

Registration Fee & Guidelines

- ❖ **Registration Fee:** Rs. 750 /- (Conference proceedings with ISBN along with footprint)
- ❖ Rs.2,200/- (Publication of Journal in UGC care list – Group 1)
- ❖ Rs.10,000/- (Publication of Journal in SCOPUS)

Payment Mode

The Payment for Registrations can be made through Online.

Online Payment Details:

The Convener
A/C No. 31072418785
IFSC Code: SBIN0010577
RGM CET Branch
Nandyal

REGISTRATION FORM

1. Name :
2. Branch :
3. College :
4. Address for Correspondence:
5. Contact Phone No :
6. E-mail ID :
7. Registration Details:

Signature of the candidate

CERTIFICATE

This is to certify that, the above member(s) is/ are bonafide student(s) of our institution and the information given is correct

Date:

Place:

Head of the Institution

CONFERENCE VENUE:

Management Block

SANTHIRAM ENGINEERING COLLEGE
NH-40, NERAVADA CROSS ROADS
Nandyal-518501, Kurnool Dist., Andhra Pradesh

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3rd NATIONAL CONFERENCE

On

EMERGING TRENDS IN MANAGEMENT IN THE PRESENT ERA (NCETM) - 2020

on

11th April 2020



Organized by

Department of Masters of Business Management

SANTHIRAM ENGINEERING COLLEGE

Approved by AICTE, New Delhi
Permanently Affiliated to JNTUA, Ananthapuramu,
An ISO 9001:2015 Certified Institution
Recognized under 2 (f) & 12 (B) of the UGC ACT, 1956
NH-40, Nandyal – 518501:: Kurnool Dist. A.P.
Visit us @ www.srecnandyal.edu.in



ABOUT COLLEGE

Santhiram Engineering College (SREC) is sponsored by M/s Sri Shirdi Sai Educational Academy, Nandyal. It is established under the able guidance of Dr .M. Santhiramudu, Chairman, in the year 2007 with a Noble motto "Education for peace and progress". The boundless energy of Er. M. Sivaram, Managing Director and Dr. M. V. Subramanyam, Principal of the college, are the source of inspiration to our faculties and students. SREC is permanently affiliated to Jawaharlal Nehru Technical University, Ananthapuramu and provides an excellent value based technical education by keeping the overall growth and development of students in mind.

Achievements of SREC

- SREC received BEST FASTEST GROWING ENGINEERING COLLEGE IN AP Award in 2014 from Dr. Smt. NAJMA HEPTULLA, Ministry of Minority Affairs, New Delhi.
- The BEST ENGINEERING COLLEGE in India with "AA" Grade Ranked by Career 360° Magazine.
- Dr. M. V. SUBRAMANYAM, Principal, received a National PATENT CERTIFICATE for his Research work in 2015.
- SREC Received 2 GOLD MEDALS from JNTUA, Ananthapuramu and 8 PRATHIBA AWARDS from the Govt. of A.P. till 2019
- Received 10 PMKVY Skill Development Centers in different departments.
- Recognized under GOLD CATEGORY in AICTE - CII Survey Recognized NPTEL Online Exam Center by IIT, Chennai, Received MICROSOFT CAMPUS AGREEMENT
- Received nearly Rs.20,00,000/- worth AICTE/IE/UGC Research Projects
- Signed MOU with LINCOLN University, Malaysia for bilateral R&D activities.
- Inked MOU with NUCLEUS VISION (Eleven 01 Labs) to promote Block chain Technology across Indian college students.
- Our student won the GOLD MEDAL in the 3rd HEROES TAEKWONDO INTERNATIONAL CHAMPIONSHIP, Thailand in 2017.
- Secured 2nd prize in AICTE CHHATRA VISWAKARMA AWARD, 2018.

ABOUT DEPARTMENT

The Department of MBA was started in the year 2007. The present intake of the Dept is 120. Well experienced and committed faculties are the strength for the department. The department works towards providing career based education in the field of management. The department offers the specializations in the areas of Human Resources, Marketing and Finance. Students of MBA received many recognitions not only in academics but also in non-academic activities. The department of MBA received **TWO PRATHIBHA AWARDS** till now.

ABOUT CONFERENCE

The "National Conference on Emerging Trends in Management in Present Era" aims at bringing together professionals to share their knowledge and experience regarding recent trends.

The importance of management education in modern world has been enhanced multiple folds because education, specifically management education is a vibrant process which is meant for moulding personality and behaviour of the students. They are the future corporate executives and budding business managers and help them to attain proper blend of knowledge and expertise for conquering excellence in management education. This conference will provide an opportunity to enhance knowledge and skills required to solve business problems and meet the challenges of a fast paced decision making environment. The conference aims at bringing together the best mind, both in the corporate and academic fields, to one forum and discusses the issues, challenges, strategies and recent trends in the area of business management. This conference will discuss relevant topics in order to provide a holistic vision on sustainable development.

CONFERENCE OBJECTIVES

- Bringing together leading Academicians, Corporates, Researchers and students to interchange their thought, experience and research results on the theme of the conference.
- Enhance knowledge of the participants.

Eligibility

Faculties, Research scholars, Industrialists, and Students of management background are eligible

IMPORTANT DATES:

Abstract/Full length paper submission	: 25 th March, 2020
Acceptance of Abstract/Full length paper	: 2 nd April, 2020
Registration starts from	: 3 rd April, 2020
Conference Dates	: 11 th April, 2020

CONFERENCE TOPICS

Themes related to H.R.:

- Cross Cultural Transition in HRM.
- Role of Artificial Intelligence in HR.
- Green HRM.

Themes related to Finance:

- Green Finance.
- Digitalization and cashless Economy.
- GST – Implications for Indian Economy.

Themes related to Marketing:

- Digitalization in social media Advertisement.
- Digitalization in CRM.
- Digital Marketing.

General Themes :

- Inspirational corporate Social Responsibility
- Green Entrepreneurship.
- Corporate Governance.

Any other relevant topics related to FINANCE, MARKETING, HR or general management.

Submission of papers

Full manuscript is to be prepared as per the author guidelines along with their affiliation and address for communication. The acceptance of the paper is based on stringent peer review process and the technicality of the paper presented. Registration is compulsory for attending and presenting the papers in conference and for publication in conference proceedings. Submit your Abstracts/full paper to the below mail ID

NCETM.2020@srecnandyal.edu.in

AUTHOR GUIDLINES

- Papers are invited from UG/PG students, research scholars, Faculty of colleges and Industrialists.

The paper must be in single column format 12 to 18 pages limited to 400 words per page. The papers should be sent in Microsoft Document Format (.docx or .doc) to the conference email address: NCETM.2020@srecnandyal.edu.in

- During the time of conference atleast one of the authors must register and should be available for presentation.