

NATIONAL CONFERENCE
on
“EMERGE, CHALLENGE AND CHANGE
TO FLEXIBILITY – NEW MANTRA IN
THE PRESENT CORPORATE SCENARIO”

EXCELA'10

Date : 25th February 2010

REGISTRATION FORM

Name :

Institution :

Address for communication :

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Title of the Paper :

Accommodation : Yes No

Mode of payment :

If Cash Amount is Rs. _____

If DD then

Registration fee is to be paid by DD drawn in favour of
SCINTILLATORS, payable at Chennai. The fees include
conference materials, refreshments and lunch.

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(*The Photocopy of this form is permissible)

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SUBMISSION OF PAPERS

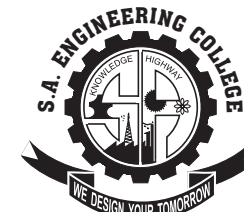
- ❖ After acceptance authors are required to submit the paper not exceeding 5 (A4 size) pages.
- ❖ First page should include the title of paper, names of authors, their affiliations, email address, and phone numbers with STD code. The author, to whom the communication should be made, must be clearly mentioned.
- ❖ All selected papers will be included in the proceedings of the conference on registration. At least one registration for the conference is mandatory for every accepted paper.
- ❖ High standards are to be ensured in all contributed papers and the competent reviewers will review all papers. Based on the comments of the reviewers, the organizers will decide on the acceptance of the papers.

Call for Papers
to participate in the
NATIONAL CONFERENCE

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Organized by

**Department of Master of
Business Administration**

S.A. ENGINEERING COLLEGE

*Accredited by NBA and
ISO 9001: 2000 Certified Institution*

Poonamallee – Avadi Road,
Veeraraghavapuram, Thiruverkadu,
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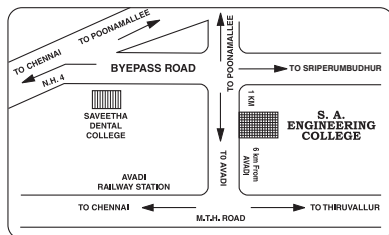
ABOUT THE INSTITUTION

S.A.Engineering college was established in the year 1998 and is managed by the Dharma Naidu Educational & Charitable Trust . The institution offers UG programmes in B.E & B.TECH (IT), and PG programmes in M.E., MBA & MCA which is approved by AICTE & affiliated to Anna University. It has shaped the caliber of executives who consider the effects of business on individuals, society, culture and the environment when they make management decisions. It has been in existence for over a decade, has excellent infrastructure, dynamic and energetic human capital as faculty members, and outstanding intellectual resources. The institute strives continuously towards achieving excellence. Apart from pursuing academic excellence, students and faculty members are encouraged to undertake a number of co-curricular and extra-curricular activities. In all activities, the institution thrives on challenges and truly believes that each success is only a milestone and not the final destination.

In recognition of the implementation of high caliber quality and administrative system of the institution and achievement of its goals, M/s. TUV Nord has accorded ISO 9001:2000 certification. National Board of Accreditation has also accredited it.

LOCATION

The college is located on the highway from Poonamalle to Avadi High Road at a distance of about 1 Km from Poonamallee Bye-Pass Road of the Chennai-Bangalore National Highway (NH4).



DEPARTMENT

The Department of Master of Business Administration came into existence in the year 2005 with a vision to impart excellent management education, with the necessary soft skills and managerial capabilities for the development of the students to emerge as full-fledged management professionals. With an intension to prepare the students to take up responsibilities in the management cadre of business organizations, the course employs a combination of theoretical and experiential learning. This will give them the required capabilities and competitiveness to emerge successful as corporate managers. It is our endeavor to provide the right attitude and requisite skills for rapid escalation to higher echelons of management.

CONFERENCE THEME

Predictions are perilous for any business as the pace of change in the next few years will be relentless. The companies that best understand the dynamics of this change and adapt fastest to the emerging business landscape will be the likeliest to prosper. To succeed characteristics of openness, speed, collaboration and flexibility will be increasingly critical. If an organization is to emerge as more competitive, resilient and vibrant then improving the productivity performance is absolutely paramount. Forgoing long-term sustainable growth by improving the productivity and profitability is much more challenging.

A return to strong productivity growth requires relentless hard work and innovation. It needs continuous reforms that can gradually change the fundamentals of the functional areas. And it demands bold and flexible leadership that looks beyond the distractions of the noisy business environment. Management education needs to emerge, challenge and change to be flexible to suit the expectations of organizations. As future managers, students should understand the importance of the present corporate scenario and try to make them more competent by being flexible. This conference aims to provide an in-depth exposure to assist faculty, professionals and students to attain managerial abilities and competence to meet the rising challenges facing organizations.

SUB THEMES

MARKETING

- E-marketing
- E-CRM
- Advertising and its impact
- Supply Chain Management
- Retail Management
- Indian Multinational Chain
- Brand Management- Issues
- Paradigm shift from Branded to non- branded consumer
- Customer retention strategy

FINANCE

- Capital Market
- FDI
- Accounting standards
- Venture Capital
- Financial Innovation
- Currency and commodity market
- Emerging Financial practices
- Micro Finance
- Diversification of finance function.

HUMAN RESOURCE

- HR Scorecard
- E-Learning
- Innovation in recruitment strategy

- HRIS
- Creating a culture of Innovation
- Cross cultural training
- Competencies for multiskilling jobs
- Managing global workforce
- Resonant leadership

OPERATIONS

- Six Sigma
- Business process Re-engineering
- Lean Management
- FMEA
- Zero Defects
- Reliability measures
- Quality control
- JIT
- Value engineering

OTHERS

- Balance of payment
- Paradox of Value
- Monetary and Fiscal Issues
- Poverty Alleviation
- Social Macroeconomics
- Reshaping Management Education
- Women Entrepreneur
- Web based business opportunities
- Cyber Crime

CALL FOR PAPERS

Papers reflecting original thoughts, research work and practical experience in the field are invited for presentation in the seminar. The abstract along with bonafide certificate, the title page should not exceed 300 words. The title of the page should include the following :

- Title of the paper
- Theme area
- Name of the author
- Communication address of author
- Phone / Mobile No.
- E-mail address

The full paper should be within 3500 words and printed in A4 size paper in Times New Roman with 12-font size and 1.5-line space.

IMPORTANT DATES :

Submission of full paper	: 10.02.2010
Information of acceptance	: 12.02.2010
Last date of registration	: 18.02.2010

REGISTRATION FEE :

MBA Students	: Rs. 150
Research Scholars	: Rs. 250
Industry Experts	: Rs. 750