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National Institute of Technology, Warangal, Telangana, INDIA

**Registration Fee Per Author :**

Students - Rs.500 /-

Faculty /Research Scholar - Rs.750 /-

Industry/Corporate - Rs 750 /-

Note : Registration for all authors to be done separately.

**MODE OF PAYMENT :**

Payment should be made in the form of DD in Favour of  
"The Principal, Dhanalakshmi Srinivasan Engineering  
College", Payable at Perambalur.

**IMPORTANT DATES :**

Last date for submission of abstract : 25-01-2018

Intimation of Acceptance of Abstracts : 02-02-2018

Last date for submission of Full Paper : 10-02-2018



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**DHANALAKSHMI SRINIVASAN  
ENGINEERING COLLEGE**

(Approved by AICTE & Affiliated to Anna University, Chennai)  
Accredited with "A" Grade by NAAC & ISO 9001:2008 Certified Institution  
PERAMBALUR - 621 212

**National Conference on  
Recent Trends in Business  
& Management - 2K18  
(NCBM - 2K18)**

**27<sup>th</sup> March 2018**

**REGISTRATION FORM**

Name : .....

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**National Conference  
on  
Recent Trends in Business  
& Management - 2K18  
(NCBM - 2K18)**

Venue : Dhanalakshmi Srinivasan  
Engineering College Auditorium

Date : 27.03.2018

Time : 10.00 am to 4.30pm

**About the College :**

Dhanalakshmi Srinivasan Engineering College (DSEC) is the fruit of dedicated efforts of **Shri.A.Srinivasan Founder & Chairman** of Dhanalakshmi Srinivasan Charitable and Educational Trust, Perambalur. Our College is committed to achieve recognition as "Institution of Excellence" by consistently providing quality education in the fields of Engineering, Technology and Management with professionalism and global outlook ensuring continual improvement. DSEC currently offers 7 UG programmes in Engineering and Technology & 8 PG programmes. In recognition of our commitment to quality education, the globally renowned British Standards Institution (BSI), London has conferred our college with ISO 9001: 2008 Certification in November 2009. Our College is also accredited with 'A' Grade by NAAC in March 2015.

**About the Department :**

The Department of Management Studies was established in the year 2005, Affiliated to Anna University, Approved by AICTE and accredited by NAAC with 'A' grade. Over the years, Department of M.B.A has grown into a mature one with state reputation, imparting high quality management education. It has been playing a pioneering role in professionalizing International and Indian Management through its M.B.A programme.

**National Conference Theme :**

Much of the rise in living standards is due to innovation – this has been the case since the Industrial Revolution. Today, innovative performance is a crucial factor in determining competitiveness and national progress. Moreover, innovation is important to help address the global challenges. Rapid changes are taking place in every sphere of business and management. New ideas, technologies and methods are emerging for addressing new issues and problems to the business world is facing in the context of globalized and digitized market scenario. Thus new strategies are to be identified to face the new challenges and opportunities. Interaction and exchange of idea through the conference will certainly contribute towards generation of

knowledge which is extremely essential in the present context. This conference will give an opportunity to learn about recent trends in business and management.

**Objectives of the Conference :**

National Conference on Recent Trends in Business & Management-2K18 (NCBM 2K18) The main objective of the conference is to create a platform to bring together the Recent trends and practices in Business and Management that vary across the countries or continents to enhance global competitiveness and business growth.

**CONFERENCE STREAMS :  
MARKETING**

- Branding & Brand Equity
- Rural Marketing
- Digital Marketing
- Services Marketing
- Online Marketing
- Integrated Marketing Communications

**FINANCE**

- Finance & Accounting
- Finance Analytics
- Derivatives & Risk Management
- Portfolio Management Services
- Mergers & Acquisitions
- Mutual Funds

**HR**

- HR Accounting
- Human Capital
- Work Culture & Organization
- Contemporary Work Force
- Acquisitions & Recognition of Employee Strategies
- Work - Life Balance

**GENERAL MANAGEMENT**

- Business Policy & Strategy
- Business & Technology
- Global Innovation Index
- Corporate Ethics
- Social Responsibility
- Entrepreneurship

**Submission Guidelines :**

Authors are requested to send the soft copy of their paper as per the instruction given below to [ncbm2k18@gmail.com](mailto:ncbm2k18@gmail.com) on or before. 10.02.2018

Paper size : A4

Font style : Times New Roman (MS word file)

Font size : 12

Line spacing : 1.5

Full paper with abstract should contain title, name of the author(s), institution and corresponding email id with mobile number. At least one of the authors should present the paper in the conference. The Paper Should be original and unpublished work. Abstract should not exceed 300 words, and the paper should not exceed five pages. The selected papers will be published in the Conference proceedings with ISBN number.

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