

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

Registration form

1. Name of the author(s) : _____
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8. Registration category : _____
Industry/ Academic/ Student
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- Date : _____
- Amount (Rs) : _____
- Name of Bank : _____
- Date: _____

Signature of Applicant

Address for communication
Convenor

Dr. T. Jothimurugan
Director- Management studies



K.L.N. COLLEGE OF ENGINEERING
Pottapalayam-630611, Sivagangai District, Tamilnadu,
Phone- 0452-2090971, 72 extn : 246,268



Papers are expected to be sent on or before due date to:
klnccembaconference@gmail.com

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Mobile No: 92442 31443

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"Emerging Trends and Challenges in
Customer Relationship Management - 2011"
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Organised by
DEPARTMENT OF MANAGEMENT STUDIES
K.L.N. COLLEGE OF ENGINEERING
Pottapalayam-630611, Sivagangai District, Tamilnadu,
Phone- 0452-2090971, 72 extn : 246,268



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Mrs. K.G. Nalina
Mr. T.C. Suryanarayanaprabhu

Mr. R.S. Balasenthil
Mr. B. Palanivelrajan
Mr. V.S. Harshith Babu

PROFILE OF THE INSTITUTION

K.L.N College of Engineering has been the first self financing co-educational engineering college started in Madurai in 1994.

The committee of leading industrialists and educationists led by the industrialist late. Shri. K. L. N. Krishnan founded the college.

The college has been affiliated to Anna University of Technology, Madurai and approved by All India Council for Technical Education(AICTE). The college is located in the south eastern outskirts of Madurai. It is 11kms away from Madurai city. The college runs 7 undergraduate engineering programs and 5 Master programs including MBA. The college has excellent infrastructure and microwave link with a capacity of 10 Mbps & WI-FI Enabled campus.

PROFILE OF THE DEPARTMENT

The Department of Management studies was started in 1998. It has experienced and well qualified staff. The department laboratory has 60 computer systems with internet connectivity and latest business application software. The department library has over 7000 books, magazines and journals (42 national & 15 international). The department has adequate infrastructure with SMART class rooms, syndicate room, career lab and conference halls with WI-FI Enabled block.

FOR WHOM

It is a platform for business executives from tiny, small, medium and large scale industry, academic members, research scholars and students to share their ideas. It is also an excellent opportunity to share the research findings of academic and research scholars. So that all will benefit from such a conference. It is also a good platform for students of business schools to express their views and to understand the Emerging Trends in CRM.

SCOPE OF CONFERENCE

- The exact meaning of CRM is still subject of heavy discussions. However, the overall goal can be seen, as effectively managing differentiated relationships with all customers and communicating with them on an individual basis. Underlying thought is that companies realize that they can supercharge profits by acknowledging that different groups of customers vary widely in their behavior, desires and responsiveness to marketing.
- Loyal customers can not only give operational companies sustained revenue but also advertise as new marketers. To reinforce the reliance of customers and create additional customer sources, firms utilize CRM to maintain the relationship as the general two categories B2B (Business-to-Business) and B2C (Business-to-Customer and Business-to-Consumer) because of the needs and behaviors are different between B2B and B2C, so that the implementation of CRM should come from respective viewpoints.

CALL FOR PAPERS

Papers both on conceptual concepts and empirical evidence are invited in the following themes:

EMERGING TRENDS AND CHALLENGES IN CRM in the following sector industries :

- FMCG
- Banking
- Insurance
- Hotels
- Hospitals
- Transport Service (Roadways, Railways, and Airways)
- Retailing
- Telecom
- Any other related area.

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 "PRINCIPAL, K.L.N. COLLEGE OF ENGINEERING" payable at Madurai. The fee covers, conference kit, transport, proceedings of the conference, Refreshment and Lunch. No TA/DA will be paid to the participants.

IMPORTANT DATES

- Submission of full paper/A4 size using MS-WORD, Font type TIMES NEW ROMAN 12 point double spacing) along with the abstract (within 250 words) on or before 25-04-2011.
- Acceptance intimation 28-04-2011

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 the Tamil Nadu 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 around Madurai such as Kodaikanal, Rameshwaram and Vivekananda Rock at Kanyakumari. These tourist's spots can be visited by road in about 4 hours.

ADVISORY COMMITTEE

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