

Payment Procedure

Registration fee can be remitted through Demand Draft in favour of Sri Kaliswari Institute of Management and Technology payable at Sivakasi or can also be paid online to the Account number 0032608914123, State Bank of India, Thiruthangal Branch, IFSC Code : SBIN0012767 under information to the Convenor.

Important Dates

Abstract submission	: 22 nd December, 2017
Intimation of acceptance	: 27 th December, 2017
Last date for Registration	: 6 th January, 2018
Last date for submitting full papers	: 12 th January, 2018
Conference date	: Friday, 2 nd February, 2018

ABOUT SKIMT

Sri Kaliswari Institute of Management and Technology (SKIMT) is a standalone self financing co-educational institution offering AICTE approved MBA programme from the academic year 2008-09. SKIMT MBA programme prepares the students to tackle the complex business challenges of the future and to exercise leadership needed to obtain results through others. Differentiated by its massive industry linkage, the quality of its academic staff, the depth of its educational programme, SKIMT has achieved remarkable growth in terms of University Ranks and Campus Placement of students.

Conference Committee

Dr.P.S.Valarmathy, Director/Principal
Dr.S.Chandra Bose, Associate Professor
Dr.J.Prema Latha, Assistant Professor
Mrs.K.Shenbaga Lakshmi, Assistant Professor
Ms.P.S.Krishna Sudha, Assistant Professor

Convenor (s)

Dr.S.Chandra Bose, Associate Professor – Mob: 9944260280
Mrs.K.Shenbaga Lakshmi, Assistant Professor – Mob: 9943480800

CONTACT ADDRESS

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SRI KALISWARI INSTITUTE OF MANAGEMENT AND TECHNOLOGY SIVAKASI.

(Approved by AICTE, Affiliated to Madurai Kamaraj University)

NATIONAL CONFERENCE

on

EMERGING TRENDS IN MANAGEMENT PRACTICES IN THE GLOBALISED ERA

Friday, 2nd FEBRUARY, 2018

Website : www.skimtonline.org
Email : skimtconference@gmail.com
Phone : 04562-232641, 232649



About the Conference

21st century witnessed a radical change in business practices. Globalisation and the robust growth of information technology melt the barriers between the nations & lead to the evolution of global business. Manufacturing, marketing and distribution processes are managed by sophisticated real-time information systems. Computerised supply chain management has revolutionised the modern day business by facilitating better visibility & tracking. Colleagues working at different time zones at different part of the planet can see and hear each other as they work at their desks. The most notable trends in management has been the rise of business ecosystems i.e. groups of firms which together provide complex products and related services to meet end-to-end requirements of users across the value chain.

This conference will provide a platform for the academicians, business leaders, researchers & policy makers to understand the contemporary management practices & decode what lies ahead. The conference invites original contributions in the form of theoretical and empirical papers on the tracks mentioned below from academicians, research scholars as well as practitioners.

THEMES:

1. HUMAN RESOURCE MANAGEMENT

Impact of Globalization on HRM, Work-force Diversity, Corporate Downsizing, Work Life Balance, Employee Engagement, Performance Management, E-HRM, Knowledge Management, Competency Mapping, Role of HR as a Change Agent, Human Capital Management, Strategic HRM, CSR.

3. BANKING, FINANCE AND ECONOMICS

Innovative Services in Banking, Portfolio Management, Investment Banking, Financial Services, Behavioral Finance, Financial Intermediation, Risk Management, Financial Inclusion, Social Investment, Micro Finance, Banks Recapitalisation, Tax Reforms, India – Post Liberalization issues, Corporate Governance, World Economy and Trade, Demographic

2. MARKETING

Global Marketing, E Marketing, Marketing Metrics, Inbound Marketing, Branding Trends, Search Engine Optimization, CRM, Ethical Marketing, Green Marketing, Retailing, Business Ethics, Business Innovations.

4. OPERATIONS & SYSTEMS

Recent trends in Manufacturing, Ergonomics, Lean Management, Big Data, ERP, Optimum Inventory Management, Green Manufacturing, Green & Sustainable supply chain, Computer Aided Systems in Production, E-commerce, E-learning, Artificial Intelligence,

The above list is suggestive and not exhaustive.

Guidelines for Paper Submission

- ★ The Manuscripts should be in MS- Word format. Manuscripts must be double spaced, with 1-inch margins with “Times New Roman, Font Size 12, black.”
- ★ In the cover page (first page) please provide names, institute's addresses along with designation and email address of the author(s)
- ★ The paper should commence from the second page containing the title followed by the abstract not more than 250 words, keywords, and the main paper.
- ★ The Manuscripts should not be more than 3000 words.
- ★ Table and figures should be numbered consecutively. The title should be placed above the table and figure. The source should be indicated at the bottom.
- ★ All tables, charts, graphs, diagrams should be in black and white only.
- ★ References should be included at the end of the paper. All the references should be cited in the body of the text. The references must follow the APA format.
- ★ Authors may submit soft copy of the manuscripts to the mail id skimtconference@gmail.com Hard copies of the manuscripts are not accepted.

Conference Publication:

Selected Papers will be published in **ISSN Journal “Business Plus – ISSN 0975-9336”** which will be released on the day of the conference itself.

Registration Fee:

For participation & presentation -

- **Faculty - Rs.500/-**
- **Research Scholars & Students – Rs.400/-**
- **Industrialists –Rs.750/-**

For publication –

- **Registration Rs.500 plus Rs.250 per paper. For extra copies Rs.400 per copy.**

For in absentia publication –

- **Registration Rs.500 plus Rs.250 per paper. For extra copies Rs.400 per copy**

Registration fee includes registration for the conference, working lunch & tea, conference kit & certificate of participation. It is mandatory for at least one author to register for the conference to ensure inclusion of the paper in the conference publication. However, if all the authors want to attend the conference, they shall register individually.