

Maximum Three Authors
per paper may be allowed
Spot Registrations Permitted

All the Registered Participants will be Certified

CONFERENCE COMMITTEE:

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Dr. T. ABANGANNAL, Chennai, AMEE

Shri. L. M. MANI, Chennai, AMEE

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Organizing Secretary :

Dr. R. MOORATHAN, Chennai

Professor and Head, MBS, AMEE

Mobile : 9442780255, 9443470199

THE ADDRESS FOR ALL CORRESPONDENCE

The Conference:

International Conference

Department of M&A

Annai Mathammal Sheela Engineering College

Edumapatty, Namakkal-637013,

Tamilnadu, India

E-mail : amee2013@gmail.com

Mobile : 94488 28900, 97511 55543

College Location: Namakkal — AMS — Thuraiyur



**ANNAI MATHAMMAL SHEELA
ENGINEERING COLLEGE**

EDUMAPATTY, NAMAKKAL - 637013, Tamilnadu, India.



Conference Chief Guest:

Dr. J. SHANMUGAN,

Department of Business Studies,

Sri Lanka University College,

University City of Sharjah,

P.O. Box 1381, Sharjah, U.A.E

Dr. A. TAMILARasu,

Asst. Professor in Cooperative Accounting,

Department of Cooperatives,

Institute of Cooperatives and Development Studies,

Arabia University Near Sharm Shikha Oasis Region,

P.O. Box : 18, Aqaba, Kingdom.

Organizing Committee:

◆ **Dr. N. Devi**, APMSA

◆ **Prof. P. Tamilaswami**, APMSA

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**ANNAI MATHAMMAL SHEELA
ENGINEERING COLLEGE**

DEPARTMENT OF MANAGEMENT STUDIES

(Chartered by: MBA, ISO 9001:2008 Certified Institution, Approved by: AICTE,
Affiliated to Anna University, Chennai.)

EDUMAPATTY, NAMAKKAL - 637013, Tamilnadu, India.



The Management, Principal,
Faculty and Students cordially invite you for an

5th INTERNATIONAL CONFERENCE

ON

"IMPACT OF GLOBAL CRISIS IN INDIAN BUSINESS"

25.10.2013, Friday

Theme:

The dawn of 21st Century has witnessed with globalization, liberalization and internal trade liberalization. Traditional competition has been replaced by a strong sense of intense hyper-competitive challenges on a global scale. In the building of the changing competitive new world market, most of the growing economies start recognizing their potential strength in their domains of expertise. In the process, new approaches of achieving competitive edge employed and most of them to achieve based competitive strategy in Global level. This whole process of difference between earlier capital based and new customer based approach has resulted in inclusion of all kind and indirect stakeholders of the business. This is how with intense and well business processes and strategies. Value-based competition is a positive issue. When value improves, both capacity, firms and customers benefit. The firms that find ways to increase customer value are winners and are rewarded with more business. Customers also win in quality customer and growth rate. The firms that find ways to provide high value for customers, the more winners there are. Thereby focus on firms that fail to deliver good value. When based competition is the type of competition to use is totally correct.

Field: Economics, Commerce, Management & Administration, Engineering & Technology, Law, Systems & Information and Communication Technology (ICT), Hotel & Tourism Management, Airlines, Financial Services, Health Care, Other relevant Areas, etc.

Conference Objectives:

Now a days, the world economy is getting more changes due to globalization, liberalization, political changes, technological changes, social changes and so on. This will affect our business environment in various ways. Therefore, we are having the responsibility to present our future business and make them properly. So we will discuss through our conference.



Contents of Conference:

1. Selected Papers will be published in the Conference Edited Volume Book with ISBN with full Copyright and subject matter.
2. Selected Research Papers will be published in ISSN International Journals with full Copyright and subject matter.
3. All abstracts will be published in the conference proceedings in book form.
4. All papers will be reviewed by a panel of experts and then decisions will be final and binding.

SUBMISSION OF THE PAPER:

- GENERAL MANAGEMENT**
- Supply chain
 - Enterprise-wide strategies
 - Intellectual Capital and Knowledge Management
 - Corporate Governance
 - Change Management
 - Crisis Management
 - Cost Leadership
 - Focus Strategies
 - Outcome based strategies in Management
 - Education
- HR ISSUES**
- Strategies HR for Competitiveness
 - Performance Management
 - Compensation Management
 - Work Life Balance
 - Cultural Diversity and Human Capital
 - Job Design
 - Turnover HR Practices
 - Employee Privacy Threats
 - Talent Management
 - Managing Knowledge Workers
 - Stress Management

FINANCE & ACCOUNTING ISSUES

- Portfolio Management
- Risk Management
- Corporate Financial Practices
- Wealth Management and Financial Planning
- Money Finance
- Global Finance and Accounting Practices
- Financial Engineering
- Mergers and Acquisitions
- Strategic Cost Management
- Working Capital Management
- Financial Accounting
- Management Control System
- Export Credit and Finance

MARKETING ISSUES

- Market Segmentation, Targeting & Positioning
- Integrated Marketing Communications
- Comparative strategies in services marketing
- Advertising and Brand positioning
- International Business Marketing
- Retailing, Franchising and Telemarketing
- Product Differentiation strategies
- Mobile Marketing, Local Marketing & International Marketing

OPERATIONS ISSUES

- Effective Operations & Logistics
- Project Management
- Total Quality Management
- Business Process Reengineering
- Revenue Engineering
- Six Sigma and Quality Management
- World Class Manufacturing

SYSTEMS MANAGEMENT ISSUES

- Data Warehousing & Data Mining
- SOA & Cloud Computing
- Enterprise Resource Planning

Dates to Remember

- Submission of Abstract : 15.10.2013
- Acceptance of Abstract : 11.10.2013
- Submission of Full Paper : 15.10.2013
- (Along with ISBN)
- Conference Date : 25.10.2013



REGISTRATION FEE:

Delegates	India/Abroad	Non India
Academicians	Rs. 800/-	1500.00
Research Scholars	Rs. 500/-	1000.75
Students	Rs. 300/-	1000.50
Corporate	Rs. 500/-	1500.00
In Absentia Presentation	Rs. 800/-	1000.00

REGISTRATION FROM ABROAD:

- Abstracts, not exceeding 75 words, should reach us on or before 15.10.2013.
- The registration could be made if you provide the name of the author and co-author if any, corresponding address, e-mail, ED, fax, telephone number, title of the paper, 200 photocopies, etc. in writing to the organizer.
- The length of the manuscript should not exceed 10-12 pages, including tables, figures, illustrations and references from April onwards (10 lines space 1.5).
- For the participants, send hardcopy of the manuscript together with the CD. However, participants submit their paper in an e-mail, introduction using MS Word to amee2013@gmail.com.
- Confirmation & Conference fee will be given.
- Full registration fees must be paid before the deadline 15.10.2013.

The registration fee covers travel, food and accommodation for the participants. The participants are requested to make their own arrangements for hotel and transportations.

The fee should be paid in the form of USD drawn in favour of "AMSE Engineering College", payable at Chennai.

The author and co-author should register separately. No Joint/Individual Certificates.

Dear Sir

We are pleased to inform that the Department of Management Studies (MBA) is organizing an 5th International Conference on “**Impact of Global Crisis in Indian Business**” on 25th October, 2013. The basic objective of this Conference is to provide an opportunity to the Academicians, Research Scholars, Corporate Leaders and UG & PG students to have closer interaction regarding Impact of Global Crisis in Indian Business.

We bank upon the success of the conference the whole-hearted cooperation and guidance of the eminent academicians/professional like your kind honour. We shall, therefore, feel privileged and greatly obliged if you kindly grace the conference with your benign presence and present a paper on the sub-theme of the conference.

We enclosed herewith the Brochure of the Conference. We request you to give wide publicity among Faculty members and students of your Institution and encourage their active Participation. Please I kindly request you to send your faculty and students at maximum.

with regards

SWARNALATHA .N AP/MBA

AMSEC