DEPARTMENT OF MANAGEMENT STUDIES

PROUDLY ORGANIZES

A

ONE DAY - NATIONAL LEVEL CONFERENCE ON

EMERGING TRENDS IN MANAGEMENT AND RESEARCH

DATE : 12th JUNE 2024
VENUE : MBA SEMINAR HALL
TIME : 9 : 30 AM

ORGANIZING COMMITTEE

CO - CONVENER
Dr. M. A. SURESHKUMAR
PROFESSOR

CONVENER
Dr. M. DHANASEKARAN
PROFESSOR & HEAD

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DAYANANDA SAGAR UNIVERSITY,
BANGALORE

MODERATOR
Prof. ARUN RAGHU BABU
HOD - DoMS
NEW HORIZON COLLEGE,
BANGALORE

DEPARTMENT OF MANAGEMENT STUDIES

PROFESSOR - DOMS
DAYANANDA SAGAR UNIVERSITY,
MODERATOR
BANGALORE

Prof. ARUN RAGHU BABU
1
NEW HORIZON COLLEGE,
BANGALORE

MODERATOR

ADHIYAMAAN COLLEGE OF ENGINEERING
(AUTONOMOUS)
Dr. M. G. R. Nagar, Hosur - 635130

VENUE :
MBA SEMINAR HALL

DEPARTMENT OF MANAGEMENT STUDIES

PROFESSOR - DOMS
DAYANANDA SAGAR UNIVERSITY,
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PATERON
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HOD-MBA

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Professor

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Dr. N. Priya, Associate Professor
Mr. R. Narayan Prasak, Assistant Professor
Mr. B. Sanjay, Assistant Professor
Mrs. S. Janaki, Assistant Professor
Ms. N. Anjali, Assistant Professor

IMPORTANT DATES
Paper submission deadline: 01st June, 2024
Last date of registration: 09th June, 2024
Date of Conference: 12th June, 2024
E-Mail: dhanasekaran.mba@adhiyamaan.in

PLEASE CONTACT:
Dr. M. Dhanasekaran: 9842634977
Dr. M.A. Suresh Kumar: 9444437779

REGISTRATION FEE
Students: Rs. 500/-
Research Scholar: Rs. 600/-
Academia: Rs. 1000/-
Industries Delegates: Rs. 2000/-

ABOUT THE INSTITUTION
The institution is spread over a sprawling campus with calm surroundings, creating a fitting atmosphere for study. The Institute provides a conducive and invigorating environment for higher education. Adhiyamaan College of Engineering is one of the educational institutions developed by Adhiyamaan Educational & Research Institutions, which was started in the year 1987-1988 to cater to the needs of the nation in the development of technocrats, and to provide facilities for educating and training men and women to meet the entrepreneurial and management needs. The management has created adequate infrastructural facilities and sufficient funds and is keen on developing the institution for higher education. Adhiyamaan College of Engineering was affiliated to Anna University, Chennai. The college is housed in Adhiyamaan Educational & Research Institutions Campus, M.G.R. Nagar, Hosur. The campus is spread over an area of 250 acres abutting National Highway NH-7. The Institution is situated 6 km from Hosur bus stand and railway station. The Institution is well connected to three major Railway Juntas viz. Hosur, Jolarpet and Bangalore. It is the first Engineering College to be located in the most backward Kuralnag District of the State of Tamil Nadu to develop the people academically, socially, and economically. It was originally affiliated to University of Madras. When the Periyar University was carved out of the University of Madras, it was affiliated to it. Since the government of Tamil Nadu decided to bring all the Engineering and Technical Institutions in the State under one Technological University in the year 2001.

ABOUT THE DEPARTMENT
The Department of Management Studies was inaugurated in the year 1992 with the state of the art infrastructure and resources. The department offers two Post Graduate Programs namely two-year MBA (Full-time) and a three-year MBA (Part-time) under Permanent Affiliation to Anna University, Chennai. Both the programs are approved by AICTE. The department has been listed as one of the top 100 B-Schools in the country by Business India and Dalit Street. The department is headed by a full-time director supported by eminent faculty members are MBA degree holders while senior faculty members are Ph.D. and M. Phil. degree holders. The department has all teaching-learning facilities for providing quality management education.

THEME OF THE CONFERENCE
Human Resources
Strategic Human Resource Management, HR Outsourcing, HR Investment and Risk

Finance
Investment, Financial distress and Crisis, Corporate Finance and Investment, Merger and Acquisition, Derivatives

Marketing
Digital Marketing, Green Marketing, Viral Marketing, Brand Building, Artificial Intelligence

Operations
Global chain Management, Logistics Distribution, Materials Management, Supply Chain Management

General Management
IoT, Knowledge Management, Management Information System, Entrepreneurial ideas

GUIDELINES FOR PAPER SUBMISSION
The paper should be an original research work not exceeding 5000 words.

The paper must include title, authors name, affiliation and e-mail address in the front page.

A structured abstract of not more than 250 words along with keywords is required.

The paper should be submitted in MS Word and must follow APA reference style.

Soft copy must be mailed to dhanasekaran.mba@adhiyamaan.in.

DEPARTMENT OF MANAGEMENT STUDIES
Proudly presents
A National Level Conference on
Emerging Trends in Management & Research

Date: 12th June, 2024
Time: 09.30 AM
Venue: MBA Seminar Hall

Registration Form
Name: Mr./Ms./Dr.:
Designation:
Industry/Company:
Qualification:
Mob.No:
Email: 
Demand Draft for (drawn in favour of DOMS, Ac No:086901000001 1302. Bank Name: Indian Overseas Bank, IFSC Code: IOBA0000669, Branch: Kumudpalli, Hosur)
D.D. No: 
Date: 
Bank: 
Date: 

(Signature of Nominee)

(Signature and Designation of the Competent Authority)