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### CONTACT DETAILS

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## NATIONAL CONFERENCE ON EMERGING TRENDS IN MANAGEMENT PRACTICES

# NCETMP- 2012

3<sup>rd</sup> FEBRUARY 2012  
FRIDAY

Organized by  
Department of Management Science



அறிவியல் தெளிவு  
அகத்திலே அன்பு

## SREE SARASWATHI THYAGARAJA COLLEGE

(An Autonomous, ISO 9001:2008 Certified and NAAC Accredited &  
Affiliated to Bharathiar University, Coimbatore) Approved by AICTE and UGC  
Palani Road, Pollachi- 642107, Coimbatore Dist. Tamil Nadu  
Phone: 04259- 266008, 266550  
Email : stc@stc.ac.in Website: www.stc.ac.in

## PROFILE OF THE INSTITUTION

Sree Saraswathi Thyagaraja College is an autonomous Institution located on the Pollachi- Palani highway near Thippampatti village. It was established by V.S.V. Vidhya Mandir Trust in October 1997 and is running its 14<sup>th</sup> year. It is a co-educational, self financing institution affiliated to Bharathiar University, Coimbatore and approved by AICTE and UGC, New Delhi. It is the first institution in Pollachi Educational District to obtain ISO 9001: 2008 and has got accreditation by NAAC with B++. The college offers 8 UG, 8 PG and 6 Research programs in various disciplines. The Department of Management consists of UG Program BBM and PG Program MBA besides research programs.

## MBA at STC

MBA process @ STC offers the environment of opportunity to students to enhance their inquisitiveness to learn and thereby give shape to their dreams to become successful professionals. It involves 60% teaching and 40% self-learning built on nearly 200 hours of expert training in soft skills. The approach is one of audio visual aided lectures, case studies, GDs, student seminars, management games, mini projects, summer projects, industry visits, field study, workshops, conferences, soft skills training, etc. The faculty at STC is mixture of professionals from industry and academics to give the right blend of education to budding managerial aspirants.

## About NCETMP- 2012

In today's global business environment of high complexity, uncertainty and intense competition, managers are frequently confronted with stupendous challenges and are forced to be adept at effective decision making for the different types of problems and issues faced by organizations to achieve desired objectives and organizational excellence.

Today's business world is fast changing and highly dynamic. Time and tide wait for none. Organizations are racing to create new opportunities and make the most out of their talent pool. The complex world of business requires a different set of skills from the professionals and many companies are struggling to find successors, due to lack of managerial excellence. It is indeed the right time to analyse the performance gap and make contributions to fill this very vital gap by designing an overall management framework for organizational performance excellence through contemporary best practices and emerging paradigms.

Today's managers are urged not only to improve on their managerial competencies but also to achieve individual excellence, organizational excellence and corporate social responsibility. Keeping in line with this perspective, the theme of Emerging paradigms in management practices - "NCETMP 2012" has been conceptualized and thus providing a forum for academic and corporate practitioners to deliberate and present contemporary practices and new trends for managerial excellence.

## SUB THEMES OF CONFERENCE

### FINANCE

- Financial inclusion
- Financial Services
- Micro Finance
- Contemporary Issues in Banking
- International Financial Management
- Information & Communication Technology in Finance

### MARKETING

- Logistics & Retail Management
- Customer Relationship Management
- Relationship Marketing
- Brand Management
- Global Marketing strategies
- Marketing Challenges in Service Sectors

### HR

- Employer Branding
- Employee Empowerment
- Talent Management
- Performance Management
- Emotional Intelligence
- Global Workforce Development
- Change Management
- Competency Mapping

### OPERATIONS MANAGEMENT

- Supply Chain Management
- Quality Management
- Logistics Management
- Sustainability Management

### GENERAL MANAGEMENT

- Public Private Partnership
- Family Business
- Business Ethics and Values
- Women Entrepreneurs
- Off- sourcing and Out- sourcing
- Corporate Social Responsibility
- Corporate Governance

Papers on other topics related to the above sub themes are also welcome

## GUIDELINES FOR AUTHORS

- The Conference invites unpublished, conceptual and empirical papers and case studies on the above themes from academicians and practicing managers (in word format with Times New Roman 12" and single spacing) to be emailed to: management.wisdom.mba@stc.ac.in

## PUBLICATION OF PAPERS

All submitted papers will be peer reviewed and accepted papers will be published in the form of conference proceedings. A selection of papers will be considered for publication in ISBN Book or Refereed ISSN Journal, after further review process.

## IMPORTANT DATES

- Full paper submission : 15 Jan. 2012
- Acceptance Notification : 20 Jan. 2012
- Participants Registration : 25 Jan. 2012

## REGISTRATION FEE

Industry Participants	- Rs. 1000/-
<u>Academicians</u>	
Paper Presentation only	- Rs. 500/-
Presentation + ISBN Publication	- Rs. 1000/-
Presentation + ISSN Publication	- Rs. 1500/-
Research scholars	- Rs. 250/-
Students	- Rs. 150/-

- The registration fee is to be sent along with registration form
- Certificates will be issued to co-authors on payment of registration fee
- No TA, DA will be provided to the participants
- Spot registration will be accepted for participation.

The registration fees should be sent in the form of Demand Draft drawn in favour of "The Principal, Sree Saraswathi Thyagaraja College" payable at Pollachi.