

National Conference on

MANAGEMENT – A CHANGING SCENARIO – NCMCS '10

March 06, 2010

CALL FOR PAPERS



Organized by:

Department of Management Studies
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ABOUT THE INSTITUTION

Panimalar Engineering College is a Christian Minority Institution of Higher Education meant for the aspiring youth, and comes under the direction of the Jai Sakthi Educational Trust. The College, Accredited by National Board of Accreditation (NBA), New Delhi and an ISO 9001:2000 certified institution located near Poonamallee, Chennai, inculcates a spirit of learning and discipline in a campus that offers top class facilities to its students. It ensures that all round development is imparted to every student who enters the portals of the Panimalar College, for sufficient focus is given to hone their communication and analytical skills.

ABOUT THE DEPARTMENT

The Department of Business Management has been playing a pro-active role in shaping the emerging and dynamic corporate culture across the world. We believe in imparting quality education to our students and in equipping them with the latest in the knowledge and skills to adapt them to the rapidly changing business scenario. With the turn of the century and the advent of new paradigms in business and academics, we are continually redefining strategies and focusing on new destinations. While we are retaining and building on our current strengths and assets, we are creating new relationships and synergies.

CONFERENCE OBJECTIVES:

1. Research based knowledge related to advanced changes in the global business and its management aspects among academicians and practitioners
2. Case studies and novel business applications of tools and techniques of data analysis, business analytics and business intelligence among academicians and practitioners
3. To disseminate expert knowledge on various upcoming management concepts and new trends

SUB THEMES: Papers are invited from academicians and practitioners on any topic mentioned in the list of conference topics and related areas. Applications, case studies, review and discussion papers on these topics and related areas are also welcome.

TRACK 1 – FINANCE IN CHANGING SCENARIO

- Policies for Economic Growth
- Trends in Capital, Money and Derivative Markets
- Mergers and Acquisitions
- Emerging Markets and Privatization
- Entrepreneurship/Venture Capital
- Risk Management
- Stock Market Dynamics in the wake of recent High Intra-Day Volatility
- Expansion of Private Commercial Banking in India
- Transmission of Stock market volatility across economies

TRACK II – HR IN CHANGING SCENARIO

- Knowledge Management
- Women Empowerment – Opportunities and Challenges
- HR Trends in 21st Century
- Business Ethics and Value Based Systems
- Talent Management
- Employer Branding
- Managerial Creativity and Organizational Excellence
- Scope of Entrepreneurship in globalized economy
- Role of Human Resource Management in BPR

TRACK III – MARKETING IN CHANGING SCENARIO

- Green Marketing and Co-operative Marketing
- Rural Marketing Practices and Strategies
- Emerging Trends in Advertising
- Retailing in New World Order

- Challenges of Brand Management
- Marketing Strategies for Emerging Markets
- Marketing Perspective of Recovery Management
- Logistics and Distribution Management in International Markets
- Service marketing the changed scenario
- Changing paradigms in Business Administration
- Growth of Rural Economy – Aspects & Methodology
- Comparative Growth patterns of Indian industry in the Post Globalization India

TRACK IV – PRODUCTION AND OPERATION

- Logistics and Supply Chain Management
- Quality Control Initiatives
- Work Study and Productivity
- Selection and Management of Technology
- Business Process Re-engineering
- Strategic Operations Management
- Measuring supply chain risks: Lessons from the financial world

For Abstract Submission

Abstracts must include a clear indication of the purpose of research, methodology, major results, implications, and key references. They are requested to adhere to the following:

- Length about 500 words excluding title/cover page and references,
- Margins 2.5 cm. or 1 inch Font Times New Roman, 12 point,
- Spacing 1.5 Title page Title, author(s), affiliation(s), contact details,
- Key Words: Four

Abstracts will be blind reviewed and only those abstracts approved by the reviewers will be selected. A soft copy of the abstract in Microsoft Office Word 2003/2007 version should reach the conference convener not later than **27.01.2010**. The electronic copy should be mailed to peccconfmba2010@yahoo.in mentioning track number on the subject line. Authors will be

will be notified of acceptance by **04.02.2010**.

REGISTRATION: Registration fee should be sent along with nomination form. Registration fee covers conference kit, boarding and lodging on twin sharing basis and formal dinner for out station candidates. Registration fee is not refundable.

Category	Registration Fees	Edited Book
Corporate Delegates/ Practitioners	Rs. 500	Rs. 350
Academicians (Faculty/Consultants)	Rs. 400	
Research Scholars	Rs. 250	
Students	Rs. 200	

Selected papers will be published in the conference proceedings with **ISBN** number.

IMPORTANT DATES

Last Date for Submission of Abstracts
27.01.2010

Notification of Acceptance of Abstract
04.02.2010

Last Date for Submission of Full Papers
15.02.2010

Last Date for Registration
06.03.2010

Please send the duly filled in Registration form with the Demand Draft to The Convener on or before **15.02.2010**. The Demand Draft should be drawn in favour of **“PANIMALAR ENGINEERING COLLEGE”** payable at Chennai.

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