

SUBMISSION PROCEDURE (ELECTRONIC SUBMISSION)

All papers and abstracts must be submitted in MS Word with 1.5 spaces in A-4 size in Times New Roman font with 12 point size. The papers for the Conference should be sent in the prescribed format by E-mail to nationalconference.mba@cvsr.ac.in. Title of the paper, Author's Name, Institution Name and Address for Communication with Mobile No. & E-mail ID should be clearly mentioned in the paper. Hard Copies can also be submitted preferably by courier or post along with CD for Both Presentation as well as for In-Absentia Mode. All Submitted Papers will go through double blind review. The selected papers will be published.

IMPORTANT DATES:

Last Date for Submission of Abstracts: 27th November, 2018

Intimation of selected Abstracts: 30th November, 2018

Last Date for Submission of Full Paper: 30th December, 2018

Acceptance of full paper for presentation at the conference: 5th January, 2018

Last date for Registration: 10th January, 2019

Conference Date: 24th and 25th January, 2019

Selected papers will be published in UGC approved Journals.

REGISTRATION FEE

Delegates from industry : Rs. 1000/-

Academia and Research Scholars : Rs. 1000/-

Students (UG & PG) : Rs. 750/-

Author and Co-Author (S) of accepted papers should register and pay the registration fee for the conference separately. The DD for registration should be drawn in favor of "The Director", Anurag Group of Institutions, Payable at Ghatkesar, Hyderabad.

For online mode:

Name of the Bank: SBI

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The fee includes conference proceedings, Kit, lunch and refreshments. No TA/DA will be paid to the delegates.

ADDRESS FOR CORRESPONDENCE:

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FOURTH NATIONAL CONFERENCE ON "MANAGEMENT STRATEGIES FOR BUSINESS EXCELLENCE"

24th & 25th January, 2019

Organized By
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Hyderabad sits nestled amongst one of the oldest rock formations of the world, which are 2500 million years old.

To begin with, we are a city soaked in centuries of tradition with basking in its technology-driven success with old world charm existing alongside progressive thought. The place seems to have learned the lessons of adaptation and move ahead with the change. Claiming that Hyderabad has become the most preferred venue to host national & international conferences

Hyderabad is a city of nawabs and kebabs, biryani and sherwani, pearls and Paigahs, Haleem and arches, domes and tombs, minarets and modern buildings and also known as the 'Training Capital of India'.

It has several universities, medical institutions, BITS Pilani, Defense institutes, Research organizations, Banking training colleges, Language study centers, Animation academies, Modeling academies, Fashion technology institutes, Aviation academies and many more Technical institutes. The Indian School of Business (ISB), a top ranking business school which attracts students from all over the world

Irani Chai, samosa, Pearls, Pulla Reddy Sweets, Haleem, MirchiBajji, Jilebi, Bangles, Biryani, Paan, Hyderabad Specialties', Bewitching Palaces, Timeless Corridors, Fairy-Tale Courtyards, Whispering Water ways, Mouth-watering multi-cuisine.....

Apunkaa Hyderabad –lovely Hyderabad

Hamari Hyderabad Hamarishaan.....

Continuous improvement in key areas like creativity and innovation, work environment, team work, motivation level and organizational culture is the vital responsibility in deciding the fate of any business. Fundamental value of any organization is the quality of the product or services. The quality should be associated with the continuous improvement in identified key areas of the organisation to excel in any business.

Business excellence is a high level of maturity of an organisation in terms of management and result achievement. To achieve business excellence, there is an equal importance to non-financial and financial measuring of success. For business excellence it is also important that a company should apply financial strategies, Human Resource strategies, Marketing strategies, Technological strategies, Partnership strategies and so on.

The Sub themes of the Conference are:

Finance:

1. Financial Engineering
2. Financial Reforms
3. Mergers and Acquisitions
4. E-Banking and E- Commerce Security
5. Green Accounting
6. Global Financing
7. Forecasting in Financial Market

Human Resource:

1. Flexibility and Change Management
2. Managing Diversity
3. Social media in HRM
4. Human Capital Management
5. Work force Mobility
6. Strategic Talent Acquisitions
7. Strategic Leadership

Marketing:

1. Digital/ Internet marketing
2. Internationalization of services
3. Value Co-creation
4. Strategic approaches to customer experience
5. Marketing Planning and Forecasting
6. Customer Driven Excellence
7. Green Marketing

General Management:

1. Social Entrepreneurship
2. Corporate Social Responsibility and Ethics
3. Managing Technology and Innovation
4. Public Private Partnership
5. Operational Excellence
6. Economic Reforms
7. Organisational and Personal Learning