



VMKV ENGINEERING COLLEGE

(A Constituent College of Vinayaka Mission's Research Foundation

(Deemed to be University)

PeriyaSeeragapadi, Salem-636308.

Phone : 0427-3987000, 3984000, Website: www.vmkvec.ac.in



National Seminar on

EMERGING TRENDS IN SOCIAL SCIENCES

NSETSS 2018

19th March 2018
Monday



Organised By

Department of Management Studies

About College:

Vinayaka Mission's KirupanandaVariyar Engineering College is an initiated educational background, aimed to provide quality education to aspiring technocrats in various fields of Engineering & Technology. Started way back in 1987 with 3 branches approved by AICTE, New Delhi. Initially affiliated to the University of Madras, Periyar University and later on to Anna University. Elevated to Deemed University status in 2001 and it has become a Constituent college of Vinayaka Mission's Research Foundation (Deemed to be University) in 2004.

The Vinayaka Mission's Research Foundation is accredited by NAAC with B grade. At present, the institution offers 11 UG Programmes and 18 PG programs along with MCA and MBA under various specializations offering higher education to over 2000 students, pursuing higher education in Engineering, Technology & Management. Experienced and Dedicated faculty. This institution was accredited by National Board of Accreditation - All India Council for Technical Education (NBA - AICTE), New Delhi from 2009 to 2012.

About the Department:

Vinayaka Mission was the pioneer to introduce MBA programme in 1994 under VMKV Engineering College, Salem. It was affiliated to University of Madras in 1994. At present, the MBA programme is approved by Vinayaka Missions Research Foundation (Deemed to be University), Salem. It is not our intention just to add one more management institution to the existing plethora of management Institutions, but it is our constant Endeavour to develop this college as a "Centre of Management Excellence" and it should be on par with the best of institutions offering Management education in our country. Management is as mature as mankind itself. Even hunter-gatherers and early farmers had to manage resources, tools and teams, but modern challenges of management begin with the Industrial Revolution.

About the Seminar:

National Seminar on Emerging trends in Social sciences NSETSS 2018 will Provide an excellent platform and opportunity for sharing updated knowledge in the relevant fields such as Commerce, Management, Economics, Education, History and Political Sciences. The Fundamental aim of the seminar / conference is to promote Research and Development activities in various Managerial fields and gain the knowledge about the developments and Challenges in social sciences. Recent years. there is a need to develop multi skilled personnel for corporate sector.

Sub Themes:

- Marketing
- Production
- Corporate Social Responsibility & Sustainability
- Information and Communication Engineering
- Education
- E-Business and E-Commerce
- Corporate Finance and Governance
- Sustainable Marketing & Strategies
- Research Marketing Strategy
- Advertising, Sales Promotion and Public relations
- Human Resource Management
- Finance
- Computer Science and Technology
- International Trade & Investment
- Economics
- Business Economics and Management Science
- Entrepreneurship
- Political Science
- Strategic Brand Management
- Industrial and Rural Marketing

Call for Paper Guidelines :

Research Papers are invited from academicians, scholars and students should be original and unpublished in nature. The length of the full paper should not exceed 3000 words which includes abstract and key words. The standard format for referencing should be used APA style. The name, designation, correspondence address, email ID, contact number of author(s) should be written in the abstract and in the title page of the paper itself. The selected papers will be supported to publish in the UGC approved journals.

Programme Schedule

Inaurl Address	:	10.00 am
Devotion and Prayer	:	Students
Welcome Address	:	Dr. G. MURUGESAN Professor, Management Studies.
Presidential Address	:	Dr. A. NAGAPPAN Principal, VMKVEC
Keynote address	:	Dr. K. PRABHAKARAN Department of Business & Accounting Muscat College, Sultanate of Oman
Special Address	:	Dr. C.S.RAMANIGOPAL Head - Management Studies
Technical Session - I	:	10.30 am to 12.30 pm
Lunch Break	:	12.30 pm to 1.30 pm
Technical Session - II	:	1.30 pm to 3.30 pm
Interactive Session	:	3.45 pm to 4.30 pm
Valdictory Address	:	Dr. C. Natarajan Govt Arts College, Dharmapuri.
Vote of Thanks	:	Dr. P. Marishkumar Organising Secretary
National Anthem		

Registration Fee:

Students, Research Scholars and Academicians	: Rs.200/-
Corporate Delegates	: Rs. 400/-

Registration fees Should be sent by DD in Favour of The Principal, VMKV Engineering College,.

Important Details :

Last date for Submission of Abstract	: 08/03/2018
Last date for Submission of Full Paper	: 15/03/2018
Date of Conference	: 19/03/2018

Note : The authors and Co-authors should register separately Seminar Registration fee Includes Seminar kit, Working Lunch, Refreshments and Certificate Participants will also be given Certificates. Spot registration Available.

With the blessings of

Dr. A. SHANMUGASUNDARAM

Founder Chancellor, VMRF (DU), Salem

Under the benevolence of

CHEIF PATRON

Mrs. ANNAPOORANI SHANMUGASUNDARAM

Madam Founder Chancellor, VMRF (DU), Salem

PATRONS

Dato' Sri. Dr. S. SHARAVANAN

Pro-Chancellor - VMRF (DU)

Dr. A. S. GANESAN

Chancellor – VMRF (DU)

Dr. A. NAGAPPAN

PRINCIPAL, VMKVEC, SALEM

Will Preside over the function

Organising Secretary

Dr.P.Marishkumar

Associate Professor - MBA

Dr. C. S. RAMANIGOPAL

HoD – Management Studies

All are cordially invited...

Organising Committee Members

Dr. G. Murugesan Professor

Mr. A. Mani Asso. Professor

Mr. B. Rajnarayanan Asst. Professor

Dr. G. Palaniappan Asso. Professor

Mr. M. Manickam Asso. Professor

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