of Conference : June 25, 2023**

## Registration Fees

**Students / Research Scholars : Rs.200 (US \$50 - International)**

**Academicians / Faculty : Rs.300 (US \$60 - International)**

**Industrialist /Corporates : Rs.400 (US \$75 - International)**

## Payment Details

**Name of the Account : SRMIST Distance Education - Income A/c**

**Name of the Bank : Indian Bank**

**Account Number : 6758812430**

**IFSC : IDIB000S181**

**Branch : SRM University, Potheri - 603 203**

## Contact Details

- **Dr. A. Thirumurthi Raja- 8610545592**
- **Dr. N. Radhakrishnan-9092988676**

**For Registration : [CLICK HERE](#)**

# CONFERENCE SCHEDULE



# 2023

## INTERNATIONAL CONFERENCE ON DIGITIZATION IN SCIENCE AND HUMANITIES EDUCATION AND RESEARCH (ICDSHER'23)



29<sup>th</sup> & 30<sup>th</sup> JUNE 2023  
FROM 10:00 AM TO 4:00 PM



SRMIST, DDE, CRC BUILDING  
KATTANKULATHUR, CHENGALPET

### REGISTER NOW



+91- 44-27 417040

9444654397, 9994313537, 8610545592



**DR. R. RAJAGOPAL**  
*Advisor*



**DR. H. SRIMATHI**  
*Associate Director*



**DR. A. JALALUDEEN**  
*Convenor*

# DAY-1 (29-JUNE-23)

## INAUGURAL

### SESSION 1

#### WELCOME ADDRESS



**DR. R. RAJAGOPAL**  
ADVISOR-DDE, SRMIST

#### CONFERENCE THEME

**DR. A. JALALUDEEN**  
Assistant Professor & Head i/c of  
Commerce, DDE, SRMIST.



#### FELICITATION



**DR. H. SRIMATHI**  
Associate Director-DDE, SRMIST

#### KEYNOTE ADDRESS 1

**DR. MARK DARKO**  
President of Asian-African Chamber of  
Commerce & Industry - AACCI, (Ghana chapter)  
SOUTH AFRICA



#### KEYNOTE ADDRESS 2

**PROF. DR. ABUBAKAR YARO**  
Director-General of the Africa Health Research  
Organization, Ghana, Germany



#### VOTE OF THANKS

**DR. R. LATHA**  
Associate Professor of English-DDE, SRMIST.



#### PLENARY SESSION 1 (11.20am-12.05pm)

**DR. SHERIF ISMAIL**  
Professor in Business information system  
Egyptian German Academy, Egypt



#### PLENARY SESSION 2 (12.15pm-1.00pm)

**DRA. GRACIA RACHMI ADIARSI MM,**  
LSPR Communication & Business Institute,  
Jakarta, Indonesia.



2.00PM – 3.00PM

Track 1

CHAIR :

**Dr. M. Marimuthu**

Assistant professor & Research Supervisor  
PG & Research Department of Commerce,  
Jamal Mohamed College, Trichy.

CO-CHAIR

**DR. S. RAJINI**

Assistant professor  
Department of Commerce,  
BSA Crescent Institute of Science and Technology  
Vandalur, Chennai.

2.00PM – 3.00PM

TRACK 2

CHAIR :

**DR. LOKESH ARORA**

Director-IIMS, Pune

CO-CHAIR

**DR. A. KADHARLAL**

Assistant professor & Research Supervisor,  
PG & Research Department of Commerce,  
New College, Chennai

Vote of Thanks

**DR. A. THIRUMURTHI RAJA**

Assistant Professor of Computer Applications-  
DDE, SRMIST.



## SESSION 3

# DAY-2 (30-JUNE-23)

## TECHNICAL SESSION

### PLENARY SESSION 3 (10.00am-10.45am)



**Dr. Radziah Adam**  
Senior Lecturer in Economics,  
School of Distance Education ,  
University of Sains, Malaysia.

### PLENARY SESSION 4 (10.45am-11.30am)

**NADHIM HASAN AZEEZ**  
Lecturer ,Erbil Polytechnic University , IRAQ.



12.00PM - 1.00PM  
TRACK 3

#### CHAIR :



**DR. SIRAJUDEEN**  
Assistant professor & Research Supervisor  
PG & Research Department of Commerce,  
Jamal Mohamed College, Trichy.

#### CO-CHAIR

**DR. ANEES KUMAR A.S**  
HOD-Computer Application  
AJK College of Arts & Science  
Coimbatore.



12.00AM - 1.00PM  
TRACK 4

#### CHAIR :



**DR. D. MURUGESAN**  
Associate professor & Research Supervisor of Commerce,  
Vels Institute of Science, Technology and Advanced Studies,  
Chennai.

#### CO-CHAIR

**DR. D. DURAI RAJ**  
Associate Professor, School of Management  
CMR University, Bangalore.



## SESSION 4

## VALEDICTORY

### Vote of Thanks



**DR. N. RADHAKRISHNAN**  
Assistant Professor of Management  
DDE, SRMIST.

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