

Registration Fee:	
Students	500
Research scholars	750
Faculty Members	1000
Industry Delegates	1500

* Publication charges Rs. 500/-

*The registration fee includes seminar kit, lunch, tea and snacks during the seminar.

REGISTRATION FORM

Name :

Designation :

College/university :

Address :

Contact No :

E-mail :

Title Of The Paper :

Registration Fee (Rs) :

Date :

Signature :

Payment Details:

SVVR Educational Society, SBI jubilee Hills Branch, Account Number 30472613450, IFSC code: SBIN0004155 (Attach the Screenshot to registration form if any online payment)

NOTE: Every Author has to register individually for each paper

Important Dates:

Abstract Submission: 01/03/2019

Last Date of Paper Submission: 28/03/2019

Seminar Date: 10/04/2019

Please send abstracts and the full length papers to the following mail id: seminar2019@svvr.org

SEMINAR ORGANISING COMMITTEE

PATRON : Smt.W.Malathi Reddy
Secretary, SGI

ADVISOR : Dr.K.Doraiswamy

CHAIRMAN : Dr.C.Naga Sivanand, Director

CONVENOR : Dr.Geeta, Principal, Sagar School of Business Management
8886322226

ORGANISING COMMITTEE:

Mrs.D.Sandya Rani, Asst.Professor-9581472347

Mrs.K.Vasudha Rani, Asst.Professor

Mr.K.Nageswar Rao, Asst.Professor

Mr.B.Chandrashekar Reddy, Asst.Professor

Mr.M.Jaipal Reddy, Asst.Professor

Mr.K.Ramakrishna, Asst.Professor

Mr.K.L.Srikanth, Asst.Professor

Mr.M.Gadigeppa, Asst.Professor

Mrs.S.Sridevi, Asst.Professor



ONE DAY NATIONAL SEMINAR

ON

**EMERGING TRENDS,
CHALLENGES AND OPPORTUNITIES
IN MANAGEMENT**

10th April 2019



Sagar Group of Institutions,
Svr Educational Society,

SAGAR SCHOOL OF BUSINESS MANAGEMENT

Flame of Forest Chevella – Urella Road

Urella (PO), Chevella-501 503

Hyderabad, Telangana, India.

E-mail: seminar2019@svvr.org

Website: www.svvr.org

About the Institution

SVVR educational society was formed in 2008 by the late Shri. S.Veera Reddy. SVVR Educational Society is the sponsorer of Sagar Group of Institutions. Sagar Group of Institutions comprises of Sagar School of Business Management (SSBM), Food and Agribusiness School (FABS), Sagar Agri Polytechnic (SAP). Sagar School of Business Management is a pioneer in the field of professional education for the rural background students. It is affiliated to JNTU Hyderabad, and approved by the competent authority AICTE. The whole campus encompasses an area of 45 Acres surrounded by green meadows and the location is known by its endemic presence of beautiful "Flame of Forest" groves. This is located at the outskirts of Hyderabad.

About the seminar:

Globalisation has proliferated business with numerous challenges and opportunities simultaneously at other end the growth in economy, population, income and standard of living has redefined the scope of business and thus the business houses approaches. A highly competitive environment, knowledgeable consumers and quicker pace of technology are keeping business enterprises to be on their toes. In present era management and its concepts have become key survival of any business entity. Effective management has become an increasingly play a vital role it profoundly affects our day to day life. The role of Indian organisations has drastically changed. The seminar aims at bringing together the best minds both in the corporate and academic fields, to one forum and discusses recent trends, opportunities and challenges in management

Aim of the Seminar:

To provide a platform for presentation and discussion on recent trends, challenges and opportunities in management and to provide a

forum for the exchange of ideas between researchers and practioners in management.

Guidelines of Submission:

- The cover paper must be Title Page: Title, Full name of the author(s), Designation, affiliation and contact details.
- Manuscript must be in English prepared using Microsoft word typed with 1 inch margin on all sides, 1.5 line space, Font Times New Roman, Headings in Bold, Size: 12 points. Figures, Tables and Charts must be original and not scanned copy.
- The length of Full paper not exceeding 5000 words excluding figures and tables
- The board of editors reserves the right to reject, modify or improve the manuscripts. Confirmation regarding the acceptance of the paper would be duly intimated.
- After selection of full papers for presentations the authors/presenters should send power point presentation with maximum of 10 slides.
- The selected papers will be published in a Journal with an ISBN/ISSN Number.

THEMES OF THE SEMINAR :

1. Finance:

- * Financial Frauds and scams in India
- * FDI and Issues
- * Banking and Financial Services
- * Capital Markets & Risk Management
- * Mutual Funds and Insurance and Share Market
- * Digital Banking & GST And other related

2. Marketing:

- * Social media marketing
- * Digital Marketing & Rural Marketing
- * IMC & CRM
- * Brand building and corporate branding
- * Green Marketing
- * Supply chain Management And other related

3. Human Resource Management

- * Work life Balance & Stress Management
- * Women and Gender Equity
- * HR Analytics & Employer Branding
- * Green HRM
- * Social Media Recruitment
- * Industrial Relations
- * Employee Engagement for Attrition
- * HRM in a Digital World
- * Emotional Intelligence and Self-Management And other related

4. Entrepreneurship:

- * Women Entrepreneurship
- * Corporate Entrepreneurship
- * Business Startup Issues
- * Role of NABARD and other Banks
- * Financial Aspects of Entrepreneurship
- * Micro finance and self-Groups
- * Cooperative Societies And other related

5. General Management and Strategic Management

- * Corporate social Responsibility
- * Women Empowerment
- * Blue ocean strategies
- * Business Ethics
- * Crisis Management
- * Corporate Culture
- * Anger Management
- * Higher Education In INDIA
- * WTO&IPR and other related

6. Information Technology:

- * Artificial Intelligence
- * Data Analytics
- * Cyber security And Frauds
- * ERP & MIS
- * Digital Communication
- * Robotics And other related