



# R L INSTITUTE OF MANAGEMENT STUDIES, MADURAI, TAMIL NADU, INDIA



In Collaboration with



Swami Dayananda College  
of Arts & Science, Manjakudi,  
Tiruvarur District.



Knowledge Partner

**PRME**  
CHAPTER  
INDIA



**January 09, 2026**

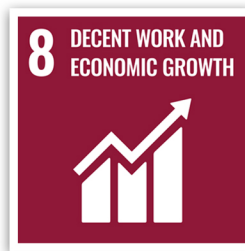


**R L Institute of Management Studies**

T.V.R Nagar, Aruppukottai Road,  
Madurai.



Our conference is positioned in alignment with selected UN Sustainable Development Goals (SDGs), highlighted below:



Accommodation

Hotel Empee



Hotel International



Amika Hotels



Poppys Hotel



Avail a 15% discount at Hotel Empee using the code **RLIMSI15** (Managed by an RLIMS Alumni)

For any booking assistance, feel free to reach out to our Faculty Coordinators

Dr R Sivajothi : +91 78110 17999

Prof P Selvam : +91 97907 80736



## ABOUT RLIMS

R L Institute of Management Studies was started in the year 1998 under the patron of **Dr. R.Lakshmipathy, Joint Managing Director** of leading Tamil Daily Newspaper **Dinamalar - Madurai**. The institution is guided and steered by **Dr. L. Ramasubbu, Secretary** of the college and **Publisher of Dinamalar, Madurai**, whose vision and leadership continue to strengthen the institution's growth.

The institution offers a two-year full-time MBA Program, approved by AICTE, with a wide range of most in-demand and new-age specializations. A highly qualified faculty team with strong research publication and industry background is one of the key USP of the institution.

## ABOUT TECH MBA PROGRAMME

**R L Institute of Management Studies**, an unit of Subbalakshmi Lakshmipathy College of Science is **an autonomous Institution affiliated to Madurai Kamaraj University and Re-accredited with A+ Grade by NAAC** with two decades of academic excellence, had its momentous beginning in the year 1998. Since its inception, the growth of the department has become significant in terms of creating noteworthy business managers and entrepreneurs.

**RLIMS Tech MBA** is a flagship two-year full-time program, blending core business management with cutting-edge technologies like **AI, Data Analytics, Digital Marketing, Fintech & Blockchain, and Business Intelligence**. It equips students for digital transformation roles through **industry-vetted curriculum, hands-on projects, foreign faculty sessions, and corporate collaborations**.



Estd. Sep 24, 1998  
[www.rlims.ac.in](http://www.rlims.ac.in)

**An Innovative  
Management Institution  
from the House of  
Leading Tamil News Daily  
**DINAMALAR (Madurai)****



## **Conference Theme:**

**“Intelligent Organizations for Sustainable Futures: Navigating AI, ESG, and Human-Centric Leadership in the Digital Era”**

## **Conference Overview:**

The RLIMS International Conference on Sustainable Business Practices centres on the evolving paradigm of intelligent organizations - enterprises that integrate AI-driven innovation, ESG commitments, and human-centric leadership to build sustainable futures. As artificial intelligence transforms decision-making and workplace systems, and as Environmental, Social, and Governance (ESG) priorities move to the forefront of corporate strategy, the conference explores how organizations can navigate this convergence to achieve long-term resilience.

This forum serves as a platform to examine how businesses can harmonize technological progress with human values and environmental responsibility. By bringing together scholars, industry leaders, and policymakers, the conference aims to advance research-driven insights and provide actionable frameworks that enable organizations to thrive responsibly in the digital era.

## **Aim of the Conference:**

The primary aim of the RLIMS International Conference on **Sustainable Business Practices** is: “To examine and promote strategies that enable organizations to develop intelligent, sustainable, and human-centric business models by harmonizing AI-driven innovation, ethical leadership, and environmental stewardship in the face of evolving workplace and organizational challenges”

## **By bringing together a diverse group of stakeholders, the conference aims to:**

Promote Knowledge Sharing | Foster Collaboration | Highlight Innovation | Inspire Action  
Influence Policy

Ultimately, the RLIMS International Conference on Sustainable Business Practices aims to redefine the global business landscape by fostering economic growth that is both environmentally responsible and socially inclusive. Through meaningful dialogue and strategic collaboration, the conference serves as a catalyst for impactful and enduring sustainable transformation.



## Conference Sub themes

### 1. AI-Driven Business Transformation and Agentic Systems:

► Exploring autonomous AI systems that can plan, execute, and optimize complex business tasks, including implementation strategies, governance frameworks, and impact on organizational structures.

### 2. ESG Integration and AI-Enhanced Sustainability Reporting:

► Leveraging artificial intelligence to enhance Environmental, Social, and Governance performance measurement, reporting automation, and strategic decision-making for sustainable development.

### 3. Hybrid Leadership and Digital-Human Connection:

► Examining leadership models that foster genuine human connections in hybrid work environments, with focus on emotional intelligence, virtual team management, and inclusive leadership practices.

### 4. Future-Ready Workforce and Reskilling Strategies:

► Addressing the evolving demands for continuous learning, digital literacy, and adaptive skills as organizations prepare their workforce for AI integration and technological disruption.

### 5. Digital Transformation and Hyper-Automation:

► Investigating the convergence of cloud computing, low-code/no-code platforms, microservices architecture, and intelligent automation for scalable business operations.

### 6. Circular Economy and Green Business Models:

► Scaling sustainable business practices from experimentation to company-wide execution, focusing on circular business models that align profitability with environmental impact.

### 7. Data-Driven Decision Making and Intelligent Analytics:

► Exploring advanced analytics, real-time data processing, and AI-powered insights for strategic planning, risk management, and performance optimization.

### 8. Innovative Business Models for Sustainability:

► Addressing emerging security challenges in the digital age, including post-quantum cryptography, hybrid security models, and building organizational resilience against evolving cyber threats.

### 9. Inclusive Innovation and Stakeholder Capitalism:

► Examining how organizations can create value for all stakeholders while driving innovation, with focus on diversity, equity, inclusion, and community impact.

### 10. Organizational Agility and Change Management:

► Developing frameworks for organizational adaptability, change leadership, and building cultures that embrace continuous innovation and experimentation.

### 11. FinTech Innovation and Decentralized Finance (DeFi):

► Exploring blockchain-based financial services, Central Bank Digital Currencies (CBDCs), smart contracts, and the transformation of traditional banking through decentralized finance ecosystems.

### 12. RegTech and Real-Time Compliance in Financial Services:

► Investigating AI-driven regulatory compliance, automated reporting systems, behavioral biometrics for fraud prevention, and the evolution from periodic to continuous compliance monitoring.

### 13. AI-Powered Hyper-Personalization and Omni-channel Marketing:

► Examining generative AI applications in marketing, real-time customer segmentation, behavioral targeting, and creating seamless personalized experiences across multiple touchpoints.

### 14. Social Commerce and Influencer Marketing Evolution

► Analyzing the integration of e-commerce within social media platforms, AI-driven influencer selection, creator economy models, and the shift toward authentic, community-centric marketing strategies.

## Call for Paper:

Academic papers aligned with the conference theme of Sustainable Business Practices are invited from both academia and industry professionals. Submissions are not restricted solely to the main theme; researchers may refer to the suggested sub-themes while preparing their papers. **The sub-themes include, but are not limited to, various emerging areas** across business, technology, sustainability, and organizational development. Participants may also submit papers from domains such as Marketing, Human Resource Management, Finance, Operations, Entrepreneurship, Technology Management, Sustainability Studies, or any other domain of their choice that meaningfully contributes to contemporary business research. The conference encourages diverse and interdisciplinary perspectives that enrich academic dialogue and support sustainable business innovation.

### Proceedings & Publication

The conference proceedings comprising all accepted papers will be published as a bound book with a registered **ISBN**. The publication ensures wide visibility and academic credibility for the contributors.

## Guidelines for Paper Submission

The papers submitted must be original and unpublished. All submitted papers will be subjected to peer review and plagiarism checks. The research paper should be submitted in the format provided below

► **Abstract and Keywords:** Each research paper must contain an abstract with 4-6 keywords.

► **Word Count:** The full paper should be between 3000 to 4000 words.

► **Font and Size:** Use Times New Roman, with font size 14 for headings (bold) and 12 for the body text.

► **Line Spacing and Alignment:** Line spacing should be 1.5, and the text should be justified with 1-inch margins on all sides.

► **Research Focus:** The paper must highlight a specific research problem and adhere to the appropriate research methodology.

► **Tables and Figures:** All tables and figures should follow a standard format, including the source (mandatory) and a footnote (if applicable).

► **Language:** Papers should be submitted in English and must be in MS Word format

## Awards for Excellence

To honor and celebrate the exceptional contributions of our participants, the **"International Conference on Sustainable Business Practices"** will present Awards for Excellence to the top three research papers. These awards recognize the innovative and high-quality research efforts that advance our understanding and implementation of sustainable business practices. Recipients will be selected based on originality, depth of research, relevance to the conference theme, and overall impact. This recognition not only highlights the outstanding work of the winners but also inspires all participants to strive for excellence in their research endeavors.

## Registration Process

The participants will have to register individually by filling out an online Google form and attaching a screenshot of the payment receipt in the space provided. In the case of multiple authors, each author must pay the registration fee and submit the Google form individually. Publication charges are not included.

***Link for Registration:***

***Refer Page No: 11***

***Link for submission:***

***Refer Page No: 11***

All registered presenters and participants will receive certificates in both soft copy (digital format) and hard copy as official recognition of their participation.

## Important Dates

**Conference Date:**

**January 09, 2026**

**Last date of submission of  
Extended Abstract and Full Paper:**

**January 03, 2026**

**Intimation of acceptance of paper:**

**January 05, 2026**

**Last date for registration and fee  
payment:**

**January 03, 2026**



### Chief Patron



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### Conference Convener



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Director - RLIMS



**Rev. Dr. D. Maria Antony Raj**  
Principal - Sacred Heart College  
(Autonomous) , Tirupathur



**Dr. V. Hema**  
Principal - Swami  
Swami Dayananda College  
of Arts & Science, Manjakkudi

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Head - MBA,  
Sacred Heart College



**Mr. S. Senthilvel**  
Vice-Principal - Swami  
Dayananda College



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Faculty Leader



**Dr. R. Sivajothi**  
Faculty Leader

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Faculty Leader



**Dr. K. S Karthik Babu**  
Faculty Leader



**Dr. D. Abraham**  
Faculty Leader



**Prof. P. Selvam**  
Faculty Leader

### Advisory Committee - Alumni



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**Shri. Priyadarsi Bal**

National Head (Retail Broking Division),  
Pacefin Stocks Pvt Ltd, New Delhi.  
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Madurai Kamaraj University.



**Dr. Shivkumar M Belli**

Associate Professor, Dept. of Management Studies,  
Central University of Karnataka

### Advisory Committee - Industry Expert



**Dr. T Ramprabhu**

Joint Director, Scientist, DRDO.  
Bengaluru – Karnataka.

### Conference Speakers - International



**Prof. Cambell Parsons**

Faculty Member, University of Groningen,  
The Netherlands.



**Dr. S. S. Jeyaraj**

Lecturer in Accounting and Finance,  
Guangxi University for Nationalities,  
Guangxi, Nanning, China

## Conference Speakers (In-Person)



**Dr. L. Rathakrishnan**

Senior Professor and Head - School of Management Studies,  
The Gandhigram Rural Institute, Dindigul.



**Dr. M. Sivakumar**

Chairperson & Head, School of Business,  
Madurai Kamaraj University,  
Madurai.



**Dr. K. Mathiyazhagan**

Chairperson - Research Centre,  
Professor - Thiagarajar School of Management, Madurai.



**Dr. R. Venkatesakumar**

Professor - Department of Management Studies, Pondicherry University,  
Pondicherry.



**Dr. C. Muthuvelayutham**

Associate Professor -  
Dept. of Management Studies,  
Anna University



**Dr. Ganesan Palanisamy**

Dean, Kalasalingam Business School,  
Kalasalingam Academy of Research  
and Education, Krishnankoil.





# Madurai History

Madurai, a major city in the Indian state of Tamil Nadu, is renowned as the cultural capital of the state and serves as the administrative headquarters of Madurai District. Governed by the Madurai Municipal Corporation since November 1, 1866, Madurai is situated on the banks of the River Vaigai and boasts a documented history spanning over 2500 years.

The city's history is deeply intertwined with the Tamil language and culture. It is believed that the third Tamil Sangam, a significant assembly of Tamil scholars, was held in Madurai. The city's recorded history dates back to the 3rd century BCE, with mentions by Megasthenes, the Greek ambassador to the Mauryan Empire, and Kautilya, a minister in the court of the Mauryan emperor Chandragupta Maurya. Archeological excavations in Manalur have revealed human settlements and evidence of Roman trade links dating back to 300 BCE.

Madurai has been ruled by several prominent dynasties, including the Pandyan Kingdom, Chola Empire, Madurai Sultanate, Vijayanagar Empire, Madurai Nayaks, Carnatic kingdom, and the British East India Company during the British Raj. The city is home to numerous historical monuments, with the Meenakshi Temple, Koodal Azhagar Temple, and Thirumalai Nayakkar Mahal being the most notable.

Often referred to as "Thoonga Nagaram," meaning "the city that never sleeps," Madurai has played a crucial role in Tamil history and culture for over two millennia.



**1. Meenakshi Amman Temple:** One of the most iconic landmarks of Madurai, this historic Hindu temple is dedicated to Meenakshi, a form of Parvati, and her consort Sundareswarar, a form of Shiva. The temple is renowned for its stunning architecture and intricate carvings.



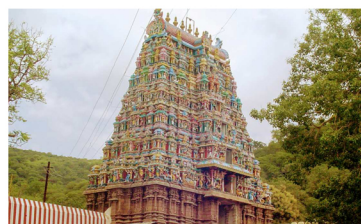
**2. Thirumalai Nayakkar Mahal:** A beautiful palace built in 1636 by King Thirumalai Nayak, showcasing a blend of Dravidian and Rajput architectural styles. The palace is famous for its majestic pillars and the Sound and Light show depicting the story of Silappathikaram.



**3. Gandhi Memorial Museum:** Housed in the historic Tamukkam Palace, this museum exhibits a comprehensive collection of items related to Mahatma Gandhi's life and the Indian freedom struggle.



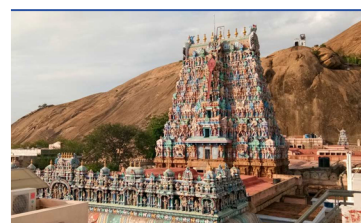
**4. Koodal Azhagar Temple:** An ancient Vaishnavite temple dedicated to Lord Vishnu, known for its beautiful sculptures and the unique depiction of Lord Vishnu in three postures - sitting, standing, and reclining.



**5. Azhagar Kovil:** Located about 21 km from Madurai, this temple is dedicated to Lord Vishnu and is situated in a picturesque setting at the foothills of the Alagar hills. It is a popular pilgrimage site, especially during the Chithirai festival.



**6. Pazhamudircholai:** One of the six abodes of Lord Murugan, located on a hilltop near Azhagar Kovil. The temple is surrounded by dense forests and offers a serene atmosphere for devotees.



**7. Thiruparankundram Murugan Temple:** Another of the six abodes of Lord Murugan, situated about 8 km from Madurai. This rock-cut temple is known for its ancient sculptures and religious significance.



**8. Samanar Hills:** These hills are located about 10 km from Madurai and are known for ancient Jain caves and inscriptions dating back to the 9th century. The hills offer panoramic views of the surrounding area and a peaceful environment.



# Registration Fee Details

Industry Professionals .....	₹1500
Academicians .....	₹750
Research Scholars .....	₹600
Students .....	₹500

**Note:**

Delegates can remit the registration fee by our College fee payment portal:



or scan this QR Code for payment:



**Scan to Register :**  
**International Conference on**  
**Sustainable Business**  
**Practices - 2026**

**Last Date : Dec 31, 2025**

# The Pandya Kingdom: A Brief Overview

## Historical Significance:

The Pandya Kingdom, one of the three ancient Tamil dynasties, flourished from the 4th century BCE and played a central role in shaping South India's political, cultural, and economic landscape. Celebrated in Sangam literature and noted by Greek and Roman writers, the Pandyas were recognized for their power and prosperity.

## Geographic Extent:

Their territory covered the southern regions of present-day Tamil Nadu, with **Madurai** as the vibrant capital. **Korkai**, famed for pearl fisheries, and **Alagankulam**, a key maritime port, strengthened their role as major players in Indian Ocean trade.

## Governance:

The kingdom was ruled by a powerful monarchy supported by ministers, chieftains, and village assemblies. The Pandyas maintained an efficient administration, strong military, and well-regulated revenue and trade systems, enabling both internal stability and international influence.

## Notable Rulers:

Prominent rulers like **Nedunjeliyan**, **Mudukudumi Peruvazhuthi**, **Maravarman Sundara Pandyan I**, and **Jatavarman Sundara Pandyan I** expanded the kingdom, enriched Tamil society, and strengthened political dominance across South India.

## Economy & Trade:

The Pandya economy flourished through agriculture, pearl fisheries, and extensive maritime trade. They exported pearls, spices, and textiles to Rome and Southeast Asia, while encouraging merchant guilds and foreign traders.

## Culture & Religion:

As strong patrons of Tamil literature, arts, and temple architecture, the Pandyas nurtured Sangam poetry and built landmarks such as the **Meenakshi Amman Temple**. While early rulers supported Jainism and Buddhism, later Pandyas emphasized Shaivism and Vaishnavism.

## Decline:

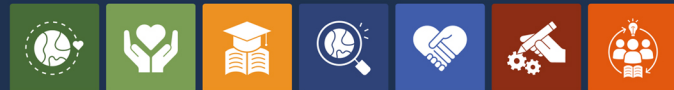
Successive internal disputes, conflicts with neighboring powers, and invasions by the Delhi Sultanate weakened the dynasty by the 14th century.

## Legacy:

The Pandya Kingdom's contributions to literature, trade, religious architecture, and Tamil cultural identity continue to influence South India today.



**PRME**  
SIGNATORY MEMBER



## Certificate of Membership 2025

This letter certifies that **R L Institute of Management Studies** is a Signatory Member of the Principles for Responsible Management Education (PRME), an initiative of the UN Global Compact. **R L Institute of Management Studies** became a PRME Signatory on **07 August 2025** and joins over 850 business and management-related higher education institutions as part of the largest organized relationship between the United Nations and management-related higher education institutions.

PRME is a United Nations-backed initiative founded in 2007 and is a global movement with the ambition to raise the profile of sustainable development in higher education and to engage students to deliver frameworks and action to solve society's global challenges.

Working through a set of Seven Principles, PRME's focus is to engage business and management schools to provide future leaders with the skills needed to balance economic, social and environmental sustainable development. PRME aspires schools to integrate the Sustainable Development Goals (SDGs) in research, education and partnerships and to inspire academic institutions with the work of the UN Global Compact.

**R L Institute of Management Studies** has committed to deliver a Sharing Information on Progress Report (SIP Report) every 12 months on its progress of embedding the Seven Principles into research, curriculum, and partnerships to drive the transformation of management education.

**PRME** Principles for Responsible  
Management Education

an initiative of the 





**ICSBP**

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