

CONFERENCE OVERVIEW

Different management styles which will suit to different contexts depending on the company culture, size of the team, nature of the work or industry has become the need of the hour. Managers should have a flexible approach, to adapt to individual employees, allowing them to work according to their own individual style. The key determinant of any established business will survive in its ability to adapt to the changes brought on by the new economy, since needs have changed to cope with the new business. New management practices need to be developed. This conference is intended to deliberate on that in today's volatile economic and global environment, it is important to streamline the management practice to achieve the company vision, goals and strategic objectives in systematic manner.

GUIDELINES FOR PAPER SUBMISSION

- Original work should be submitted for the conference.
- Authors are invited to submit an abstract not exceeding 300 words.
- Length of the full paper should not exceed 3000 words.
- The paper should be typed in Times New Roman, 12 font size with 1.5 line spacing and 1" margin on all sides.
- Tables, Illustrations, Charts and Figures should be numbered and the sources of the same should be mentioned.
- References should be in the APA style.
- The first page of the full paper should have the Title of the paper, Name(s) of author(s), Postal address, E mail id and Phone number.
- The papers will be blind reviewed and only the papers approved by the reviewers will be selected for presentation in the conference.
- Acceptance of the paper implies that at least one of the authors will attend the conference and present the paper.
- Certificates will be issued only for the Presenter.
Submission of abstract and all communications have to be mailed to : editorjom@kvimis.co.in

CALL FOR PAPERS

FINANCE

Sub Themes:

1. Fiscal Sustainability
2. Micro Finance
3. Global Financial Crisis
4. Venture Capital
5. Forensic Accounting
6. Socially Responsible Investing
7. Foreign Exchange Market
8. Stock Market Strategies
9. Commodity Market
10. Financial Inclusion

MARKETING

Sub Themes:

1. Digital Marketing
2. Branding
3. Consumer Behaviour
4. CRM
5. Mobile Marketing
6. Market Research and Strategy
7. Rural Marketing
8. Services Marketing
9. Neuro Marketing
10. International Marketing

HR

Sub Themes:

1. Quality in Work Life
2. Employee Engagement
3. Agile HR practices
4. Change Management
5. Competency Mapping
6. Performance Management
7. Business Ethics
8. Organisational Learning
9. Global HR Practices
10. Change Management

SYSTEMS

Sub Themes:

1. Big Data Analytics
2. Cloud Computing
3. E- Business
4. E-Governance
5. Data Mining
6. Cyber Crimes
7. Capacity Building
8. ERP
9. Advanced Networks
10. Data Warehousing



Abstract submission	: 29.03.2017
Intimation of abstract acceptance	: 05.04.2017
Full paper submission	: 13.04.2017
Intimation of full paper acceptance	: 21.04.2017
Last date for registration	: 26.04.2017
Date of Conference	: 04.05.2017

REGISTRATION

DD must be drawn in favour of "The Principal, KV Institute of Management and Information Studies", payable at Coimbatore and issued by a nationalized bank. The Author name must be written behind the DD.

DELEGATES	REGISTRATION FEES	
	PRESENTATION ONLY	PUBLICATION
Corporate Executives / Practitioners	Rs.750	Rs.1250
Academicians	Rs.500	Rs.1000
Research scholars / PG students	Rs.350	Rs.850