

13th NATIONAL CONFERENCE
ON
PERSPECTIVES ON SEMIOTICS TECHNOLOGY AND
BUSINESS MANAGEMENT

CONFERENCE THEME

The circumference of Semiotics Technology is very wide. There is hardly any significant discipline of knowledge in which it has not made its inroads. Semiotics Technology has also brought about a *volte-face* transmogrification in the domain of Business Management. It provides much more than merely compressing the time of information delivery. Communications, which is a part of it, provides the transformation of data from one site to another formerly via telephone lines, but now it also includes cable, microwave, optical fiber and satellite facilities. The personal computer has become as ubiquitous as the telephone. Voice, data, image and graphics are now transmitted from one end of the world to another. Speech, writing or signs, which are also subjects of deeper study and analysis of Semiotics Technology, can be transmitted through time and space.

In summation, all the fields of business management now largely depends on the technological systems, which Semiotics Technology controls. The Acceleration Chip Power (ACP), the Interconnection and Networking Capacity (INC), the Data Navigation, Multimedia and Hypertext (DNMH) are some manifest dimensions of the power and sophistication of Semiotics Technology, which effectively control Business Management these days. [Document Automation](#) in [Supply Chain](#) and [Logistics](#), [Domestic and International Payment Systems](#), [Enterprise Content Management](#), [Group Buying](#), [Print on Demand](#), [Online Shopping](#), [Online Banking](#), [Teleconferencing](#), [Electronic Tickets](#), [Social Networking](#), [Instant Messaging](#), [Digital Wallet](#) etc., are some areas of Business Management, where the application of Semiotics Technology is globally practised with wonderful results.

Semiotics Technology has given birth to the concept of smileys with a view to enabling the sender of the message to express his online emotions notwithstanding the conspicuous absence of his kinesics. It also recommends the abbreviated and shortened use of language for online communication. For instance, IAC stands for ***In Any Case*** and YIU for ***Yes, I Understand***.

Semiotics Technology empirically promotes innovation and creativity in an organization. It also promotes productivity, competence and stability in business. According to one estimate of international experts, approximately 20% productivity is enhanced by the faithful application of Semiotics Technology in a business organization.

In Indian context, the discreet use of Semiotics Technology in enhancing business productivity is the need of the hour. The clarion-call for Digital India and Make in India can gainfully be fructified if Semiotics Technology is wisely applied.

Keeping in view this motto, the Institute of Management Education is organizing its 13th National Conference on “***Perspectives on Semiotics Technology and Business Management***” on Sunday, the 23rd of April, 2017 at IME Campus. Eminent Scholars, Topnotch Researchers, Renowned Academicians, Corporate Big-Wigs and Eminent Administrators are attending the conference of great national importance.

SUB THEMES

1. Semiotics Technology: Wider Circumference and Ramification
2. Semiotics Technology and Business Communication
3. Integrated Marketing Communication
4. Online Communication
5. E-Commerce
6. Digitization
7. Supply Chain Management
8. Enterprise Control Management
9. Teleconferencing



- 10.Social Networking
- 11.Document Automation
- 12. Group Buying
- 13.Online Shopping
- 14. Promotion Mix for Advertising
- 15. Module Formation : Empiricism for Semiotics Technology
- 16 .Professional Communication
- 17. Technical Communication
- 18. Legal Communication

Conference Organizing Committee

Prof. H.P. Gupta
Vice-Chairman
&
Patron-in-Chief

Prof. S.D. Sharma
Director General
Conference Chair

Ms. Lalita Bishnoi
Conference Convener

Co-ordinators

Dr.Tripti Srivastava
Mr Ravi Kumar Rana
Ms Vandana Gupta

Date of Conference: **Sunday, the 23rd of April, 2017**

Eligibility for Participants: University/College teachers/Research Scholars/Business Executives/Entrepreneurs/Lawyers/Professionals from Corporate world/Social workers/Political activists/Students.



Submission of Papers: Conference paper should not exceed 10 typed pages on A4 size paper with font size 14, accompanied by an abstract of 250 words. Selected papers will be included in the proceedings of the conference to be brought out in PDF(CD). Papers must reach the Conference Convener by 15th of April, 2017. In case of any urgency please contact at 0120-2633424.

Fee: Rs.1000/- per participant (Teachers, Academicians, Corporate), Rs.800/- for Research Scholars and Rs.500/- for Students and others to be paid by Cash/DD in favour Institute of Management Education. Rs.100/- will be charged against a certificate for participation.



