

13th National Conference on Perspectives on Semiotics Technology and Business Management

The 13th National Conference on **Perspectives on Semiotics Technology and Business Management** was held on 23rd April, 2017 at the IME Campus. The Conference was attended by more than 100 delegates and over 25 papers were presented by the eminent academicians and top-notch corporate executives and well-known scholars. The Chief Guest of the Conference was Prof. (Dr.) R.D. Sankhyadhar, Former Pro-Vice Chancellor, G.B. Pant University, Pantnagar. Er. Mithlesh, Senior Manager, Infosys was the Guest of Honor. The Key-Note Speaker on this occasion was Prof. Babita, Dean, I.M.S. College, Ghaziabad.

Semiotics Technology has, of late, revolutionized the entire gamut of thought in the domain of Business Management. Conference on Semiotics Technology has been held for the first time at IME Campus in the entire NCR region. In this era of globalization and privatization, Semiotics Technology has brought about a *volte-face* transmogrification in the whole world. In India, too, this technology can be of immense use to Prime Minister Narendra Modi's dream project of Digitalization and Make in India.

This conference was organized under the Patronage and tutelage of Prof. H.P.Gupta, Vice Chairman, IME. The Conference Chair of this conference was Prof. (Dr) S.D. Sharma, Director General, IME. The Conference Convener was Ms. Lalita Bishoi, Auditor General, IME.

