



**Department of Management Studies  
School of Management  
Pondicherry University  
Organizes**

**A Two Day International Conference**

**On**

**“Global Business Management Practices:  
Emerging Trends and Challenges”**

27<sup>th</sup> and 28<sup>th</sup> July, 2018

Venue: School of Management Auditorium

**About the University**

Pondicherry University, established under an Act of Parliament in the year 1985, has grown from strength to strength in all possible ways all these years and has become a place on the educational hub of the country. It has all the state-of-the-art facilities in all the Schools and Departments paving the way for the students to have a student-friendly, result-oriented academic environment with green ambience. The thrust areas of the University will be Research and Innovations both in Sciences and Social Sciences. It has already got visibility with respect to Science and Social Sciences with MHRD and UGC. The intellectually stimulating milieu, good pedagogy and a multi-cultural environment make the University very distinct and unique from the other institutions in India.



**About the Department**

The Department of Management Studies (DMS) has the unique position of establishing the first MBA program of the university in 1986 and for the past 32 years it has been catering to the needs of teaching MBA Program, Management Research, Organizational Development and Training Government Officials. It is one of the major departments, fully funded and supported by the University Grants Commission (UGC) and the All India Council for Technical Education (AICTE) of the government of India. Its Alumni are placed in high and coveted positions in Industry, Government and Academia in India and abroad

**About the Conference**

As the speed of knowledge generation and innovation has increased dramatically, organizations need to engage in external networks to optimize their business and develop activity. Management in the era of globalization has become a big challenge for the organizations. It requires creativity, market knowledge, profitability, efficiency and vision. The determination of success or failure of the business depends upon updating of management practices with recent trends in every corner of business like human resource management, marketing and finance.

With the above context, the conference aims at providing a suitable platform to policy makers, corporate professionals, academicians, researchers and others to discuss, exchange and present the ideas, thoughts and research work by covering the following sub-themes in the conference. The main goal of this conference is to give an opportunity to generate ideas and practical suggestions to improve the management practices in order to win in the globalized era.

**Sub-Themes for Research Papers**

Human Resource Management	Marketing
Digital/Emerging HRM	Innovation in Marketing
Employer Branding	E-Marketing
Engaging & Maintaining Human Resources	Innovative Retail Strategy
Green HRM	New Product Development
HRM & Entrepreneurship	Trends in Advertising
HRM & Corporate Ethics	Social Marketing
Strategic Human Resource Planning	Green Consumerism
Industrial Relations	Digital Marketing
Learning & Development	Brand Building
Leadership, with focus on self-leadership	Customer Relations Management And Social Media
Performance Management	Tourism Marketing
Organizational Behaviour	Green Marketing
Self-Sustaining Excellent HR Systems	Patterns of Consumer Behavior
Finance	Operations and Systems
Cost of Innovation	Advanced Material Management
Intellectual Capital	Advanced Production Management
Innovative Financial Products	Computer Simulation
Financial Econometrics	Six Sigma
Financial Inclusion	Innovation and Product Development
Financial Derivatives	Service Operations Management
Capital and Security Market	Supply Chain Management
Impact of Inflation	Data Base Management Systems
Behavioral Finance	Decision Support Systems
E-Finance	E-Commerce
Corporate Restructuring	Automation of Operations
Emerging Markets and Privatization	Technology and Innovation
Micro-Finance and Rural Development.	Business Process Reengineering
Monetary Policy	Business Intelligence Techniques

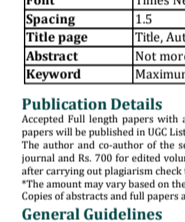
Others:

- > Impact of Demonetization/GST
- > Aviation Management
- > Corporate Governance
- > Mall Management
- > Social Entrepreneurship
- > E-Tailing

Note : the sub – themes are not exhaustive

**Conference Special Coverage**

Along with Technical sessions, there will be sessions on "Research methodology: Preparation of research models and development of hypotheses & testing and How to write research articles for standard international journals" by Dr. Satyanarayana Parayitam, Charlton College of Business, University of Massachusetts Dartmouth, North Dartmouth, USA



**Manuscript Submission Details**

<b>Maximum length</b>	5000 words excluding title, cover page & references
<b>Margin</b>	2.5 cm or 1 inch
<b>Font</b>	Times New Roman, 12 point
<b>Spacing</b>	1.5
<b>Title page</b>	Title, Author(s) affiliation and Contact details
<b>Abstract</b>	Not more than 150 words
<b>Keyword</b>	Maximum 5

**Publication Details**

Accepted Full length papers with abstracts will undergo a double blind peer review process. Selected papers will be published in UGC Listed Journals and remaining papers will be published in Edited Volume. The author and co-author of the selected papers have to pay an extra Rs. 1000\* as publication fee for journal and Rs. 700 for edited volume per copy. ONLY original research contributions will be entertained after carrying out plagiarism check through TURNITIN®.

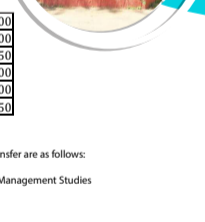
\*The amount may vary based on the nature of the journal.

Copies of abstracts and full papers are to be sent to the following e-mail id: gbmp.pu@gmail.com

**General Guidelines**

- 1.Registration fee should be paid by online transfer only.
- 2.Fees once paid will not be refunded under any circumstances.
- 3.Every participant shall be given conference kit (bag, note pad and pen) and certificate. However, conference kit will be provided only to participants who are present in the conference.
4. Working lunch and refreshments will be provided on conference days.
- 5.No TA/DA will be provided.
6. Participants should make their own arrangements for staying, breakfast and dinner.
- 7.No prior request and additional payment, accommodation may be arranged on first come first serve basis subject to availability of rooms in the university guest house.
- 8.The decision of review committee and panel members are final and binding.

**Registration Fee Details**



Students	Rs. 500
Research Scholars	Rs. 1000
Pondicherry University Student	Rs. 350
PU Research Scholars	Rs. 600
Academic and Corporate delegates	Rs 1500
Foreign Delegates	\$50

**Payment Details**

Payment can be made through NEFT and the details for online transfer are as follows:

Name : DMS-GBMP CONFERENCE, Department of Management Studies  
 Account No : 6625353931  
 Bank : Indian Bank  
 IFSC Code : IDIB000P152  
 Branch : Pondicherry University  
 City : Puducherry

Hard copies of the registration form along with online payment receipt or transfer reference number has to be sent to the address mentioned for communication

**Key Dates**

- > Submission of Full paper with abstract : 5<sup>th</sup> June, 2018
- > Intimation of full paper acceptance : 20<sup>th</sup> June, 2018
- > Early registration deadline : 27<sup>th</sup> June, 2018

**Conference Advisory Committee**

- Dr. R. Chitra Sivasubramanian, Professor and Head
- Dr. R. Panneerselvam, Professor
- Dr. R. Prabhakara Raya, Professor
- Dr. S. Hariharan, Professor
- Dr. T. Nambirajan, Professor
- Dr. B. Charumathi, Professor
- Dr. S. Victor Anandkumar, Professor
- Dr. Uma Chandrasekaran, Associate Professor
- Dr. R. Kasilingam, Associate Professor
- Dr. R. Venkatesakumar, Associate Professor
- Dr. S. Riasudeen, Assistant Professor
- Dr. B Rajeswari, Assistant Professor
- Dr. G. Madan Mohan, Assistant Professor

**Organizing Committee**

- Patron : Prof. Gurmeet Singh, Vice-Chancellor
- Chairman : Prof. G. Anjaneya Swamy, Dean, School of Management
- Conference Director : Dr. R. Chitra Sivasubramanian, Professor & Head, Dept. of Management Studies
- Conveners : Dr. L. Mothilal & Dr. K. Lavanya Latha

**Address for Communication**

Dr. L. MOTHILAL & Dr. K. LAVANYA LATHA  
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PONDICHERRY UNIVERSITY (A Central University)  
 School Of Management  
 DEPARTMENT OF MANAGEMENT STUDIES  
 A Two Day International Conference  
 On

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Registration Form

Name of the Author		
Gender	Male	Female
Designation		
Organization		
Address		
e-Mail		
Mobile		
Title of the Paper		
No. of Authors	Yes	No
Accommodation Needed		
Details of Fee Payment		
Amount		
Bank		
Transaction No. /ID		
Date of Transfer		

**Declaration**

I/We declare that the above mentioned paper is my/our original work and not presented or published elsewhere.

Author's Signature

Note: Scanned copy of duly filled and signed registration form along with proof of fund transfer (Transaction No./Screen shot) and full paper must be sent to gbmp.pu@gmail.com