

SUBMISSION PROCEDURES

- ✓ Papers submitted should be of original contribution with plagiarism up to 10%
- ✓ Papers should contain the purpose, methodology, major results, implications and references.
- ✓ The papers may be submitted either by single author or jointly with co-authors subject to maximum Two including the main author.
- ✓ The authors of full papers are requested to submit Full Paper, Duly filled in Registration form Times New Roman – 12 Font size, 1.5 Line spacing, soft copy of the full paper must be sent to the mail ID vnbcsm2k19@gmail.com. Registration form should be filled by the authors through the link <https://docs.google.com/forms/d/1y26EgQlkc60ZTfRDVqRGLQjAvgvarJRAQSVel4x5uWE/edit>
- ✓ All papers would undergo a double blind review system and selected papers will be published in **UGC & SCOPUS Indexed Journals**. Inabsentia authors are also permitted to submit the paper.
- ✓ The payment can be made through DD/Cheque in the favour of "The Registrar, VISTAS, Pallavaram" or through NEFT transfer.

DATES TO REMEMBER	
PARTICULARS	DATE
Full Paper with Abstract Submission	30.10.2019
Acceptance for Paper Presentation	05 Days of Submission
Last Date of for Fee Registration	10.11.2019

Registration Fee (Per Participant)	
Participant	Registration Fee
Industrial Delegate Fee	INR 1500
Delegate Fee (Research Scholars/Academicians)	INR 1000
Students	INR 500

NEFT Details:

Bank Name: AXIS BANK, ACCOUNT NAME: VELV INSTITUTE OF SCIENCE TECHNOLOGY AND ADVANCED STUDIES, ACCOUNT NUMBER: 911010014364240, IFSC CODE: UTIB0000083, MICR CODE: 600211007

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VELS



INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES (VISTAS)
(Deemed to be University Estd. u/s 3 of the UGC Act, 1956)
PALLAVARAM - CHENNAI

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Marching Beyond 25 Years Successfully

VELS INSTITUTE OF SCIENCE, TECHNOLOGY & ADVANCED STUDIES
(VISTAS)

SCHOOL OF MANAGEMENT STUDIES

DEPARTMENT OF BUSINESS ADMINISTRATION

Cordially Invites You for

NATIONAL CONFERENCE on

" CHANGE MANAGEMENT PRACTICES IN BUSINESS :
CHALLENGES AND OPPORTUNITIES "
(NCCMPB - 2019)



Date: 11.12.2019 (Wednesday) & 12.12.2019 (Thursday)

Venue: VISTAS, LECTURE THEATRE, Pallavaram, Chennai- 600117

Time: 10.00 A.M

ABOUT VISTAS

VISTAS were established in 1992 with the aim of transforming an individual into a complete man with character and ability committed to national service and development. The University status was conferred to Vel's Group of Institutions, by the Ministry of Human Resource Development, Govt. of India. As a logical consequence of this, the founder Chairman Dr. Ishari K. Ganesh has become the President/Chancellor and now he leads the implementation of strategic plan that aims to shape the institute's future growth. He visualizes an University which will be globally more competitive and internationally recognized institution. The University focuses on Research & Development and encourages staffs and students to organise and participate in seminars, workshops, symposium and conferences. The National Conference of the Department to be held on 18th & 19th September 2019 is the outcome of the spirit of Research & Development prevailing in the campus



ABOUT THE DEPARTMENT OF BUSINESS ADMINISTRATION

The Department of Business Administration belongs to the School of Management Studies. It is a vibrant department, which dates back to the starting of Vels College of Science in the year 2003. The Department abounds with qualified faculty members with Ph.D, SET & NET. The students are really learning and developing the various skills like leadership skills, innovative skills, managerial skills, technical skills, analytical skills, entrepreneurial skills as the outcome of various seminars, conferences, Group Discussion, Industry Interactions, Guest lectures, Industrial visits, Internships and Group Projects. Our students are placed 100% in top companies. Consequently the goal of our Department is generating and cultivating SMART managers, QUALITY leaders & YOUNG entrepreneurs for the future India. This Department & University is really contributing more for the Development of our country (i.e.) for future India 2020.

ABOUT THE CONFERENCE

Change Management Practices is a comprehensive technique to manage the people side of change to achieve a required business outcome. It also incorporates the organizational tools that can be utilized to help individuals make successful personal transitions resulting in the adoption and realization of change from a variety of disciplinary dimensions.

OBJECTIVES OF THE CONFERENCE

National Conference on Change Management Practices in Businesses will provide unprecedented opportunity to all the individual researchers to come and share their exclusive research with large numbers of audiences. Thus it is very much clear that this conference will provide a comprehensive look to understand challenges and opportunities that are associated with the change management practices in today's business world.

SUB-THEME OF THE CONFERENCE

MARKETING & STRATEGY	HUMAN RESOURCE MANAGEMENT & LEADERSHIP	FINANCIAL MANAGEMENT	FOOD SAFETY
Consumer Behaviour	Strategic HRM	Accounting Challenges	Nutraceuticals and functional foods
Product and Brand Management	Recruitment and Selection	Strategic Accounting	Food Biotechnology
Pricing Issues	Current/ new trends in Training and Development	Management Control Systems	Food Engineering
Marketing Channels	Global HRM	Creative Accounting and Earnings Management	Food Science and Nutrition
Retailing Issues	Latest developments in Performance Management	Forensic Accounting and Fraud	Food chemistry
Business Communications and Advertising	Recent Trends in retaining people	Information security audits	Microbiological food safety
Customer Relationship Management	Managing Talent	Electronic crime	Food waste management
Marketing Strategy	Creating Human Capital	Best Practices in Corporate Governance	Fermentation technology
International Marketing	Contemporary issues in Industrial Relations	Asset-liability management	Application of computer in food processing
OPERATION MANAGEMENT & INFORMATION SYSTEM	INNOVATION AND ENTREPRENEURSHIP	REDEFINING CULTURAL TRANSFORMATION	GENERAL MANAGEMENT
Behavioral Operations Management	Regional and cluster innovation	Compliance and Sustainability Standards.	Business performance management
City/Urban Logistics	Innovation success	Ethnicity, Diversity and Identity	Creative economy
Closed Loop Supply Chains	Incremental innovations	Intercultural and Cross-Cultural Studies	Lean six sigma
Empirical Research in Operation Management	Capability to innovate	Language Acquisition and Learning	Innovations and technology
Operational Excellence	Effects of training on innovation	Professional Ethics	Value Chain Planning and execution
Healthcare Operations Management	Managing disruptive innovation	Social Media and Cultural Transformation	Innovations in logistics and supply chain
Humanitarian Logistics and Disaster Relief	Innovation and product design	Human Values and Culture	Project management
Inventory Management	Academic entrepreneurship	Cultural diversity & Societal transition	Management of international operations
Learning and Knowledge Management in Operation Management	Evolutionary learning	Women Empowerment	Enterprise Resource Planning
Marketing and Operation Management Interface	Entrepreneurial Learning and Teaching in Higher Education	Ethical Standard for Business & Society	Emerging trends in accounting
ECONOMICS	LAW	EDUCATION	Performance of mutual funds
Trade Liberalisation and Economic Growth	International Law	Pedagogy	Lessons from global financial crisis
Sustainability Economic Development and Climate Change	Corporate and Commercial Law	Research Assessment Exercise (RAE)	Financial Econometrics
Globalization and Labour Market	Human Rights Law and Social Justice	Education Curriculum Research and Development	Service innovation
Banking and Finance	WTO & related agreements	ICT Education	Product & corporate branding
Business and Economics	Anti-Bribery and Corruption Law in International Business	Educational leadership	Social media marketing
Corporate Finance and Governance	Law of Intellectual Property (IP) and Information Technology	Language education	Green marketing
Economic Policy	Labour and Employment Law	Education Policy and Leadership	Innovative marketing communications
Entrepreneurship	Environmental Law	Technical and vocational education	Innovations pertaining to customer value
Finance and Investment	Criminal Justice Policy and Law	Educational psychology	Innovations in rural market
Financial Economics	Legal Theory, Methodology and Ideology	Religion and Education Studies	Diversity at workplace