

One day National Level Conference on Emerging Trends in Business and
Management: Issues and Challenges on 23rd February 2017

Dear Sir/ Madam,

**Greetings from Department of Business Administration, Shanmuga Industries
Arts and Science College, Tiruvannamalai, Tamil Nadu!!**

It gives us immense pleasure to inform you that our Institute is organizing, **One
day National Level Conference on Emerging Trends in Business and Management:
Issues and Challenges on 23rd February 2017.**

The Conference attempts to be a platform for Industry- Academia- Student
Interface to bring forth strategies for Managing Business in the face of market
turbulence.

We invite Academicians, Research Scholars, Practicing Managers, Entrepreneurs,
Bureaucrats and Students to participate and enrich the Conference by submitting
Research Papers.

Papers are invited on the main theme and sub-themes for the purpose of the
conference. Papers will be published in the Conference Proceedings with ISBN Code.

**For further details on important dates, guidelines for paper writing, etc,
please find the enclosed Brochure. We shall appreciate if you could forward this
mail to your colleagues to help in disseminating the information.**

We look forward to your full cooperation, presence and active participation in the
conference.

Regards,

Organizing Secretary

Prof. R. VENKATESAN

Head, Department of Business Administration,

For Details Contact

Faculty Coordinators

1. Mr. M. Sakthi, Mobile No: 9790939142
2. Mr. A. Kalaiselvan, Mobile No: 9159688949
3. Mr. S. Ajmadulla, Mobile No: 9962547864

One day
National Level Conference on
**Emerging Trends in Business and Management:
Issues and Challenges**
On
23rd February 2017

Organized by
Department of Business Administration



Organizing Secretary
Prof. R. VENKATESAN
Assistant Professor and Head,
Department of Business Administration,
Shanmuga Industries Arts and Science College,
(Certified Under Section 2(f) and 12B of UGC Act 1956)
Tiruvannamalai - 606603, Tamil Nadu
Mobile: 9994348599
Email: shanbbaconf@gmail.com
www.shanmugacollege.edu.in

About the College

Shanmuga Industries Arts and Science College, popularly known as SIASC, is a co-educational institution promoted by Shanmuga Industries Educational Trust, Tiruvannamalai. The college covers a vast area of land comprising class rooms, laboratories, computing Centre's, auditorium, hostel, library etc.

The UG and PG state of art computing laboratories caters around 300 computers with network, Linux/Unix, Win NT and internet facilities. The college boast a large collection of books, approximately 12,000 volumes for UG and 5000 volumes for PG. The Library also has a wide collection of Educational CD's and DVD's.

About the Department

The Department of Business Administration started its journey towards imparting a whole some management education in June 2008. With an objective of motivating and mesmerizing maturing managers, the department has been involved in developing student centric course curriculum and industry based on learning methodologies. The pedagogy of BBA program consist of lectures, Research Projects, case studies, seminars, workshops, management quiz, and other student centric activities. To update the knowledge and have a practical exposure of the industry, our department organizes seminar and industrial visit.

Objective of the conference

We are highlighting the current challenges related to Business Administration and Managerial areas. Our aim as to interrogate the existing policy and legislation landscape in relating to the marketing, finance, human resource, operation and information technology opportunities. We Endeavour to facilitate sharing of experiences/ successful models in management and business administration.

Venue: Main Auditorium, Shanmuga Industries Arts and Science College, Tiruvannamalai – 606603

Important Dates

Last date for Abstract submission : 06-02-2017
Notification of Acceptance : 08-02-2017
Registration last date : 10-02-2017
Full Paper submission : 12-02-2017
Conference date : **23-02-2017**

Registration fee

Students - Rs.250
Research Scholar - Rs.275
Faculty/Academicians - Rs.300
Industry / Others - Rs.350

The registration fee 10% discount is allowed for five or more than five papers presenting same institution/college.

Delegates may also attend a conference without submitting or publishing any research paper. (Registration Fee as per category wise applicable)

(Registration fee includes registration for the conference, tea and lunch, Conference kit, CD & eBook of proceeding with ISBN and Certificate. **Fee does not include accommodation charges**). There are so many economic hotel and Ashrams in Tiruvannamalai. The five outstanding papers will also be awarded with certificate. An early submission of the full paper for publication with registration fee will be highly appreciated.

Paper in Absentia

There is provision for paper presentation in absentia as well. The fee in absentia will be the same.

Registration Fee: DD or Transfer only

DD in favour of "Principal, Shanmuga Industries Arts and Science College" payable at Tiruvannamalai.

Online Transfer: A/c No. 31674768384, The Principal, IFSC : SBIN0010665, State Bank of India, Town Branch, Tiruvannamalai.

Who Can Participate?

The participants will be Faculty members, Research Scholars and graduates students of Arts, Science, Engineering and Management studies. These conferences also invite the School teachers/Industrialist and NGO/voluntary organization members for presenting the papers.

Conference Proceedings

Subsequent to the reviewing process of Research Papers ; Conceptual Papers/ Practitioner Papers and Case Studies, the selected papers would be published in the form of Conference Proceedings Book.

Guidelines for Authors

The following is the suggested format for paper submissions:

Papers must be sent by email to: shanbbaconf@gmail.com

- Length: 3500- 5000 words or 10-12 Pages
- Paper Title should be brief
- All authors' Title (e.g. Dr, Mr, Mrs, etc.) & Name, Affiliation, Email etc
- Abstract (not more than 150 words) and Keywords
- Introduction / Background / Objective/ Review
- Methodology, Findings, Analysis & Discussion
- Conclusion, Limitations and Recommendations
- References - Harvard or APA Style is required.
- Tables, figures, etc. in their appropriate location in the paper (if applicable)
- Margins: 1 inch or 2.5 cm. Font: Times New, 12 points
- Spacing: 1.5 between lines and 2 between paragraphs

The conference will feature a Key Paper Presentation on “Emerging Trends in Business and Management: Issues and Challenges”

The subthemes of the Seminar may be but are not necessarily limited to:

Finance and Economics

- Banking and Financial Services
- Risk and Insurance Services
- Economic Developments
- Security Analysis and Portfolio Management
- Business Environment

Human Resource Management

- Entrepreneurship Development
- Organizational Development and theory
- Human Capital and Audit
- Industrial Relations & Labour Laws

Marketing Management

- Internet Marketing
- International Marketing
- Consumer Behavior Analysis
- Service and Industrial Marketing
- Strategic Management

Operations Management

- Manufacturing Processes

- Project Management
- Six Sigma
- Productivity Management

Managing Information Technology

- Software Engineering
- Decision Support and Expert System
- Management of Software Development
- IT in Management

General Management

- Social Science
- Corporate Governance
- Business Ethics and Business Education
- Knowledge Economy
- Corporate Social Responsibility and Business
- Social Works & Sociology
- Business Innovations
- Knowledge Management
- Agri-Business Management
- Fashion Management
- Petroleum and Mining management

Data Protection

The information, you provide will be used for creating a list of delegates using your full name, organisation, and email address. This list of delegates will be made available to other conference attendees.

Chief Patron

Ln. Srin. KARITHIKEYAN, Secretary & Correspondent

Mr. N. Kumar, Treasurer

Patrons

Prof. AL. UDAYAPPAN, Academic Dean

Dr. K. ANANDARAJ, Principal

Conference Organizing Secretary

Prof. R. VENKATESAN,

Head, Dept. of Business Administration

Conference Coordinators

1. Mr. M. Sakthi, Assistant Professor / BBA
Mob.9790939142
2. Mr. A. Kalaiselvan, Assistant Professor / BBA
Mob: 9159688949
3. Mr. S. Ajmadulla, Assistant Professor/BBA,
Mob: 9962547864

Conference Advisory Board

Mr. K. Annamalai, Vice – Principal, Head/Commerce, Shanmuga Industries Arts and Science College,

Dr. D. Anand, Head, Dept of Business Administration, Govt Arts College, Tiruvannamalai.

Dr. Vinoth, Assistant Professor, Govt Arts College, Tiruvannamalai

Dr. G.Rajesh Kumar, Asst. Professor / BBA Govt. Arts College, Nandanam, Chennai.

Dr. Murugan Pattusamy, Data Analyst (Research Fellow), Australian Council for Educational Research India. New Delhi.

How to reach Thiruvannamalai

The town has its own railway station situated very close to the center of the town in the rail head from Vellore to Villupuram. The best way to reach the town is by doing a road journey. Nearest Airport -Chennai (187 kms), Tirupati (188 kms), Trichy (189 kms); Nearest Railway Station - Tiruvannamalai(2Kms), Vellore (85Kms), Villupuram (62Kms)

Tiruvannamalai weather

The place experiences hot summers, moderate rainfall and mild winters.

Tourist Attraction

The famous Arunachaleswarar temple, Ramana Ashram and Seshadri Swamigal Ashram are some of the places that hold a lot of religious as well as spiritual significance for not only the Hindus of south India but for the world at large. One can spot a lot of foreigners who have traversed from far to realize the quintessence of Indian spiritualism. Other tourism attraction places are Padavedu Renukambal temple, Nedungunam Ramar temple, Sripuram Golden temple (Vellore), Parvathamalai, Jawadhu Hills, Sathanoor Dam, Gingee Fort and Puducherry (110 Kms) formerly known as Pondicherry.



**One day National Level Conference on Emerging Trends in
Business and Management: Issues and Challenges
on 23rd February 2017**

**Department of Business Administration
REGISTRATION FORM**

- ❖ All characters fill in Caps letters only
- ❖ The registration fee 10% discount allowed for five or more than five papers presenting same institution/college
- ❖ The registration fee: Students -Rs.250 ; Research Scholar - Rs.275; Faculty - Rs.300; Industry / Others - Rs.350

1. Name:

2. Gender M / F

3. Date of Birth (dd/mm/yy):

3. Designation:

4. Institution/Company/ NGO:

5. Communication Address :

6. District:

State:

Pin:

7. Tel: -

8. Mob:

9. Email:

10. Category: Faculty / Research Scholar / Graduates/ NGO / Company/ Delegates

11. Whether attend the Conference: Yes or No 12. Paper Submission ID No.

13. Are you present paper in Absentia? Yes / No.

(If you can't attend, we will post the proceedings and the receipt of registration fee to you free of charge after the conference)

14. Theme of paper selection: Finance/Marketing/HR/ Operation/ Information Tech. / General Management

15. Title of the Paper:

16. Authors Detail (Each author must register separately):

17. Corresponding Author with Email:

18. Amount Rs. (Rupees)

A. DD. No.

Date:

Bank Name:

B. Online Transfer Ref. No.

Date:

Rs.

Place:

Date:

Applicant Signature

PLEASE RETURN the completed Registration Form, Final Papers, Copyright Form and payment proof of scanned copy by email shanbbaconf@gmail.com before Feb 12, 2017.

Address for Communication

**Organizing Secretary: Department of Business Administration, Shanmuga Industries Arts and Science
College Tiruvannamalai - 606603 Tamil Nadu Mobile: 9992348599 Email: shanbbaconf@gmail.com**