

GUIDELINES FOR PAPER SUBMISSION

1. Authors are requested to send the Full paper to: mannarbbacon23@gmail.com
2. The entire paper should be typed in MS-Word using "Times New Roman 12 font with 1.5 line spacing and margins of one inch on all sides.
3. The manuscript should include four major sections: Title page, Abstract, Main body and reference.
4. Papers must not have been published or accepted for publication elsewhere or be under any other review currently.
5. Abstract should be in single paragraph not exceeding 300 words with 4-6 keywords.
6. The length of the paper should not exceed 10 pages excluding title page and references.
7. Each author should register separately for publication.
8. Certificate of Plagiarism should be submitted with paper.

Time Lines

Conference Date	23.02.2024
Submission of Final Paper	10.02.2024
Announcement for Paper Acceptance	13.02.2024
Registration for Accepted Paper	14.02.2024
Registration for Participants	14.02.2024

Registration Fees (Per Individuals)

Participants Category	For Presentation	For Participation
Industrialists	1000	500
Faculty / Research Scholars	750	500
Students	500	200
In absentia	1000	-

Publication with ISBN:

All the accepted papers for the conference will be published in proceedings with E-ISBN.

Registration Link is available at College Website.

Registration fee includes

1. For Presenters - E-proceedings, Presentation Certificate, Conference Kit and Working Lunch.
2. For Participants - Conference Kit, Working Lunch and Participation Certificate.
3. For In absentia - E-Proceedings, E-Certificate

ACCOUNT DETAILS

Name of the Bank & Branch	Canara Bank, Thirunagar
Account Holder Name	NIRANJANI RAJKUMAR
Account Number	1346131000918
IFS Code	CNRB0001346
Google Pay	95004 90145

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MANNAR THIRUMALAI NAICKER COLLEGE (AUTONOMOUS)



(Founded by the Tamilnadu Naidu Mahajana Sangam)
(Affiliated to Madurai Kamaraj University)
(A Linguistic Minority Co-Education Institution Re-Accredited with 'A' Grade by NAAC)
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A ONE DAY NATIONAL CONFERENCE ON **RECENT TRENDS AND INNOVATIVE PRACTICES IN MANAGEMENT**

DATE: 23.02.2024

Organized by

DEPARTMENT OF BUSINESS ADMINISTRATION
Mannar Thirumalai Naicker College
Madurai

ABOUT THE COLLEGE

Mannar Thirumalai Naicker College (Autonomous) has found a distinct spot in the educational map of South Tamilnadu. This educational temple was founded due to the untiring efforts of the Tamil Nadu Naidu Mahajana Sangam. The service minded patrons started this college in 1974, for the welfare and development of the educationally and economically backward Telugu speaking minority Naidu Community.

Our college has been rendering significant service to the society by fulfilling the aspirations of thousands of first generation learners. The institution has witnessed an exponential growth in the last four decades. At present, the College offers 22 Under Graduate, 7 Post Graduate and 5 Ph.D Programmes. UGC has granted Autonomy since 2015-16 and it paves the way for having not only the academic freedom but also the flexibility in functioning at all levels. Library building covers an area of 13,000 sq. feet in the ground floor and classrooms; a conference hall in the first floor and air conditioned seminar hall in the second floor has been constructed owing to the sacrificial initiatives and commitment of the present management. The institution can also boast off a playground with a sprawling area of 7.48 acres. A hygienic Canteen, Women's hostel, Computer labs facilities make our institution stand out. Our library has about 61575 books and 27 Indian Journals, 15 Magazine, 18 International Journals and n-list-E Journals; a salient feature of our library is the reading hall which can accommodate about 150 students. The college was reaccredited with 'A' Grade by NAAC in 3rd cycle in 2018.

ABOUT THE DEPARTMENT

The Department of Business Administration came into existence in 1985-1986. The department since its inception has been actively engaged in quality teaching, in the field of Business Administration. It's impressive to learn that the Department has undertaken research projects under grants from the Department of Science and Technology (DST), autonomy grants and Seed Money from the Management. Overall, the Department appears to be committed to academic excellence, research advancement, and staying

attuned to industry trends. Such initiatives contribute to the holistic development of students and the broader academic community.

ABOUT THE CONFERENCE

"Recent Trends and Innovative practices in Management" is a proposed conference that delves into the cutting-edge advancements shaping the field of management. Attendees can expect an engaging exploration of the latest trends and innovations revolutionizing managerial practices across industries. From agile methodologies to digital transformation, from remote team management to sustainable business models, this conference will cover a diverse range of topics designed to equip attendees with the knowledge and strategies needed to thrive in today's dynamic business environment. The Delegates may be a seasoned faculty member, a dedicated research scholar, or a post-graduate student who is eager to expand his/her knowledge. This thought-provoking gathering offers a unique opportunity to stay ahead of the curve.

Major Themes and Sub Themes:

General Management and Human Resource

- Talent Acquisition and Retention Strategies
- Performance Management and Appraisal Systems
- Diversity, Equity, and Inclusion in the Workplace
- Business Management Post COVID-19
- Remote Work and Hybrid Models
- Crisis Management and Business Continuity
- Workforce Management and Talent Acquisition
- Role of Analytics in Leadership
- Hybrid Work Culture

Marketing Management:

- Customer Relationship Management (CRM) Strategies
- Brand Management and Positioning
- Marketing Analytics and Data-Driven Decision Making

Financial Management:

- Financial Forecasting and Budgeting Techniques
- Corporate Finance and Capital Structure Decisions
- Financial Risk Management and Hedging Strategies

Operations Management:

- Lean Management and Process Optimization
- Supply Chain Resilience and Risk Management
- Sustainable Operations and Green Supply Chain Practices

Change Management:

- Transformational Leadership in the Digital Age
- Organizational Culture and Change Management
- Employee Engagement and Motivation Strategies
- Agile Leadership

Strategic Management:

- Strategic Agility and Adaptive Planning
- Competitive Strategy and Market Positioning
- Strategic Innovation and Entrepreneurship

Entrepreneurship and Innovation:

- Startup Ecosystems and Entrepreneurial Ecosystem Building
- Innovation in Product Development and Service Design
- Corporate Entrepreneurship and Intrapreneurship
- Lean Startup Methodologies
- Innovation Culture and Ideation Workshops
- Scaling Innovation within Established Organizations
- Corporate Venturing and Open Innovation Strategies

Technology Management:

- Digital Transformation and Technological Disruption
- IT Governance and Cybersecurity Management
- Innovation in Information Systems and Emerging Technologies

International Management:

- Globalization and Cross-Cultural Management
- International Market Entry Strategies
- Managing International Teams and Virtual Collaboration

Any other relevant topics

Call for Papers

Department of Business Administration invites original and unpublished research works from Academicians, Corporates, Research Scholars and PG students. The papers should address the Conference themes and sub themes.