



**NATIONAL CONFERENCE
ON
INNOVATIVE MANAGEMENT STRATEGIES FOR
SUSTAINABLE DEVELOPMENT IN GLOBAL PERSPECTIVE**

**Organized
by**

DEPARTMENT OF BUSINESS MANAGEMENT

30th March 2015



Kshatriya College of Engineering

(Affiliated to JNTUH and Approved by AICTE)

An ISO 9001-2008 Certified Institution

NH-16, Chepur, Armoor, Dist – Nizamabad, TS -503224.

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About KCEA

Kshatriya College of Engineering (KCEA) was established in the year 2001, an ISO 9001 – 2008 certified institution and approved by AICTE under the aegis of Pandit Deendayal Upadhyay Educational Society. Located on a sprawling 40 acres campus on the serene NH-16 highway, 30K.M away from Nizamabad District and affiliated to the Jawaharlal Nehru Technological University Hyderabad (JNTUH), offering graduate programs in engineering and post graduate programs in the streams of Business Administration, Engineering, and Diploma in Polytechnic. KCEA Over the past 14 years has become a temple of knowledge and produced eminent and skillful graduate engineers and managers who are successful in their careers by providing them with the advanced learning technologies like R & D center to strengthen their research abilities, Pearson Digital Classrooms, Digital Library, E-Journals, Infosys Campus Connect, NPTEL Course material, Microsoft Innovative Centre, VLSI Student Chapters., etc. KCEA stands as the only engineering college in the district with large number of students placed in reputed organization through its placement cell.

About Department of Business Management

The department has started in the year 2008 with a vision to become a center of excellence. This department is attracting the top layer of students through ICET and they are offered with placement opportunities. It is endowed with well qualified and experienced faculty and committed supporting staff since inception. The department has been conducting seminars workshops and faculty development programs to provide a platform to discuss various issues relating to business and management. Students are encouraged to enhance their management skills through various projects, industry visits, symposium, training internships. Apart from this students are exclusively trained on soft skills and placement pre requisites. The placement activity at the college has been impressive and our alumni are placed in prestigious organizations representing all verticals and sectors.

About the Conference

Innovation is critical for the sustained development and prosperity of organizations. Business Innovation allows enterprises to satisfy the ever-increasing demands of customers and offers greater value satisfaction. However, any innovation would be successful only if it has a beneficial return on investment and brings financial gains to the business of the organization and also adds value to the business of all involved stakeholders. Innovation is a complex process, one that can be easily identified as being of critical importance for organizational success but is still not efficiently measured and managed. As international competition intensifies and product/process life cycle shortens, the pressure to innovate heightens. Successful innovation has become critical to adjusting and adapting to changes in technology, markets and competition. The interface between innovation and sustainable development is difficult to capture, as both are horizontal policy fields, sharing facets with each other policy areas. This conference aims at initiating innovative management strategies for sustainable development. The conference will bring together researches, academicians and practitioners from the business community and engage them in proactive discussion.

Conference Benefits

- Papers presented at the conference will be published in the proceedings with **ISBN No.**
- A few of the best papers will be published in the next issue of our journal “**Kshatriya Journal of Applied Management & Research (ISSN :2394-286X)**”

Themes of the Conference

- Business Innovations
 - Human Resource Management
 - Banking & Insurance
 - Marketing Opportunities
 - Financial Markets & Innovations
 - Information & Communication Technology
 - General Management
 - Accounting & Finance
 - Commerce & Economics
 - Technology Challenges
 - Operations Management
 - Management Information System
 - Skill Development
 - Make in India Issues & Challenges
 - International Business opportunities & Challenges
 - E-Commerce
 - Talent, Time & Stress Management
- Any Other Related Topics.

Submission Guidelines

Please send an abstract of 300 words in a word document format via email to kceamba@gmail.com. Proposals should include author's names, title, affiliation, e-mail and contact no. All submissions will be reviewed based on originality and relevance to the conference theme. In case of acceptance and full paper should be submitted in word file. Authors of the selected papers will be invited for oral presentation. The following are the rules for preparation of manuscript: Title: 14 font, Paragraphs: 12 font style: Times New Roman, Spacing single line justified, Line Spacing – 1.0, Tables and Figures: Included in the text centered and numbered, 10 font, Margins Left: 1.5 Other three sides: 1, References: Use APA style for references; Ref Eg: Cooper, R. G. (1995). *Child development: Its nature and course* (4th Ed.). Boston: McGraw-Hill. **Length of the paper should not exceed more than 8 pages.**

Registration Fee

Students	Rs.200/-	Research Scholars	Rs.300/-
Academicians	Rs.500 /-	Industry Experts	Rs. 1000/-

The registration fee includes: Conference kit, Participation in all sessions, Certificate of participation, Lunch and Refreshments.

Please sign the registration form and send along with a demand draft in favor of: “**Principal, Kshatriya College of Engineering**” payable at Armoor.

To the following address:

Mrs. A. Padma
Convener & HOD of Business Management,
Kshatriya College of Engineering,
NH-16, Chepur, Armoor, Dist-Nizamabad, TS-503224.
Contact No: 8499914426, 9059757373

Important Dates

Abstract Submission	14th March 2015
Notification of Acceptance	17th March 2015
Submission of Full Length Paper	23st March 2015
Conference Date	30th March 2015

Please send the abstract and the full length papers to the following e-mail id: kceamba@gmail.com

Awards: Two best research papers will be awarded at the conference, based on the recommendations of the peer-reviewers and the seminar committee members.

Venue: Seminar Hall, Kshatriya College of Engineering, Armoor

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Director, KCEA.

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Prof.A.Bhagavathi Rao

Principal, KCEA

Convener

Mrs. A. Padma

HOD of Business Management, KCEA

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