Address for communication
Convenor
Dr. T. Jothimurugan
Director- Management studies

K.L.N. COLLEGE OF ENGINEERING
Pottapalayam-630611, Sivangangai District, Tamilnadu,
Phone- 0452-2090971,72 extn : 246,268
Papers are expected to be sent on or before due date to:
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Organising Secretaries
Dr. A.C. Kannan
Mobile No: 98433 19763

Mrs. A.C. Anbudevi
Mobile No: 92442 31443

National conference on
“Emerging Trends and Challenges in Customer Relationship Management - 2011”
5th May, 2011

Organised by
DEPARTMENT OF MANAGEMENT STUDIES
K.L.N. COLLEGE OF ENGINEERING
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KLN College of Engineering has been in the forefront of setting standards in engineering education and research. The college has been established with the aim of providing quality education and research opportunities to students and researchers. The college offers undergraduate and postgraduate programs in various branches of engineering and technology. The college is well-equipped with modern facilities and state-of-the-art infrastructure. The college has a strong academic and research culture with a focus on innovation and excellence.

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Papers on contemporary concepts and empirical evidence are invited on the following themes:

EMERGING TRENDS AND CHALLENGES IN CRM

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Transport Services (Roadways, Railways, and Airways)
Retailing
Telecommunications
Any other related area.

IMPORTANT DATES

Submission of full paper: 31st January 2011
Conf. Proceedings: Available on request

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