

2<sup>nd</sup>

# International Conference

On

## Competency Building Strategies in Business and Technology for Sustainable Development

(Applicable for ALL Disciplines such as Management Studies, Engineering & Technology, Arts & Science and Education)



Organized by



Learn. Rise. Excel

## Sri Ganesh School of Business Management

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

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22<sup>nd</sup> (Friday) February, 2013

## ABOUT THE INSTITUTION

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, Chennai. In the fast-changing global educational scenario, applying technology-driven and 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 achieve 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 functions with various Centres for Excellence like CSR, Entrepreneurship, HRM, Financial Services, General Management Club, Women's Development, Communication Club and so on. The department is well equipped with SPSS, Metastock, ERP, Tally, OR and other application softwares. The department is staffed by faculty with rich teaching, research and industrial experience which facilitates them to impart sound knowledge to the students in the areas of Human Resource, Marketing, Finance, Operations and Systems. It also provides quality education and exposure to the students by arranging campus workshops, industrial visits, guest lectures and training programmes frequently 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's 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.

## MANAGEMENT

MARKETING & SERVICES	HUMAN RESOURCE & JOURNALISM	FINANCE, COMMERCE & ECONOMICS	INTERNATIONAL BUSINESS	PRODUCTION & OPERATION
<ul style="list-style-type: none"> <li>Benchmarking</li> <li>Branding</li> <li>CSR or CRM</li> <li>Tourism marketing</li> <li>Rural or Green Marketing</li> <li>Medical Tourism</li> <li>Strategy to overcome global crisis</li> <li>Innovative strategy for survival</li> <li>Advertisement</li> <li>Service Marketing</li> <li>Creativity and Innovation in Marketing</li> <li>Multi-level Marketing</li> <li>Visual Merchandising</li> <li>Women in Media</li> <li>Consumer perception towards global products</li> <li>Event Management</li> </ul>	<ul style="list-style-type: none"> <li>OD Strategies</li> <li>Competency Mapping</li> <li>Human Capital Mgt</li> <li>Performance Mgt</li> <li>National &amp; Global HRM</li> <li>TQM</li> <li>HRM &amp; HRD</li> <li>OB &amp; Leadership</li> <li>Counseling</li> <li>Cross Culture Management</li> <li>Global Dimensions of HR</li> <li>Recruitment &amp; Selection</li> <li>Training &amp; Development</li> <li>Retention Strategy</li> <li>Knowledge Management</li> <li>E-HRM</li> <li>Strategic HRM</li> <li>Stress Management</li> <li>Time Management</li> <li>Talent Management</li> </ul>	<ul style="list-style-type: none"> <li>Corporate Finance</li> <li>Micro Finance</li> <li>SHG linkage models</li> <li>Venture Capital</li> <li>Mutual Funds</li> <li>Capital &amp; Security Market</li> <li>Money Market Instruments</li> <li>Derivatives</li> <li>FDI &amp; FII</li> <li>Euro Currency and Bond Market</li> <li>Portfolio Management</li> <li>International Accounting Standards</li> <li>Enterprise Risk Management</li> <li>Silver as an Investment Option</li> <li>Impact of inflation</li> <li>Foreign Exchange]</li> <li>Gold &amp; Bullion Market</li> </ul>	<ul style="list-style-type: none"> <li>International Market entry strategy</li> <li>Internationalization of the Food industry &amp; other industry</li> <li>Retailers' foreign entry</li> <li>Globalization in a network based world</li> <li>International Corporate Governance</li> <li>Innovative ways to finance telecommunication</li> <li>Outward FDI and trade performance</li> <li>The Driving force of swap spreads</li> <li>FDI in cohesion to employment</li> <li>Reward Systems and Strategy</li> <li>Role of Teams in Multicultural Organizations</li> <li>Production &amp; Operations Information Systems</li> </ul>	<ul style="list-style-type: none"> <li>Computer Integrated Manufacturing</li> <li>New Product Design and Development</li> <li>Logistics Management</li> <li>E - Operation Strategies</li> <li>MRP or ERP or BPR</li> <li>Production Planning &amp; Control</li> <li>Value Engineering</li> <li>Lean Manufacturing</li> <li>Agile Manufacturing</li> <li>Six Sigma</li> <li>Decision Making</li> <li>LRM or SRM</li> <li>SCM</li> <li>Prototype &amp; Robust Design</li> <li>Queuing systems</li> </ul>

## ENGINEERING AND TECHNOLOGY

CIVIL, ENVIRONMENTAL & MECHANICAL	ELECTRONIC AND ELECTRICAL	COMPUTER SCIENCE, IT & COMMUNICATION	CHEMICAL & BIOLOGICAL	SPACE ENGINEERING
<ul style="list-style-type: none"> <li>Pollution and Seasonal variation</li> <li>Environmental Impact Assessment</li> <li>Transportation Mgt</li> <li>Advancement in Construction &amp; Rehabilitation Techniques</li> <li>Integrated water resource mgt</li> <li>Green Buildings and Sustainable development</li> <li>Composite material</li> <li>Robotics and Mechatronics</li> <li>Metallurgy and Materials</li> <li>MEMS and Nanotechnology</li> <li>Renewable Energy Resources</li> <li>IC Engines</li> <li>CAD/CAM/CAE/FEA</li> </ul>	<ul style="list-style-type: none"> <li>Robotics &amp; Automation Systems</li> <li>Innovative Networking Technologies</li> <li>Digital Signal Processing</li> <li>Optimization Techniques</li> <li>Bioelectronics &amp; Biosensors</li> <li>VLSI Design</li> <li>Modern Power Systems</li> <li>Soft computing applications in power systems</li> <li>Green and Renewable Energy Technology</li> <li>Smart grid/FACTS/HVDC</li> <li>Power converters &amp; modeling</li> <li>Power system automation</li> <li>Intelligent controllers</li> </ul>	<ul style="list-style-type: none"> <li>Mobile Computing</li> <li>Intelligent Data Analytics and Image Processing</li> <li>DTS and SSIS in Database Management</li> <li>Cloud Computing</li> <li>Client Server Technology</li> <li>Network Security</li> <li>Biometrics &amp; Bioinformatics</li> <li>Computer Architecture and Real time Systems</li> <li>Computer Graphics / Multimedia &amp; Virtual Reality</li> <li>Design and Implementation of an Acoustical Transmission Protocol</li> <li>Database and data mining</li> </ul>	<ul style="list-style-type: none"> <li>Aligning Biomedical Ontologies</li> <li>Visual Evaluation of 3D Image Enhancement</li> <li>Segmentation of the Brain from MR Images</li> <li>Advanced MRI Data Processing</li> <li>Manifolds in Image Science and Visualization</li> <li>Mining waste and wetlands</li> <li>Aerosol Virtual Impactor</li> <li>Process Modeling of a Wire Saw Operation</li> <li>Sol-gel Synthesis</li> <li>Deoxidation of Al- and Si-killed steel</li> </ul>	<ul style="list-style-type: none"> <li>Higher Harmonic Control &amp; Flight Control System Interaction</li> <li>Design and Analysis of a Multi-Section Variable Camber Wing</li> <li>Stability and Control Modeling of Tiltrotor Aircraft</li> <li>Plan-Based Configuration of a Group of Robots</li> <li>A Critical Parameter Optimization of Launch Vehicle Costs</li> <li>Metabolic Workload Measurement System for Space Suits</li> </ul>

## ARTS, SCIENCE AND EDUCATION

ENGLISH & EDUCATION	MATHEMATICS, STATISTICS & OPERATIONS RESEARCH	BIOTECHNOLOGY, CHEMISTRY & PHYSICS	LIFE SCIENCE & AGRICULTURE	LINGUISTICS & PHILOSOPHY
<ul style="list-style-type: none"> <li>• The progressive in English: events, states and processes</li> <li>• Ice skating in the sculpture</li> <li>• Monsoon caught in gulmohars</li> <li>• Memory- the past &amp; the present in toni morrison's beloved</li> <li>• Teacher knowledge: an ideal typology</li> <li>• Emotional intelligence, insight, transference, and session outcome</li> <li>• Teaching number sense to kindergardeners</li> <li>• Empowerment of women through education</li> <li>• Recent trends in school &amp; teacher education</li> <li>• Teaching pedagogy - challenges of adopting in curriculum</li> <li>• E-learning and M-learning in effectiveness of technical education</li> <li>• Role of ICT in education</li> <li>• Perceptive of teaching methodologies</li> <li>• Shaping &amp; Sharing life skills</li> <li>• Global issues in higher education</li> <li>• Innovation or quality in teaching &amp; learning process</li> <li>• Neurological process of learning of mentally challenged</li> <li>• NACC accreditation</li> </ul>	<ul style="list-style-type: none"> <li>• Authentication in quantum key growing</li> <li>• Combining unobtainable shortest path graphs for OSPF</li> <li>• Yield management</li> <li>• Solvable quintics</li> <li>• Factor analysis of cross-classified data</li> <li>• Combinatorial geometries in model theory</li> <li>• Fuzzy logic</li> <li>• O.R. Models</li> <li>• Queuing theory</li> <li>• Simulation</li> <li>• Transportation</li> <li>• Application of game theory algebra &amp; Applied Maths</li> <li>• Applied probability &amp; statistics</li> <li>• Computational &amp; Graphical Statistics</li> <li>• Data analysis &amp; discrete Maths</li> <li>• Finite Maths</li> <li>• General Maths &amp; Statistics</li> <li>• Geometry &amp; Topology</li> <li>• Mathematical Modeling</li> <li>• Probability &amp; Mathematical statistics</li> <li>• Quality, Productivity &amp; Reliability</li> <li>• Survey Research &amp; Sampling Methods</li> <li>• Time series</li> </ul>	<ul style="list-style-type: none"> <li>• Application of Nano Tech.</li> <li>• Signals and Noise in Complex Biological Systems</li> <li>• Medical micro biology</li> <li>• Application and trends of Bio-technology</li> <li>• Protein-surfactant interactions</li> <li>• Barcoded Silica Nanotubes for Bioanalysis</li> <li>• Template-Based fabrication of Nanostructured Materials</li> <li>• Wet Organic Field Effect Transistor as DNA sensor</li> <li>• A low-power second-order sampling receiver for Bluetooth</li> <li>• Strings as Sigma Models &amp; in the Tensionless Limit</li> <li>• Biological Inorganic Chemistry</li> <li>• Braving the Elements</li> <li>• Chemical Thermodynamics</li> <li>• Principles of Molecular Photochemistry</li> <li>• Electro-Magnetic</li> <li>• Low Temperature</li> <li>• Biophysicists</li> <li>• Space &amp; Planetary</li> <li>• Nuclear</li> <li>• Geophysicists</li> <li>• Crystallographers</li> <li>• Electricity &amp; Magnetism</li> <li>• Laser , Plasma , Vacuum etc</li> </ul>	<ul style="list-style-type: none"> <li>• Absorption, Excretion, and Transformation of Individual Anthocyanins in Rats</li> <li>• Effects of nitrogen and calcium on photosynthesis and metabolic activity</li> <li>• Factors Affecting Media pH and nutrient uptake in geraniums</li> <li>• Assessing evapo transpiration rates of a Mid-Atlantic red maple riparian wetland using sap flow sensors</li> <li>• Adrenergic receptor (ADR) genotype influences the effects of strength training on mid-thigh intermuscular fat</li> <li>• Forest management</li> <li>• Environmental Condition</li> <li>• Agricultural Baseline</li> <li>• Projections</li> <li>• Meat Products</li> <li>• Animal feed</li> <li>• HYV in cash foods</li> <li>• Natural manure</li> <li>• Fertilizer Production</li> <li>• Agro mechanics</li> <li>• Domestic animals protection &amp; Growth</li> <li>• Dairy products</li> </ul>	<ul style="list-style-type: none"> <li>• Argument structure and transitivity alternation</li> <li>• The Landscape of Applicative</li> <li>• Machine translation and evaluation : online systems</li> <li>• Universal quantification in Chinese</li> <li>• Controlled Languages in Software User</li> <li>• Empathy and emotions</li> <li>• Axiological Investigations</li> <li>• Empowerment and International Development</li> <li>• Conscious Experience Versus Conscious Thought</li> <li>• Elements of symbolic logic</li> <li>• Reading in the Philosophy of language</li> <li>• Classics in western philosophy</li> <li>• Philosophical issues in brain science &amp; quantum mechanics</li> <li>• Philosophy in film and other media as visual and literary mythmaking</li> <li>• Feminist political thought</li> <li>• The lexicon and its features</li> <li>• Laboratory on the physiology, acoustics, and perception of speech</li> <li>• Specificity across languages</li> <li>• Interpreting imperatives</li> </ul>

**Note :** \* Research scholars can also present their own Research Thesis as title

### IMPORTANT DATES & VENUE

Last Date for submission of Abstracts : <b>5<sup>th</sup> Feb, 2013</b>	Conference Date : <b>22<sup>nd</sup> Feb, 2013 (Friday)</b>
Last Date for submission of full paper : <b>15<sup>th</sup> Feb, 2013</b>	Venue & Time : <b>SGSBM Seminar Hall A/c @ 10.00 am</b>

### SUBMISSION PROCEDURE (Electronic Submission)

All papers and abstracts must be submitted in MS Word with 1.5 spaces 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 E-Mail. Title, Author's and Co-Author's name, Institution's name and Address for Communication with Mobile No. & E-Mail ID should be clearly mentioned in the paper. Hard copies can also be submitted preferably by courier or post along with CD for both presentation as well as for In-Absentia Mode. All submitted papers will go through double-blind review. The selected papers will be published in the following International Journals.

→ Indo - Asian Journal of Advanced Management (IAJAM)	- ISSN : 2250 - 1266
→ International Journal of Functional Management (IJFM)	- ISSN : 2319 - 1406
→ International Journal of IT, Engineering and Applied Sciences Research (IJEASR)	- ISSN : 2319 - 4413
→ International Journal of Management and Social Sciences Research (IJMSSR)	- ISSN : 2319 - 4421
→ Zenith International Journal of Multidisciplinary Research (ZIJMR)	- ISSN : 2231 - 5780
→ Journal of Business Management & Social Sciences Research	- ISSN : 2319 - 5614
→ Journal of Engineering, Computers & Applied Sciences	- ISSN : 2319 - 5606
→ Zenith International Journal of Business Economics & Management Research	- ISSN : 2249 - 8826
→ Excel International Journal of Multi disciplinary Management Studies	- ISSN : 2249 - 8834
→ International Journal of Advanced Research in Management and Social Sciences	- ISSN : 2278 - 6236
→ International Journal of Advanced Research in IT and Engineering	- ISSN : 2278 - 6244
→ International Journal of Advanced Research in Engineering and Applied Sciences	- ISSN : 2278 - 6252

### REGISTRATION FEES

▶ Delegates from Industry : <b>Rs. 400/-</b>	▶ Academia : <b>Rs. 350/-</b>
▶ Research Scholars : <b>Rs. 300/-</b>	▶ Students : <b>Rs. 200/-</b>
▶ No. of Authors per paper : <b>Max 3 persons</b>	

Author and co-author(s) 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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- **GANESH COLLEGE OF ENGINEERING**
- **SRI GANESH COLLEGE OF EDUCATION**

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