

### Registration Fee Details

	Rs
Students	300
Research scholar	400
Academicians	500
Corporate	800

### Publication

Selected Articles will be published in "SHANLAX INTERNATIONAL JOURNAL OF COMMERCE" with ISSN NO: 2320-4168 (Impact factor: 2.5). Those who are interested to publish have to pay Rs.750 in addition to the registration fee.

### Mode of Payment

Conference fee are to be paid by way of Demand Draft (DD) drawn in favour of "The Principal Sriram College of Arts and Science", payable at Chennai. The registration form duly filled in along with the demand draft is to be send to the ADDRESS FOR CORRESPONDENCE before 19 July, 2017.

### Payment can also be made by electronic fund transfer as per details given below:

Beneficiary Name : Principal Sriram College of Arts and Science.

Bank Name : City Union Bank  
Account No : 062001000035790  
Branch : Veppampattu  
Account Type : Saving Account  
IFSC Code : CIUB0000062

After remitting the amount kindly send to the following mail ID: [ncocms2017@gmail.com](mailto:ncocms2017@gmail.com) like Remitter's Name, Transaction Date, Transaction Amount, and UTR No..

### IMPORTANT DATES

Last Date for Abstracts : JUNE 29, 2017

Last Date for Full Paper : JULY 19, 2017

Conference date : AUGUST 11, 2017

### ORGANISING COMMITTEE

#### CONFERENCE CHAIRMAN

Dr.N.KALYANARAMAN ,M.B.A.,M.Com.,M.Phil.,Ph.D.  
Principal, Sriram College of Arts and Science

#### CONFERENCE DIRECTOR

Dr.N.VIJAYAKUMAR, M.B.A.,M.Com.,M.Phil.,Ph.D.  
HOD, Department of Commerce  
Mobile No :9486433476

#### ORGANIZING SECRETARY

Dr.C.VIJAI,M.Com.,Ph.D.  
Asst. Professor  
Mobile No: 9600582848

#### ORGANISING COMMITTEE MEMBERS

Mr.M.MARIMUTHU  
Asst.Professor

Mr.S.NAGARAJ  
Asst.Professor

Mr.L.RAMESH  
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Dr.E.SEENIVASAN  
Asst.Professor

Mrs.P.THULASI  
Asst.Professor

Mr .N.VENKATESAN  
Asst.Professor

### ADDRESS FOR CORRESPONDENCE

#### Dr.C.VIJAI

#### NCOCM -17

Organizing Secretary  
Sriram College of Arts and Science  
Perumalpattu,Veppampattu R.s,  
Thiruvallur Dist. 602 024,  
Mobile No: 9600582848  
Mail : [ncocm2017@gmail.com](mailto:ncocm2017@gmail.com)  
[ncocms2017@gmail.com](mailto:ncocms2017@gmail.com)

## National Conference on CONTEMPORARY ISSUES IN COMMERCE AND MANAGEMENT SCIENCES (NCOCM-17)

11th August 2017

Venue: Main Auditorium

Time : 10:01 am



ORGANIZED BY

DEPARTMENT OF COMMERCE  
SRI RAM COLLEGE OF ARTS AND SCIENCE  
(Affiliated to the University of Madras &  
Approved by Govt. of Tamil Nadu)  
Perumalpattu-602 024, Thiruvallur District  
Tamil Nadu

### About the college

*Sriram will be a "torch-bearer" of Knowledge and Wisdom.*

Sriram College of Arts & Science was established in the year 1998. It is affiliated to the University of Madras & approved by the AICTE and Government of Tamilnadu. It is located at Perumalpattu near Veppampattu Railway Station. It has successfully served the society for the past 20 years and its service continues with current developments enriching the students and guiding the youngsters to pursue knowledge and higher education. The college provides all facilities like Library, Computers, Internet, Laboratories, Language Lab and Sports activities to meet the needs of the new upgraded pattern of education under Choice Based Credit System (CBCS). Hostel facility is provided with wholesome nutritious food and care. Buses ply on specific routes, enabling the students from different parts of the city to reach the college on time.

The college believes that education does not end in a classroom. It is interested in the development of students who will play an important role in building a tradition that will endure through the years to come. The College enables the students to become ideal citizens realizing the responsibilities to execute their duties with utmost perfection. Apart from the routine academic work, wide opportunities are offered to students in varied co-curricular and extra-curricular activities.

### About the Department

The Department of commerce was established in the year 1998 and the post graduate course was introduced in the year 2004. The department has been upgraded as the research department in the year 2015. Today the department is popular and highly successful because of its highly qualified and dedicated faculty members who are involved in teaching and research activities. The members of the department have been frequently attending and presenting papers in various national and international conferences and seminars. Further, the members are participating in UGC sponsored orientation courses conducted by University of Madras.

### About the conference

Global business in recent scenario is full of challenges as well as opportunities. Besides, global mergers & takeovers, Impact of Economic Recession and Internet revolution in business are some of the dynamics casting their shadows on the smooth conduct of business. Information technology has served as a big trade agent in different aspect of business. In this digital era, the way business is conducted has changed due to Advancement in Communication and Information Technology. In this context, the conference theme will address these challenges and issues emerging from recent business scenario and presents strategies required for changing the gloom into bloom.

The one day conference aims to bring academicians, research scholars, business managers, professionals, practitioners and policy makers together on one platform for exchange and sharing their experience, ideas, and research result, related to different aspect of contemporary issues and opportunities in commerce and management.

### Call for Papers Marketing

Internet Marketing, Consumer Behavior Analysis, Product and Brand Management, Integrated Marketing Communications, International Marketing, Industrial Marketing, Services Marketing, Green Marketing, etc.

### HRM

Management Processes, Organizational Behavior, Human Resource Planning and Development, Entrepreneurship Development, Organizational Development, Management of Training, Talent Management, Management of Change, Image Management, Organizational Efficiency, HRA, HRIS, Work Engagement, Human Capital Creation, etc.

### Operations

Manufacturing Processes, SCM, Optimization Techniques, TPM, Project Management, TQM, Six Sigma, and Productivity Management, Technology Management, etc.

### Computer and Information Technology

E-Commerce, E-Governance, Soft Computing Techniques, Management of Information Technology, ERP, Information Technology, Software Engineering, Decision Support, Experts Systems, Knowledge Management, Information Retrieval, ICT, Cloud Computing, etc.

### Banking

Green Banking, CDOs and Bank Collapse, International Banking, Bank Lending, Bank Management, Commercial lending, International Banking, Consumer lending., Central bank policy, Lending decisions and Lending Policy, Microcredit, NGOS and Credit Delivery, Contemporary Issue in Banking and All other Banking issues.

### Management Sciences

Economics, Public Policy, Law, Corporate Governance, Business Ethics and Business Education, Knowledge Economy, Corporate Social Responsibility and Business, Social Works Sociology, Business Innovations, Knowledge Management, Agri-Business Management, Fashion Management, Petroleum and Mining management.

The list is indicative. Papers conforming to overall theme of the Conference are also welcome.

### Guidelines for submission of paper

- Cover page: Title of the Paper, name of the author(s), professional affiliations, and complete postal address with email- id and / mobile numbers.
- Abstract; not exceeding 250 words. Without abstract the paper will be rejected.
- Full paper; not exceeding 6 pages (include tables, charts, diagrams.etc)
- Font size and style: time new roman: 12 point.
- Line spacing; 1.5on single side
- Each author must register separately
- Paper should not have more than 3 authors.
- All paper will be subject to blind review by the expert committee.
- Plagiarism is strictly denounced
- No TA/DA will be provided
- SUBMISSION OF PAPERS :ncocm2017@gmail.com

# Registration Form

(NCOCM-17)

One day National Conference  
on

**CONTEMPORARY ISSUES IN  
COMMERCE AND MANAGEMENT SCIENCES**

11th August 2017

## Participant Details

Name : Prof./Dr./Mr./Mrs .....

Designation : .....

Name of the

Institution /Organization: .....

Address : .....

.....

Mobile : ..... E – mail .....

## Paper Details

Author : .....

Institute : .....

Co-author : .....

Institute : .....

Paper Title : .....

## Payment Details

Cash Receipt No / Bank Draft No /cheque No /RTGS /

Online Transfer: ..... Date: .....

Amount (Rs) .....

Drawn on Bank: .....

Date : .....

Signature of the participant