


# KSR College of Engineering.

## Department of MBA

2018	National Level Seminar on "Emerging Management Paradigm In Global Business"	05.10.2018
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<ul style="list-style-type: none"> <li>Only selected papers will be allowed for presentation on the dais and it will be intimated through e-mail</li> </ul> <p><b>ORGANIZING COMMITTEE:</b>  <b>Chief Patron:</b>  <b>Lion Dr. K.S. Rangasamy, MJF</b>          Founder and Chairman,          K.S.R. Educational Institutions.</p> <p><b>Mr. R. Srinivasan , BBM, MISTE</b>          Vice-Chairman,          K.S.R. Educational Institutions.</p> <p><b>Patron:</b>  <b>Dr.P.Senthil Kumar</b>          Principal,          K.S.R. College of Engineering.</p> <p><b>Convenor:</b>  <b>Dr.N.S Shanthi</b>          Professor &amp; HOD/MBA</p> <p><b>Co Convenor:</b>  <b>Dr.S.P. Sreekala</b>, Associate Professor</p> <p><b>Coordinators:</b>  <b>Dr.K.Jothilingam</b>, Professor  <b>Mr.K.Selvaraju</b>, Associate Professor  <b>Dr.T.Vijayalakshmi</b>, Asst. Professor  <b>Mr.K.Sivasubramani</b>, Asst. Professor  <b>Mr. S. Vinoth Kumar</b>, Asst. Professor</p>	<p><b>REGISTRATION FEE</b></p> <p>Rs. 500 / - for Students / Research scholars / Academicians / Industrial Delegates</p> <p>Registration fee includes Seminar Kit, Lunch and Refreshments.</p> <p><b>IMPORTANT DATES</b></p> <p>Last date for abstract submission - 30<sup>th</sup> May 2019          Last date for sending full paper - 18<sup>th</sup> Jun 2019          Seminar Date - 28<sup>th</sup> Jun 2019</p> <p>Abstract and Full paper should be sent through          E-Mail- <a href="mailto:mbaksrce@gmail.com">mbaksrce@gmail.com</a></p> <p><b>MODE OF PAYMENT</b></p> <p>Payable by the way of Demand Draft drawn in favour of "The Principal, KSR College of Engineering, Tiruchengode" payable at Tiruchengode on or before 28.09.2018 and sent by post / courier to the following address.</p> <p>All Correspondence should be addressed to  <b>Dr.N.S.Shanthi</b>, Convenor  <b>Dr.S.P. Sreekala</b>, Co-Convenor,          Department of Business Administration (MBA),          K.S.R. College of Engineering (Autonomous),          KSR Kalvi Nagar, Tiruchengode – 637 215,          Namakkal Dt.Tamil Nadu.          Contact: +91 9894756679, +91 8012473711          E-Mail: <a href="mailto:mbaksrce@gmail.com">mbaksrce@gmail.com</a></p> <p>Spot Registration also accepted</p>	<p><i>National Seminar on Emerging issues and challenges in research in Management sciences in digital era</i></p> <p><b>28<sup>th</sup> June 2019</b></p>  <p>-----Organized by-----  <b>Department of Business Administration (MBA)</b>  <b>K.S.R. College of Engineering (Autonomous)</b></p> <p><b>KSR Kalvi Nagar</b>          Tiruchengode. 637 215,          Namakkal DT. Tamil Nadu.          Phone : 04288 – 274757          Fax : 04288 - 274757          E-Mail: <a href="mailto:mbaksrce@gmail.com">mbaksrce@gmail.com</a>          Website : <a href="http://www.ksrce.ac.in">www.ksrce.ac.in</a></p>
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<p><b>About the college</b></p> <p>K.S.R. College of Engineering was established in the year 2001 by the Aarthi Educational and Charitable Trust, approved by AICTE, New Delhi and affiliated to Anna University Chennai and Accredited by NAAC With 'A' Grade. The institution is conferred with the Autonomous status by UGC &amp; Anna University, Chennai in the year 2011. Our college offers 7 UG and 15 PG Programs in Engineering, Technology and Management. The college has completed eighteen years of dedicated service in the field of Technical Education and Management with an avowed mission to mould students into competitive and considerate Engineers, Technologists and Managers by diligently imparting the best of technical education, nurturing human values quality and maintain mutually beneficial partnership with industry through knowledge sharing, collaborative research and innovation.</p> <p><b>About the Department</b></p> <p>The Department of Business Administration was started in the year 2006, under affiliation of Anna University with intake of 60. The department is committed itself to improve academic excellence towards industrial standards with the state of the art infrastructure. The department dedicated to impart need based and value based management education to develop talented managers to face future global challenges and align them to today's societal needs. The entire infrastructure at the campus supports the student to groom as future corporate</p>	<p>leaders by providing all support systems to learn at prodigious rate.</p> <p><b>About the Seminar</b></p> <p>The 21<sup>st</sup> century is the era of flourishing Emerging Management Paradigm in Global business thoughts by the way of spreading the importance of technology in management. The various dimensions of technology and changes in the management act as a virtual capitalism and keep a pace in same equilibrium to lift up the growth of the business. The innovative dimensions of business practices provide an opportunity to develop the knowledge system and as a result the organizations are seeking knowledgeable workers with different kind of skill sets. On other hand, management faces many challenges and contradictions to implement the innovations within present culture and that leads to make revision in the functional part of Marketing, Finance, Human resources, Legal, Engineering and Technology. So it is vital for functional departments to become center of excellence in order to face challenges with the help of advanced management and technologies. <b>Paper Submission</b></p> <p>We Invite unpublished research papers, case studies and reviews from Academia, Students, Research Scholar, Faculty members and Industry experts to present their papers in the seminar in the following areas, but not limited to:</p> <ul style="list-style-type: none"> <li>➤ Marketing</li> <li>➤ Finance</li> <li>➤ Human resources</li> <li>➤ Engineering &amp; Technology</li> <li>➤ Economics</li> </ul>	<ul style="list-style-type: none"> <li>➤ Information &amp; Communication</li> <li>➤ International business management</li> </ul> <p><b>Guidelines for submission</b></p> <ul style="list-style-type: none"> <li>□ The National seminar invites unpublished, conceptual and empirical research papers and case studies on the various management related fields.</li> <li>□ Empirical research paper must include a clear indication of the purpose of research, methodology, major findings, implication and key references</li> <li>□ All papers will be subject to blind review by the expert committee.</li> <li>□ Abstracts, not exceeding 300 words, should reach us on or before the deadline. Author must clearly indicate the topic.</li> <li>□ Abstract and Full paper should be sent through email Id -<a href="mailto:mbaksrce@gmail.com">mbaksrce@gmail.com</a></li> <li>□ The contribution are requested to adhered to the following format:              File Format : Ms word (.docx)              Layout : Single Column              Abstract : One Page, Full Paper not more than 12 Pages              Font: Times New Roman, Line Spacing : 1.5              Font Size : Title – 14pts and Bold              Headings and Content - 12 pts,              Keywords : Maximum of five              References should be given at the end of the paper</li> <li>□ Maximum three authors shall be permitted per paper and each author should pay the registration fee separately</li> <li>□ All papers should be submitted along with authors name, affiliation of authors, contact number and e-mail Id.</li> </ul>
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## K.S.R COLLEGE OF ENGINEERING (Autonomous)

(Affiliated to Anna University - Chennai, Approved by AICTE - New Delhi)

Accredited by NAAC with A Grade

K.S.R KALVI NAGAR, TIRUCHENGODE - 637 215

### DEPARTMENT OF BUSINESS ADMINISTRATION (MBA)

### FACHMANN 2K18

### NATIONAL LEVEL MANAGEMENT MEET

On  
02.02.2018



Venue :  
C Block  
Conference  
Hall

#### Contact

Faculty Coordinator

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Registration Fee : Rs.100/-

Registration Before: 28.01.2018 at [ksrcemba@gmail.com](mailto:ksrcemba@gmail.com)

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Spot Registration also Accepted

