

## REGISTRATION FEE

Delegates from industry	: ₹ 1200
Delegates from academia	: ₹ 1000
Research scholars	: ₹ 750
Students	: ₹ 250
Foreign Delegates	: \$ 50

Author and co-author of accepted papers should register and pay the registration fee for the conference separately. The DD should be drawn in favour of "THE PRINCIPAL, SRI KANYAKA PARAMESWARI ARTS AND SCIENCE COLLEGE FOR WOMEN", payable at Chennai. The fee includes conference proceedings, kit and refreshment.

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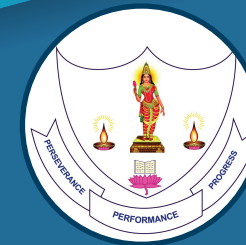
### Address for Correspondence

**Dr.M.V.Nappinnai**  
Convenor-International Conference

## SRI KANYAKA PARAMESWARI ARTS & SCIENCE COLLEGE FOR WOMEN

(UNDER THE MANAGEMENT OF SKPD & CHARITIES)

No. 1 Audiappa Street, (Near High Court, Broadway)  
Chennai - 600 001, Tamil Nadu, India.  
Tel: +91 44 2538 7021 / 24, 2539 4279 Web: www.skpc.edu.in



## SRI KANYAKA PARAMESWARI ARTS & SCIENCE COLLEGE FOR WOMEN

(UNDER THE MANAGEMENT OF SKPD & CHARITIES)  
AFFILIATED TO THE UNIVERSITY OF MADRAS

### DEPARTMENTS OF CORPORATE SECRETARYSHIP

&

### MANAGEMENT STUDIES

Jointly Organising

## INTERNATIONAL CONFERENCE ON EVOLVING TRENDS AND INNOVATIONS IN BUSINESS AND MANAGEMENT FOR SUSTAINABLE DEVELOPMENT

**31<sup>ST</sup> AUGUST 2017**



## ABOUT THE COLLEGE

Sri Kanyaka Parameswari Arts and Science College for Women, under the management of Sri Kanyaka Parameswari Devasthanam and Charities was incepted in 1999 with the motto of PERSEVERANCE, PERFORMANCE and PROGRESS. The Institution has 18 successful years of experience in the field of education. The Institution offers 9 UG and 4 PG Courses in Shift - I and 5 UG Courses in Shift - II. The aim of the college is to impart quality education.

## ABOUT THE DEPARTMENT

### Department of Corporate Secretaryship

The Department of Corporate Secretaryship was incepted in the year 2000 with the primary objective of providing a good platform to the upcoming generation to expose their innate talent through the motto 'Action, Achievement and Approbation'. The department instills secretarial skills and provides knowledge and training ground that turns out competent, versatile professionals and good corporate leaders.

### Department of Management Studies

The Department of Management Studies offers BBA since 1999 and MA (HRM) since 2005. The department concentrates on the best features of management education to equip the students to face the challenges of unpredictable business environment. The Department has secured 73rd Place in All India Ranking of Top BBA Institutes and 7th Place in Chennai.

The Departments have been providing Qualitative Education in Commerce and Management Streams.

## AIM OF THE CONFERENCE

Sustainable development is the key factor for the realistic growth of all businesses and management. It is a way of achieving present growth without compromising the future availability of existing resources. So the goal for any business is to focus attention on innovation that really offers competitive advantage for sustainable development. The various methods and innovative strategies to be made in all spheres in order to achieve equitable and sustainable development in organizations are to be explored in detail in the conference.

## CALL FOR PAPERS

We extend our warm invitation to all research scholars, academicians, corporate executives, entrepreneurs and students to contribute in this conference. Other relevant papers can also be sent.

Papers invited on the conference theme are as follows:

## MARKETING AND SERVICES

- Social media marketing
- Recent developments in marketing
- Market structure
- Branding and consumer behavior
- Personal selling and sales management
- Online marketing

## HUMAN RESOURCE MANAGEMENT

- Work life balance
- Total Quality Management
- Labour law reforms
- Human resources strategy
- Change management
- Competency Mapping
- 720 Degree Performance Appraisal

## ACCOUNTING AND FINANCE

- Financial strategy management
- Capital market efficiency
- International financial reporting standards and taxation
- Family business finance
- Behavioural finance
- Demonetization
- GST

## FOR WHOM?

It is a platform for research scholars, academicians, corporate executives, entrepreneurs and MNC's to share their ideas and expertise. It is also an excellent opportunity to share the research findings of academia and industry, so that all will benefit from such a conference.

## IMPORTANT DATES

Last Date for submission of Abstracts : 14/07/2017

Last date for submission of full paper : 21/07/2017

Communication on Selected papers : 26/07/2017

**Note: Best research papers will be awarded.**

All the selected papers for presentation will be published in **UGC Approved Journals with Impact factor above 4.**

**For more info: 9080452351, 9566284695**

## SUBMISSION PROCEDURE

All papers and abstracts must be submitted in MS-Word with single space in A- 4 size in Times New Roman font with 12 point size. The length of the full paper should be within 5 pages, including references, tables / charts and keywords. The papers for the conference should be sent to the electronic mail.

**Mail id: conferenceskpc@gmail.com.**

Title, Author Name, Institution and Address for Communication should be clearly mentioned in the paper. Hard copies can also be submitted preferably by courier along with CD.



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Tel: 2538 7021 / 24, 2539 4279 Web: www.skpc.edu.in

## **DEPARTMENTS OF CORPORATE SECRETARYSHIP & MANAGEMENT STUDIES**

Jointly Organising

## **INTERNATIONAL CONFERENCE ON "Evolving Trends and Innovations in Business and Management for Sustainable Development"**

**31<sup>ST</sup> AUGUST 2017**

### **REGISTRATION FORM**

NAME : .....

DESIGNATION : .....

INSTITUTION : .....

ADDRESS : .....

CONTACT NO. : .....

E-MAIL .....

TOPIC : .....

FEE : ₹. .... \$ . ....

DD No. : .....

BANK : .....

BRANCH : .....

DATE : .....

Signature

Note: Demand Draft to be drawn in favour of "THE PRINCIPAL,  
SRI KANYAKA PARAMESWARI ARTS AND SCIENCE COLLEGE FOR  
WOMEN", payable at Chennai.

Photo copy of the registration form can also be used.