

ABOUT THE INSTITUTION

The Sri Ganesh School of Business Management, a Division of Ganesh Group of Institutions, Salem. With the vision "to pioneer potentials of students and faculty in education through world class infrastructure and educational resources for learning and research". The SGSBM started in the year 2009 is located in Salem. Approved by AICTE, New Delhi and affiliated to Anna University. In the fast-changing global educational scenario, applying technology-driven, value-based learning is a challenge. To face the competition and to display leadership qualities, you have to be proactive in your strategy. Commitment and dedication are essential to achieving your goals. The need of the hour is the multi-skilled and multi faceted personality. At SGSBM, we nurture innovation and creativity to create successful Managers. We have carved a niche in the education sector and known for good quality management systems. The department is well equipped with SPSS, Metastock, ERP, Tally, OR and other applicable softwares. The department is staffed by faculty with rich teaching and industrial experience which facilitates them to impart sound knowledge to the students in the areas of Human Resource, Marketing, Finance, Operations and Information Technology. It also provides quality education and exposure to students by frequently arranging campus workshops, industrial visits, guest lectures and training programs throughout the year.

CONFERENCE THEME - "RESEARCH - ENDEAVOUR FOR EVER"

The competence of corporation, which is essential in corporate sustainable development and competitive advantage, has been becoming a new view and issue since 1990s. The concept of 'competence' is a powerful one for businesses' strategic development and competitive advantages. It drives restructurings, divestitures, mergers and strategic partnerships to enhance new levels of profitability and shareholder value. Dynamic competencies are sources of innovation and sustainable development. Sustainable development is the key factor for the realistic growth of all businesses. It is a way of achieving present growth without compromising the future availability of existing resources. So the goal for any business is to focus attention on competencies that really affect and offer competitive advantage for sustainable development. The various methods and competency strategies to be made in all spheres in order to achieve equitable and sustainable development in organizations are to be explored in detail in the conference.

MARKETING AND SERVICES	HRM	ACCOUNTING AND FINANCE
<ul style="list-style-type: none"> ◆ Benchmarking ◆ Brand Equity ◆ CSR ◆ Tourism marketing ◆ Bottom of Pyramid Strategy ◆ Future of Rural Marketing ◆ Green Marketing ◆ CRM Strategies ◆ Medical Tourism ◆ Marketing strategy to overcome global crisis ◆ Supply Chain Management ◆ Retaining customers for life time ◆ Innovative strategy for survival ◆ Advertisement to boost economic activity ◆ Advertising - a turn-around strategy ◆ Branding strategy - key to increase customer loyalty ◆ Service quality models ◆ Creativity and innovation in marketing ◆ FDI in Retail Industry ◆ Integrated marketing communication ◆ Multi-level marketing ◆ Visual Merchandising ◆ Branding India - towards 2020 ◆ Women in Media ◆ Consumer perception towards global products ◆ Event Management ◆ Social, Economical and Ethical Issues in Advertising ◆ Role of IT in Retailing Sector 	<ul style="list-style-type: none"> ◆ Organization Development Strategies ◆ Competency Mapping ◆ Human Capital Management ◆ Performance Management ◆ Spirituality in HRM ◆ Employee Training for TQM ◆ Global HRM ◆ Human Relationship Management ◆ Transformational Leadership ◆ Counseling and Behaviour Modification ◆ Cross Culture Management ◆ Global Dimensions of HR and its impact ◆ Recruitment is a Night Mare ◆ Retention Strategy ◆ Knowledge Management ◆ E-HRM ◆ Strategic HRM ◆ Stress Management ◆ Time Management ◆ Talent Management ◆ Learning Organization ◆ Virtual Organization ◆ Mapping of HR-Managerial ◆ Competency Mapping ◆ Quality of Work Life, Work life Balance ◆ Compensation Management ◆ Need of Multiple Competences in Recession ◆ Emotional Intelligence ◆ The Role of Change Agents in Recession 	<ul style="list-style-type: none"> ◆ Housing Finance ◆ Vehicle Finance ◆ Real Estate Finance ◆ Credit Cards ◆ Factoring ◆ Forfeiting ◆ Credit Rating ◆ Futures and Options ◆ Banc assurance ◆ Financial strategies towards economic development ◆ Changing role of Insurance sector in economic development ◆ Corporate crisis in the present scenario ◆ Micro Finance in economic development ◆ Fortune at the Bottom of Pyramid ◆ SHG linkage models ◆ Venture Capital ◆ Mutual Funds ◆ International Capital & Debt Market Instruments ◆ Money Market Instruments ◆ Derivatives ◆ FDI & FII ◆ Euro Currency and Bond Market ◆ Portfolio Management ◆ International Accounting Standards ◆ Enterprise Risk Management

ECONOMICS	OPERATIONS AND QUALITY MANAGEMENT	ENGINEERING AND TECHNOLOGY
<ul style="list-style-type: none"> ◆ Silver as an Investment Option ◆ Impact of inflation - approaches to control ◆ FDI in retailing ◆ Regulations of Micro finance ◆ Rupee Appreciation ◆ Role of Fiscal & Monetary policy ◆ Unemployment & its Veils ◆ Role of Apex bank ◆ Business Cycle & its Impact ◆ Spiraling cost of gold ◆ Future of Oil Promotion Exporting Countries ◆ VAT and its Implications ◆ Monetary and Fiscal Issues ◆ Forex Management ◆ Balance of Payments and Trade ◆ Industrial Policy ◆ Poverty Alleviation ◆ Strategy for bringing back unaccounted funds to India ◆ Role of Self Help Groups in Poverty Alleviation ◆ Future of Real Estate ◆ Robotics and Operations Management ◆ Materials Management Information System ◆ Benchmarking ◆ E-Business ◆ Case based relationships 	<ul style="list-style-type: none"> ◆ Production & Operations Information Systems ◆ Computer Integrated Manufacturing ◆ New Product Design and Development ◆ Supply & Operations Management ◆ Logistics Management ◆ E - Operation Strategies ◆ Supply Chain Management ◆ Customer Relationship Management ◆ Material Requirement Planning ◆ Enterprise Resource Planning ◆ Business Process Reengineering ◆ Production Planning & Control ◆ Computer Integrated Manufacturing ◆ Value Engineering ◆ Lean Manufacturing ◆ Agile Manufacturing ◆ Six Sigma ◆ Quality Management Systems ◆ Just in Time / Kanban ◆ Service Quality ◆ Quality Circles ◆ QFD ◆ Kaizen ◆ FMEA ◆ BPR ◆ Information Analysis Strategies ◆ SAP & Applications ◆ Cyber crime prevention strategies ◆ Cyber security ◆ Global Information System ◆ KMS ◆ Pervasive Computing 	<ul style="list-style-type: none"> ◆ Mobile Computing ◆ Recent trends in Nano Technology ◆ Weaving and Role of Textiles Committee in Textile Industry ◆ Intelligent Data Analytics and Image Processing ◆ DTS and SSIS in Database Management ◆ Cloud Computing ◆ Leveraging Solar Energy in the Competitive Environment ◆ DCS With Field Bus & Wireless Technology ◆ Engines and Aircrafts in Fighter Sector ◆ Application of GIS & Remote Sensing in Civil Engineering ◆ Client Server Technology ◆ Network Security ◆ Biometrics & Bioinformatics ◆ Computer Architecture and Real time Systems ◆ Computer Graphics / Multimedia & Virtual Reality ◆ Database and Data Mining ◆ DSP / Image Processing / Video Processing ◆ Distributed, Grid, Cloud and Scalable Computing Embedded Systems and System Software ◆ High Performance Computing / Green Computing ◆ Cluster Computing ◆ Fuzzy Logic ◆ Other Related areas in Mechanical, Civil, Electronics, Electrical, Aeronautical, Computer, IT, Aeronautical, Production, Textile, Computer Application, etc.,

IMPORTANT DATES & VENUE

Last Date for submission of Abstracts	:	4th Feb, 2012
Last Date for submission of full paper	:	20th Feb, 2012
Conference Date	:	24th Feb, 2012 (Friday)
Venue & Time	:	SGSBM Seminar Hall, @ 10.00am

SUBMISSION PROCEDURE (Electronic Submission)

All papers and abstracts must be submitted in MS Word with 1.5 space in A-4 size in Times New Roman font with 12 point size. The papers for the conference should be sent in the prescribed format by electronic mail. Titles, Authors' and Co-Author's Name, Affiliated Institution and Address for Communication should be clearly mentioned in the paper. Hard copies can also be submitted preferably by courier along with CD. The selected papers which are received within the specified date will be published in the following National and International Journals.

◆ Indo - Asian Journal of Advanced Management	-	ISSN : 2250 - 1266 (International Journal)
◆ Journal of Management and Science	-	ISSN : 2249-1260 (National Journal)
◆ Indian Journal of Applied Research	-	ISSN : 2249 - 555X (National Journal)

REGISTRATION FEES:

◆ Delegates from industry	:	Rs. 400/-	◆ Delegates from academia	:	Rs. 300/-
◆ Research Scholars / Students	:	Rs. 200/-	◆ No. of Authors per paper	:	Max 3 persons

Author and co-author of accepted papers should register and pay the registration fee for the conference separately. The DD should be drawn in favour of "**Principal, Sri Ganesh School of Business Management**", payable at Salem. The fee includes conference proceedings, kit and refreshment, no T.A. / D.A. will be given to the delegates.

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INTERNATIONAL CONFERENCE on COMPETENCY BUILDING STRATEGIES IN BUSINESS AND TECHNOLOGY FOR SUSTAINABLE DEVELOPMENT

Friday,
24th February, 2012



Organized by



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Sri Ganesh School of Business Management

(Approved by AICTE, New Delhi & Affiliated to Anna University)

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