

National Conference on "INNOVATIVE BUSINESS STRATEGIES IN MANAGEMENT"

18th April 2013
REGISTRATION FORM

1. Name :
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7. Paper Title :

8. Registration Category
Industry/Academic/student:

9. D.D.No :
- Date :
- Amount (Rs) :
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Date : Signature of the Applicant

Photocopy of the registration form may also
be used.

REGISTRATION FEE :

1. Corporate Delegates Rs. 750/-
2. Academic Members Rs. 500/-
3. Research Scholars and Students Rs. 300/-

A paper can be authored by a maximum of two persons. Each author has to register individually. At least one author of accepted paper should come and present the paper in the conference. The registration fee should be paid through Demand Draft drawn in favor of "THE PRINCIPAL, K.L.N.COLLEGE OF ENGINEERING" payable at Madurai. The fee covers, conference kit, proceedings of the conference, Refreshment and Lunch. No TA/DA will be paid to the participants.

IMPORTANT DATES :

Submission of full paper (A4 size not more than six pages using MS- Word, Font Times New Roman 12 point double spacing) along with abstract(within 250 words).

Abstract Date: March 20, 2013
Acceptance Date: March 25, 2013
Fullpaper Date: March 30,2013
Email id - klmbanc13@gmail.com

Papers are expected to be sent on or before due dates to email: klmbanc13@gmail.com

ORGANIZING SECRETARY :

Dr.T. Jothi Murugan, Director- MBA Dept.

COORDINATORS :

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9843560505
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"INNOVATIVE BUSINESS STRATEGIES IN MANAGEMENT"

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Organised by

**DEPARTMENT OF
MANAGEMENT STUDIES
&
CENTRE FOR RESEARCH**

**K.L.N. College of
Engineering**



**Pottapalayam-630611,
Sivagangai District, Tamilnadu
Phone:0452-2090971,72,73**



K.L.N. COLLEGE OF ENGINEERING :

K.L.N. College of Engineering is the first self-financing co-educational Engineering College started in Madurai in 1994. The committee of leading industrialists and eminent educationists led by industrialist late Shri. K.L.N. Krishnan sponsored the college. The college is affiliated to Anna University and approved by All India Council for Technical Education (AICTE). The college is located in the south eastern outskirts of Madurai. It is 11 Kms away from Madurai city. The college offers 7 undergraduate engineering programs and 6 master degree programs including MBA. The college has excellent state of the art facilities.

DEPARTMENT OF MANAGEMENT STUDIES :

The Department of Management Studies was started in 1998. The department is recognized as Centre for Research in Management Studies to offer full time and part time Ph.D research programs of Anna University. The Department also acts as Center for Distance Education for MBA program of Anna University. It has experienced and well qualified faculty members. MBA laboratory has 60 computer systems with internet connectivity and latest business application softwares like SPSS 21, Tally ERP 9, etc. The Department library has over 7674 books, magazines and online journals - EBSCO and J Gate (Social Science and Management). It has adequate infrastructure with spacious SMART class rooms, syndicate room, career lab, seminar hall and conference hall.

ABOUT THE CONFERENCE :

Business firms pass through many phenomenal changes with the advent and influence of technological and economical factors in the business climate. It is imperative need of the time to rethink and reengineer the business ideas for sustainable development. At this juncture, Department of Management Studies is taking an initiative to create a platform for sharing the innovative business ideas and strategies by practicing business professionals, research scholars and eminent academicians for fostering the business development from the current global economic slowdown.

FOR WHOM :

It is a platform for executives and entrepreneurs from tiny, small, medium and large scale industry to share their ideas and strategies. It is also an excellent opportunity to share the research findings of academia and research scholars. It is also a good platform for students of business schools to express their views and to understand the current scenario.

CALL FOR PAPERS :

Papers both on conceptual and empirical evidence are invited on the following themes: Innovative business strategies in

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|-----------------------------------|-------------------------------------|
| 1. Marketing | 6. Entrepreneurship |
| 2. Finance | 7. Rural Development |
| 3. Human Resource management | 8. Micro finance & SHG |
| 4. International Business & trade | 9. E-commerce |
| 5. Insurance & Banking | 10. Environment & Energy management |

ADVISORY COMMITTEE :

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5. Mr. Maruthappan – General Manager – DIC, Madurai
6. Dr. Joas Augustin, Managing Director, AAPL Infrastructure Ltd, Madurai.
7. Dr. Mattapalli Nagaraju, Principal, Thiagarajar School of Management, Madurai.

ABOUT MADURAI :

Madurai is a place of great historical and cultural importance. It was the capital of Pandya kingdom. Madurai city is famous for its temples with its rich architecture and sculptural works such as Meenakshi temple and it is also famous for textiles, Handlooms and silk sarees.

Madurai is the second largest city in Tamilnadu with many educational institutions and world class Hospitals like Aravind Eye Hospital and Apollo Hospitals. It is well connected to major cities by Air, Rail and Road. There are many places of interest around Madurai such as Kodaikanal, Rameshwaram and Vivekananda Rock at Kanyakumari. These tourist spots can be visited by road in about 4 hours.

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Indo Wind Energy Ltd,
Chennai.

PROFILE OF THE CHIEF GUEST :

Mr.Bala Venkat Kutty is the Chairman and Founder of BVK Group of Companies based at Mumbai. He is an alumini of Stanford School of Management- USA, Bharathidasan Institute of Management - Trichy and Anna University- Chennai .The group was established in the year 1994 with the activities in capital market securities, subsequently extended in the area of Wind Energy, Solar Energy and Property Development. Initially, the Group established Wind Mills and recently solar energy in the states of Tamilnadu, Andhra Pradesh, Karnataka, Gujarat and Maharashtra. The group has expanded its operations globally in UK and Netherlands . One of its group company Indus Finance is listed in BSE and Indo wind Energy is listed in India, Singapore and Luxumberg stock exchange.

