

THE DEPARTMENT:

- ✍ A pioneer in offering BBA course in the Virudhunagar District, Tamilnadu.
- ✍ Engaged in rendering higher education since 1972 to mostly rural learners.
- ✍ A rich heritage of over 40 years in Business Administration Education at the under graduate level.
- ✍ Equipped with a fully loaded psychological laboratory.
- ✍ Manned by well qualified, experienced, and distinguished faculty members.
- ✍ Signed MoU with more than 20 business organisations for the cause of student benefit.

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Note: If the author/authors would like to get their papers published in indexed journals arrangements can be made at extra cost that would be intimated on request.

THE INSTITUTION:

Established in 1963, in the industrial town of Sivakasi, popularly known as "Mini Japan" in Tamil Nadu, the Ayya Nadar Janaki Ammal College (Autonomous) is a standing testimony to the wisdom and foresight of late Thiru P. Ayya Nadar, a leading entrepreneur and pioneering industrialist of this town. To-day, the Ayya Nadar Janaki Ammal College (Autonomous) is reckoned as one of the leading educational Colleges in Tamil Nadu with excellent infrastructure, competent faculty and promising learners.

From a very humble start with the then pre-university courses in 1963 and added with two Under Graduate courses in 1964, to-day the College is offering 18 Under Graduate courses, 15 P.G. courses, 11 M. Phil. and 7 Ph.D. courses.

Milestones:

- ✍ Established in 1963
- ✍ Conferred with AUTONOMOUS STATUS in 1987
- ✍ Conferred with FIVE STAR by NAAC in 1999
- ✍ Reaccredited in 3rd cycle with A Grade 3.67/4 by NAAC in 2012
- ✍ Conferred with COLLEGE OF EXCELLENCE by UGC in 2014
- ✍ Conferred with STAR COLLEGE status by DST in 2016
- ✍ Ranked 47th at National Level in NIRF, 2018



UGC SPONSORED INTER-NATIONAL CONFERENCE ON 'MANAGEMENT - THE PARADIGM SHIFT IN TURBULENCES'

At

Ayya Nadar Janaki Ammal College

Autonomous, ,

Affiliated with Madurai kamaraj University

Re-accredited (3rd Cycle) by NAAC,

with A Grade - CGPA 3.67/4

College of Excellence, and Star College

Sivakasi, Tamilnadu

Organized by

**Department of
Business Administration,
ANJA College,
Sivakasi**

On

25th June 2018

Special Invitee

Dr. Renuka Herath

Senior Lecturer,

Department of Marketing Management,
Faculty of Commerce and Management studies,
University of Kelaniya, Srilanka.

Department of
Business Administration,

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25th June 2018

Registration Form

Author Name and Affiliation:

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Title of Paper:

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CALL FOR PAPERS

Background: A paradigm shift occurs whenever there's a significant change in the way an individual or a group perceives something, and the old paradigm is replaced by a new way of thinking, or a new belief.

Corporations and other organizations also have paradigms that drive their policies and procedures. The current paradigms are being challenged by new approaches based on different beliefs and assumptions. New paradigms lead to new business models and production techniques, new forms of collaboration and cooperation, new forms of financing and ownership, and new forms of learning.

Themes:

1. *Push to Pull: the shift from pushing structures and products to pulling in resources and demand.*
2. *Consume to Create: shift from passively consuming to actively contributing and creating.*
3. *Assets to Access: shift from acquiring and hoarding knowledge to spreading and sharing knowledge.*
4. *Linear to Complex: shift from independent and predictable systems to interdependent adaptive systems.*
5. *Scarcity to Abundance: shift from scarce natural resources to using natural abundance.*
6. *Universal to Unique: shift from mass production to tailored and individualized artifacts.*

Papers are invited on any aspect in the functional areas of Management related to but not restricted to fulfilling a single or a combination of the above mentioned themes.

Aims/ Objectives:

1. Creating awareness about the concepts, principles and practices related to paradigms,
2. Revisiting the existing literature on the fundamental concepts and principles of paradigms and paradigm shift,
3. Inculcating a sense of social responsibility and social oriented management practice during paradigm shift,
4. Disseminating an enlightenment on the philosophy of turbulency and paradigm shift, and
5. Bringing out a printed Proceedings with ISBN number for long term reference.

Registration:

Category	Indian	International
Academicians :	Rs. 500	\$ 20
Scholars / Students:	Rs. 300	\$10
Industrialists:	Rs. 600	\$30

(In case of Co-authors, registration fee should be made for each author individually according to their category. There should be at least one registration per paper if more than one paper is submitted.)

All payments must be made through Demand Draft drawn in favour of the **PRINCIPAL, AYYA NADAR JANAKI AMMAL COLLEGE**, payable at **SIVAKASI**.

SPOT REGISTRATION IS ALSO ALLOWED. However, prior confirmation for inclusion in Proceedings is required.

Instructions to Authors:

All Abstracts and Papers should be prepared in MS-Word 2003-07 compatible form in Times New Roman Font 12 with 1.5 line spacing and full justified with 1" margin in all sides. Papers should follow a standard Journal format and references in APA style.

Abstracts may not exceed 200 words and Full Paper may not exceed 2000 words including references.

Abstracts and Full paper may be submitted via **e-mail (bba.anjac@gmail.com)**. However, **Full Paper** has to be submitted as a **Hard Copy along with a CD** version super-scribed with author's names on the CD.

Important Dates:

Conference : 25.06.2018

Final Date for submitting abstracts : **15-06-2018**

Date of intimating acceptance : **18-06-2018**

Final Date for submitting full paper : **22-06-2018**

(Abstracts should be accompanied with registration for the paper to be considered).