

E.G.S. PILLAY ENGINEERING COLLEGE
Department of Management Studies
Nagapattinam – 611 002

REGISTRATION FORM
INTERNATIONAL CONFERENCE ON
“GLOBAL TRENDS IN MANAGEMENT”
05.05.2017

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E.G.S. PILLAY ENGINEERING COLLEGE
(Affiliated to Anna University, Chennai,
ISO 9001: 2008 Certified Institution)
Accredited by NAAC with ‘A’ Grade
Nagapattinam – 611 002, Tamilnadu.

Department of Management Studies
Organizes

INTERNATIONAL CONFERENCE
ON
GLOBAL TRENDS IN MANAGEMENT
(ICGTM'17)



Date : 05.05.2017, Friday

Venue : E.G.S. Pillay Engineering College
Department of Management Studies
Nagapattinam, Tamilnadu, India - 611002.

ABOUT THE INSTITUTION

E. G. S. Pillay Engineering College is one of the pioneering non-grant Engineering Colleges in the State. It was established by the G. S. Pillay & Sons Educational & Charitable Trust, Nagapattinam in the year 1995. Its courses are affiliated to Anna University, Chennai; Accredited by NAAC with “A” Grade, NBA accredited for EEE, Mech, CSE and the degrees are awarded by Anna University, as per the Government Orders. The College has earned the reputation of being one of the most preferred colleges by the students and parents all these years. Known for its excellent infrastructure and facilities for learning, the outstanding non-grant engineering college has registered impressive performance consistently. A gate-way to success, the college has now set on long-range planning to enlarge and enrich its programs and activities to empower the youth who aspire to become successful Managers, Engineers and Scientist.

ABOUT MBA DEPARTMENT

The Department of Management Studies was established in 2001. The department has highly qualified and experienced faculty members. The department has very good infrastructural facilities, well-furnished class rooms with LCD projector, seminar halls, computer laboratories and library. The teaching faculty members are active in conducting research and publishing papers in reputed Journals and Conferences. The Institution has already conducted five International conferences (ICAET 2011, ICAET 2012, IEEE-ICAESM 2012, IEEE-ICRDPET 2013 & ICIRM 2015) , ICIRM 2016, AICTE sponsored seminar on PDPEM 2013, National Conference on CMPCW 2014, NCETM 2015, NCEAMP 2016

INTRODUCTION ABOUT THE CONFERENCE

Global trends have great impact in today’s competitive world. It plays a vital part in the field of management. Through the new trends in the management aspects/techniques the managerial environment can be driven towards the impressive achievements. This conference will provide a wide platform to all the research scholars, academicians, publishers and the budding managers to view and share their opinions and as well as to get the awareness about the urge for creative managerial thinking at global level.

It will provide a good exposure to the students, research scholars, faculty members and practitioners when they are presenting, posting queries and reaching conclusions.

CONFERENCE OBJECTIVES

- ❖ To address the global trends in management field.
- ❖ To improve the creativity and innovations of the students in regards with management aspects.
- ❖ To apply latest management practices in their business domains.
- ❖ To educate and expose students to various management principles and global practices.

CHIEF PATRON

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Dr. R.Karthi, M.B.A., M.Phil., Ph.D.,

Director/MBA - EGSPEC

THEME

Themes of the papers are to be related to Marketing, Finance, Human Resources, Production and Systems.

SUB THEMES FOR PAPER PRESENTATION

MARKETING

- ❖ Creativity and innovation in marketing
- ❖ Multi-level marketing
- ❖ Green marketing
- ❖ Rural Marketing
- ❖ Advertising and branding
- ❖ Pricing Strategies
- ❖ Retailing
- ❖ New Product Development
- ❖ Social media & social marketing
- ❖ Sales force marketing
- ❖ Logistics and supply chain

- ❖ International marketing strategies
- ❖ Bench marking

FINANCE

- ❖ Foreign Direct Investment
- ❖ Venture capital
- ❖ Micro finance
- ❖ Mutual funds
- ❖ Financial Inclusions
- ❖ International Finance
- ❖ Corporate Finance
- ❖ Capital markets for today and tomorrow
- ❖ Financial innovations
- ❖ Stock market
- ❖ Capital and financial market today
- ❖ Recent approaches in banking

HUMAN RESOURCE

- ❖ Human capital management
- ❖ Cross cultural management
- ❖ Time and talent management
- ❖ Emotional intelligence
- ❖ E-recruitment strategies
- ❖ International HRM
- ❖ Training and development
- ❖ Leadership development
- ❖ Manpower Planning
- ❖ HR Audit
- ❖ Strategic HR management

PRODUCTION AND SYSTEMS

- ❖ New product design and development
- ❖ Computer integrated manufacturing
- ❖ Logistics management
- ❖ E – Operation strategies
- ❖ Management information system
- ❖ Data ware housing and data mining
- ❖ Lean manufacturing
- ❖ Supply chain Management
- ❖ Six Sigma

Topics are not restricted to above suggested tracks. Quality papers related to conference themes are also welcome.

ELIGIBILITY

Students, Research Scholars, Faculty members, Practitioners from Management Studies, Commerce, Economics, Political Science, Social Work and Statistics are eligible to participate.

Note:* PG, M.Phil. & Ph.D. Research scholars can also present their own research project.

PUBLISHING JOURNALS

- ❖ ICTACT Journal on Management Studies.

GUIDELINES FOR SUBMISSION OF ABSTRACT AND FULL PAPER

- ❖ Abstract should not exceed 250 words and must contain title of the paper, author/s name, institutional affiliations, email and keywords.
- ❖ Full paper should be limited to 5000 words including tables, graphs and references.
- ❖ The paper should be in **Times New Roman, Font size 12, with 1.5 line space.**
- ❖ The papers for the conference should be sent in the prescribed format by E-mail

IMPORTANT DATES

| | |
|--------------------------------|--------------------------------|
| Last date for receiving Papers | : 25 th April, 2017 |
| Intimation of Acceptance | : 30 th April, 2017 |
| Last date Submission of | |
| Camera Ready Paper | : 02.05.2017 |
| Conference Date | : 05 th May, 2017 |

The abstract and full paper is expected to be sent on or before the due dates to the following:

Conference mail id: icgtm17@egspec.org

REGISTRATION FEE (Per Author)

Academicians & Research Scholars : Rs.750/-

PG Students : Rs.500/-

*Publication Fee : The participants will be intimated after the review process. Additionally Rs.1000/- will be charged per paper (maximum of three authors per paper)

PAYMENT DETAILS

Payment should be made through crossed demand draft drawn in favour of “EGSPEC MBA DEPTEDUCATIONAL, payable at Nagapattinam” and sent to postal Address: The Director, Department of Management Studies, E.G.S. Pillay Engineering College, and Nagapattinam - 611002. Authors and Co-authors of accepted papers should register with separate registration form.

Conference kit, refreshment, lunch and certificate will be given.

THROUGH NET BANKING

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*Please send filled Registration form along with Research paper, Demand Draft or Net banking transaction copy to following address

**The Director,
Department of Management Studies,
EGS Pillay Engineering College,
Nagapattinam-611002**

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