National Conference on Managerial Perspectives – Issues & Challenges in the era of Globalization

Date: 21st January 2016

Venue: JUBILEE HALL

Organized by

DEPARTMENT OF BUSINESS ADMINISTRATION

In Association with the School of Management Studies

ST JOSEPH’S COLLEGE (AUTONOMOUS)

Nationally Accredited at ‘A’ Grade (3rd Cycle) by NAAC

College with Potential for Excellence by UGC

Special Heritage Status Awarded by UGC

Tiruchirappalli-620002

Tamil Nadu- India
About the college:

St. Joseph’s is one of the ancient and prestigious institutions, run by the Jesuits of Madurai Province. The Society of Jesus is a world-wide organization of religious men, numbering about 19,000 spread over the world. In Tamil Nadu alone there are about 500 Jesuits working on schools and colleges, youth service and social work centre’s, in parishes and mission out-reach programmes, and in almost every form of service and ministry of the church. The College has student’s strength of about 7000 pursuing 16 undergraduate courses, 19 postgraduate courses and 14 research programmes. The college is located in the heart of the city of Tiruchirappalli, near the famous Rock fort, Srirangam and the shrines of other religious denomination. St. Joseph’s College is an affiliated First Grade College of the Bharathidasan University. It was established in 1844 by the Fathers of Society of Jesus. It was affiliated to the then Madras University in 1869. The college celebrated its centenary in the year 1944 and sesquicentenary in 1995. St. Joseph’s college conferred the autonomous status in 1978 and acquired the Five Star status, awarded by NAAC in 2000. It was recognized by UGC as a college with Potential for Excellence (CPE) in 2004, Reaccredited by NAAC with A+ Grade in 2006 and accredited again by NAAC at A Grade (3nd Cycle) in 2012. School of Excellence have been planned and implemented in 2014-15, by integrating related disciplines under one roof. Special Heritage Status Awarded by UGC and DBT-STAR & DST-FIST Sponsored College. This great temple of learning has produced a number of Academicians, Educationists, Scientists, Administrators, Intellectuals, Social Workers, Computer Professionals, Entrepreneur, Artist and other of national and international repute.

About our Department

The Department of Business Administration (BBA) emerged in the year 1999 with its newly designed curriculum integrated with ICT for the better coverage of the subject, accumulation of knowledge, attainment of skills, understanding and applicability. Our course and curriculum effectively contribute for the national productivity and international competitiveness. Our students acquire computer skills, internet skills, entrepreneurial skills, leadership qualities and learn investment tactics. Besides, our students undergo internship program, bank apprentice training, In-plant training and also undergo project work. Our department has been using new strategies for advanced learning such as instructional strategy, additional assignment of
responsibility, providing access to professional learning centers. Apart from demonstration method, questions and answer method, role play method, chalk and talk method, field trip method and other modern techniques of teaching and learning are also used in our department. Currently our department has also undertaken three MOU’s with other organizations. Our students are becoming courageous, encouraging, energetic and creative. Our students are taking part in the academic competitions organized by various colleges of various universities across the state and they have won medals and overall shields many times. The curriculum is updated according to the changing environment in industry, business world, commerce and management through board of studies with eminent members. With our high earned potentials, we are organizing a National Level Conference on “Managerial Perspectives – Issues & Challenges in the era of Globalisation”.

Conference theme

Globalization presents developing nations with opportunities for economic growth, but simultaneously subjecting them to highly competitive contexts. The concept of Globalization embodies a sense of opportunity and a threat. While economic integration, free trade, an exchange of technology and information, investment and similar gains provide business institutions with growth and development, it simultaneously holds the threat of increased competition and exposure to the impulse of international business and fluctuating industrial markets. It is therefore not surprising to find that globalization means different things to different people demanding on their particular perspective of the concept. Globalization of business can have a profound impact on the decision-making processes of managers responsible for making these complex interrelated decisions.

Today’s world has created new environment and opportunities setting new expectations, competition and challenges. Organizations and markets are in transition towards digital, smart and network age. Emerging trends and practices have established higher standards creating new benchmarks. Whether managers, leaders, and entrepreneurs are ready to face the challenges in this present scenario? Majority of the answer would be no. With a mix of high-profile practitioners and thought leaders in their respective fields, the conference will provide impulses to the emerging global dialogue on mastering this issues and challenges in the era of globalization. The conference offers a platform for academicians, researchers, consultants and
practitioners to propose scientific solutions. It will drive into exemplary research insights that point at a new direction. Participants will gain new perspectives from concrete facts that they might include in their strategies and their own practices as they prepare for the future.

The conference provides a platform for academics, researchers and practitioners to share ideas and implementation of actionable items to solve problems and face challenges across different functional areas of management and social sciences. The focus of the conference is on the application of managerial perspectives to real world problems.

**Objectives**

To facilitate research based knowledge creation and dissemination among academicians and practitioners in management and other social sciences.

**Call for Submissions:**

You are invited to participate/ or present your papers in the “**National Conference on Managerial perspectives – Issues & Challenges in the era of Globalization**” organized by Department Of Business Administration, St.Joseph’s College (Autonomous), Tiruchirapalli-2 on 21st January, 2016.

**Sub Themes**

Given the contextual salient features of the conference, academic contributions are invited in the following tracks. We invite papers in the following topics.

1. Evolutionary development in the concept of management.
2. Problems and outlook for development in modern conditions of globalization.
3. Opportunities for innovative development of global economy.
4. Management: Modern development tendencies.
5. Socio-economic and legal problems of market economy & solution.
6. Management in MNC’s.
7. Computerization and Management.
8. Large scale production and Management.
10. Entrepreneurial development and Management.
11. Liberalization and Globalization Management.
12. Management in Indian Companies
15. HRM in modern era.
16. Embracing Disruptive Innovations for Advantage
17. Aligning with Global Standards and Practices
18. Managing and Competing in Emerging Markets
19. Innovating and Creating Smart Products/Solutions
20. Incorporating and Managing Sustainability
22. Managing Talent and Workforce
23. New Age Markets and Marketing

Guidelines for submission of papers

Paper should be original and unpublished.

Word limit: Abstract 250 words (Key words - Four), Full paper not exceeding 2500 words.

One author and one co-author can be included in the paper.

Papers must be presented either by the author or co-author

The payment of registration fee is compulsory for each individual of the author

One copy of the abstract and full paper along with soft copy (Font size: 12, Font:’’Times New Roman’’ and line space of 1.5) should be submitted before the deadline.

All papers are subject to scrutiny by an expert committee and only the selected papers will be presented in the conference

Certificate will be given to all registered participants.
Abstract and full papers are to be e-mailed at sjc.bbanc@gmail.com

The use of e-mail is encouraged for all the correspondence.

No TA/DA will be provided

**Awards:** Best three papers will be awarded.

**Publication:** Good research papers identified by the expert committee will be published in PRIMAX INTERNATIONAL JOURNAL OF COMMERCE AND MANAGEMENT RESEARCH (PIJCMR).

**Importance dates:**

- Last Date for Abstract Submission: **21.12.2015**
- Notification of acceptance of the Abstract (E-mail): **26.12.2015**
- Submission of Full Papers: **07.01.2016**
- Last date for Registration fees: **18.01.2016**
- Conference Date: **21st January, 2016**

**Registration fee:**

<table>
<thead>
<tr>
<th>Category</th>
<th>Registration Fee Rs</th>
<th>Publication fee Rs</th>
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<tbody>
<tr>
<td>Students</td>
<td>300</td>
<td>1000</td>
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<tr>
<td>Research Scholars</td>
<td>400</td>
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<td>Faculty</td>
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<td>Corporate Delegates</td>
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The fee should be paid in the form of Demand Draft only favoring, "THE PRINCIPAL, ST. JOSEPH'S COLLEGE" payable at TIRUCHIRAPPALLI.

Duly filled in registration form along with necessary fee and full paper should be sent on or before **18th January, 2016**. The registration fees cover lunch, conference kit, Tea and Snacks. The accommodation will be provided to the outstation participants only on separate payment.
## Organising Committee

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### Address for communication:
- Mr. B. Augustine Arockiaraj,
  - Head, Dept of Business Administration,
- St. Joseph’s College (Autonomous),

### Contact:
- Mr. T.A. Louis Stevenson,
  - Assistant Professor, Dept of BBA- 9944110861.
- Miss. S. Clemence Jenifer,
  - Assistant Professor, Dept of BBA - 9944568804.
DEPARTMENT OF BUSINESS ADMINISTRATION
St. Joseph’s College (Autonomous), Tiruchirapalli.

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NATIONAL CONFERENCE ON MANAGERIAL PERSPECTIVES –
ISSUES & CHALLENGES IN THE ERA OF GLOBALIZATION

Date: 21st January 2016

Name: __________________________________________

Designation: ______________________________________

Address: _______________________________________

Phone: ____________________________

E-mail: _______________________________

Participant/ Presenter:

Title of the Paper:

_________________________________________

Fee Details:

Student Rs. 300 ☐ Faculty Rs.500 ☐ Research Scholar Rs.400 ☐

Corporate Delegates Rs.750 ☐ Publication fee Rs.1000 ☐

Details of Payment: (DD)

Bank

Draft No

Dated ____________ Signature

Photocopies of the registration form can be used