

#### GUIDELINES FOR AUTHORS

- ✓ Authors are asked to mail their article to [hicasmba2019@gmail.com](mailto:hicasmba2019@gmail.com). All papers must be in Times New Roman with font size 12. Article shall be between 5 to 8 pages. Paper to be submitted should not be previously published in other Conference / Journal. All the papers will be reviewed by the expert committee and the corresponding author of selected paper will be intimated through e-mail.
- ✓ Papers received after the deadline will not be entertained. At least one author should register and present the selected paper. Maximum 3 Authors are permitted per paper.
- ✓ Selected paper will be published through online.

#### Fee Details

Authors	Fee Details per paper
Single Author	Rs 900
Double Author	Rs 1500
Triple Author	Rs 2000
Student only(single/ Double/ Triple Authors)	Rs 500
Research Scholars only (Single/ Double/ Triple)	Rs 700
Registration fee	Rs 300

#### MODE OF PAYMENT

All the payments shall be made through DD / Cheque / Cash in favour of "Hindusthan College of Arts and Science", payable at Coimbatore.

#### IMPORTANT DATES

Last date for submission of abstract and paper : February 28, 2019.  
Last Date for Registration : March 2, 2019.  
Conference Date : March 9, 2019.

#### CONFERENCE COMMITTEE

Chair : Mrs. Sarasuwathy Khannaiyann,  
Managing Trustee,  
Hindusthan Educational and Charitable Trust.

Co-chair : Dr. Priya Satish Prabhu,  
Secretary,  
Hindusthan Educational and Charitable Trust.

Patron : Dr.A.Ponnusamy,  
Principal, Hindusthan College of Arts and Science.

Co-ordinator : Dr.D.M. Navarasu,  
Director - MBA,  
Hindusthan College of Arts and Science.

Organising Secretary : Dr.D.Kalpana,  
Professor, PG & Research Department of  
Management Studies, Hindusthan College of Arts  
and Science.

#### ORGANIZING COMMITTEE

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*Hindusthan College of Arts and Science - MBA  
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Behind Nava India, Coimbatore - 28.

*Hindusthan College of Arts and Science - MBA*  
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## THIRD NATIONAL CONFERENCE



*ON*

"APPLICATION OF MODERN  
MANAGEMENT THOUGHTS

in association with

INTERNATIONAL JOURNAL OF  
ADVANCE AND INNOVATIVE  
RESEARCH"

9th MARCH 2019

## ABOUT THE INSTITUTION

Hindusthan College of Arts and Science (Autonomous) is a constituent of Hindusthan Educational and Charitable Trust. It was established in the year 1998 by the eminent industrialist and humanitarian Shri T.S.R KHANNAIYANN, Chairman, Hindusthan group of companies. The college is affiliated to Bharathiar University and it is accredited by NAAC and recently achieved the autonomous status in the academic year 16-17. We believe education can transform and create compassionate communities, and a sustainable future. Towards this end, we nurture the spirit of curiosity, foster a sense of ethical perspective, promote the relevance of service towards communities, and incorporate new initiatives in pedagogy, research and industry collaborations. We at HICAS provide education that enables student transformation into responsible citizens and face the future with knowledge, confidence, commitment, compassion and resilience.

### About the Conference

Today in the enterprise, nothing is ever at rest; everything is fast and getting faster. From critical business processes to HRM, Marketing, or email everything seems to be running at a breakneck pace. Work is always working, even if we aren't. Business agility is the coin of the realm. Attempts to keep up with the increasing speed of the enterprise through the business process automation have, conversely, slowed things down. This is not truer than when looking at information management in isolation. Many organizations apply the same strategies and deployment architectures for information management and business process automation that would have been used a decade ago. However, this era of complex and monolithic enterprise software dominance is nearing its end. Business apps are fast, flexible, easy to build applications for streamline work and pull your information and systems together introducing an entirely new way to approach the question of business process automation and generate business agility. Modular business applications have the power to span an organization, drive business outcomes and deliver towards competitive advantage. They can be rapidly built, easily adapted and powerful enough to scale across soloed business systems and data.

We expect concrete and substantial contribution from the participants in the form of research papers, descriptive articles,

case studies etc. The same can be discussed before the forum for extracting the fruitful, constructive and insubstantial applications of modern management trends in the business area.

### CALL FOR PAPERS

#### MARKETING

- Business branding make your brand work.
- Brand management with focus to make in India.
- Retail revolution in rural India.
- Conquering the marketing war.
- Customer retaining.
- Market forecasting : Idealistic future prediction.

#### PSYCHOLOGY AND HUMAN RESOURCES

- Emergence of modern leadership styles.
- Challenges in employee empowerment.
- Emotional intelligence : As a skill based tool for managerial performance.
- Competency based performance appraisal.
- Strategic issues in global change management.

#### ENTREPRENEURSHIP

- Identification of business opportunities and mechanism for selection of new business.
- Development of women entrepreneurs.
- Technical guidelines for first generation entrepreneurs to start business units.
- Product selection and technology choice assistance for R&D entrepreneurial labs.
- Technological adoption towards entrepreneurial advancement.

#### FINANCE

- Impact of capital market on today's economy.
- Role of technology in Investment decision making.
- Impact of GST and Demonetization towards Indian financial stability.
- E- Finance and Cashless economy.
- FOREX Volatility and its Global Fallout.

## ECONOMICS AND CURRENT ADVANCES IN SERVICE SECTOR

- Success parameters to sustain industrial growth.
- Tourism/ Media / Tele communication as the leading service sector.
- The new age of Fiscal austerity.
- Emergence of Technologies in Health care sector.
- Service industry: Profit meets passion.

#### LOGISTICS

- Global change in supply chain management.
- Emergence of logistics as a management discipline.
- Opportunities and challenges for logistics industry.
- E- Logistics , a new way of advanced business.
- Outsourcing in the new economy.
- Adoption of technologies in supply chain management.

#### INTERNATIONAL BUSINESS

- Global economic prospects.
- Impact of global business towards Indian economy.
- Global Business trends : A guideline for Indian firms.
- Emergence of global giants in Indian market.
- International Technology Transfer and its implication on Indian business.

#### NOTE

Participation should make their own arrangements for travel and accommodation.

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