

## REGISTRATION FEE

Category	Fee
Students	INR 500/-
Research Scholars (M.Phil & Ph.D)	INR 700/-
Academicians	INR 800/-
Corporate Delegates & Compendium	INR 1,000/-

### Mode of Payment

The Authors are requested to send the registration form along with the fee in the form of NEFT/DD drawn in favour of "Primax Foundation" Payable at Bangalore.

#### NEFT

Name of the Account : Primax Foundation  
 Account No. : 166111100001608  
 (Current Account)  
 Bank Name : Andhra Bank  
 Place : Kengeri Satellite Town,  
 Bangalore-60  
 IFSC Code No. : ANDB0001661  
 MICR CODE : 560011038

#### Postal Address

**Prof. T. Rajeswari**  
 President, Primax Foundation  
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**Ph: + 91 8971725451**

1. Each Co-author has to pay additional fee Rs. 200 & Maximum two authors allowed per paper .
2. No Spot registration
3. Author may choose to attend the seminar in absentia by paying Rs. 100 Extra
4. The Registration fee will include the Participation fee, Conference kit, Certificate, Conference refreshment and Lunch.

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## SEMINAR CONVENER

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## Best Wishes from



**Prof. T. Rajeswari.,** M.Sc.,M.A(Eng),M.A (SOC),M.B.A.,(Ph.D)  
 President, Primax Foundation, Bangalore. 56

Prof. T. Rajeswari, is the founder of Primax Foundation, she is educationalist, visionary with lot of innovative ideas. She is staunch believer that "A progress can be attained only by research activities". As a President she will spearhead full efforts as we move ahead to the best of our abilities. We look forward to continuing to receive the support and encouragement of all our faculty. I would like to personally invite you to join our one day national seminar on 17<sup>th</sup> September 2016

Good Luck!!!

Strong minds discuss ideas, average minds discuss events, weak minds discuss people" - Socrates



# PRIMAX FOUNDATION

## Bengaluru, Karnataka

(Registered under the Karnataka Societies Reg. Act 1960)

Reg. No. JNR-S211-2015-16

(Visit : [www.primaxfoundation.com](http://www.primaxfoundation.com) / [www.primaxijcmr.com](http://www.primaxijcmr.com))



Be a Hero. Always say,  
 "I Have no fear"

# 1<sup>st</sup>

## One Day National level Seminar on "Recent Trends in Business Management and Practices"



Date: 17<sup>th</sup> Sep-2016

Time 8.00 AM to 5.30 P.M

Venue

**Adhiyamaan Palace – Auditorium (A/C)**

**Near Bus stand, Dharmapuri, Tamil Nadu, India.**

**Contact : 08971725451**

"Either write something worth reading or Do something worth writing" - Benjamin Franklin

## ABOUT OUR FOUNDATION

**Primax Foundation** is getting establish with the lofty ideals of imparting quality non profitable services to the society through **Journal, Seminars, Workshop, Educational Training & Skill Development, Study Circles, Counseling & Rehabilitation and Initiating Research Activities** etc. for the development of total personality in society.

**Primax Foundation** is an upcoming Training and Development Center at Bangalore offering a variety of need based training programmes, through on and off campus modes. The primary aim is to ensure employability for the Students and making them best fit for corporate requirements, in all aspects. In addition, its intention is to upgrade the quality of research work among the faculty members involved in Science & Humanities, Commerce, Management Education and in the Allied fields to ensure that all the research work undertaken, is usefully and gainfully employed by the industry, economy and society. Its operational objective is to disseminate, strengthen and enhance knowledge, across all sections of the society.

## ABOUT THE SEMINAR



Business or organizations are facing new challenges every day along with renewed strategies, competition and segment brought about by globalization. Emerging business environment not confront unpredictable global economic scenarios and fast depleting natural resources. Decision-making has become more complex and difficult. It is imperative to identify right solution with the objective of creating innovative ideas, strategies and knowledge for the benefit of business, economy and society.

Prominent scholars, distinguished academicians, consultants and professionals, experts, entrepreneurs, policy maker, development practitioners, academic, independent scholars and researchers may contribute share and exchange their ideas, experiences and best practices breaking down the business barriers with new concepts, innovative strategies and progressive methodologies to enrich the business industry and social environment is the need of the hour.

### Objectives of The Seminar

- To discuss the favorable alternative business atmosphere that is prevalent in India.
- To throw light on the various initiatives of the Government of India and to attract foreign investment
- To provide a platform for scholars to make informal networks with their peers from other institutions

### Who Can Participate?



- Students
- Research scholars/Scientist
- Academicians
- Corporate Executives / Consultants

### CALL FOR PAPERS:

Research papers and articles based on original work are invited for submission and presentation from academicians, researcher, corporate professionals and students at seminar on the following sub themes:

Finance	HR	Marketing	IT	Economics
Mutual Fund Banking and Public Finance Asset Pricing Portfolio Management Merger and acquisitions Behavioral Finance	Knowledge Management Stress Management Ethical HR Employee Reward and Incentives Green HRM Sustainability and HRM	Digital Marketing Green Marketing Marketing Analytics Neuromarketing Rural Marketing Services Marketing	TQM, Six Sigma Big Data ERP MIS Technology E- Commerce Technology Management	Micro Finance FDI & FII Make in India Emerging Trends in Economy Disaster Management Foreign Exchange

Note: The sub-themes are not exhaustive. Interdisciplinary papers related to the overall theme of the seminar may also be submitted.

### PUBLICATION OPPORTUNITIES

This National Seminar offers a platform for scholarly discussion among the faculty members / Research Scholars / Students and Corporate delegates on the given sub themes. Papers - Theoretical, empirical or case studies are invited. **Last Date to Submit the full Paper is 2<sup>nd</sup> September 2016.** Article or Papers with research focus will be selected for publication. The selected papers will be published in the reputed **Journal with additional cost of Rs. 1,500.** The following publications forum is as follows.

- Primax International Journal of Commerce and Management Research, ISSN :**2321-3604**, Online ISSN: **2321-3612 IF =4.532**
- Primax International Journal of Finance, ISSN :**2348-0475**, IF =**3.032**
- Primax International Journal of Marketing, ISSN :**2348-0491**, IF =**3.420**
- Primax International Journal of Human Resource, ISSN :**2348-0483**, IF =**3.923**
- Asia Pacific Journal of Research, Print ISSN :**2320-3604**, Online ISSN: **2347-4793**, IF =**6.58**

## PROGRAM SCHEDULE – 17<sup>th</sup> SEPTEMBER 2016

8.00 AM to 9.30 AM		Registration
9.30 AM to 10.30 AM	Inaugural Session Chief Guest <b>Thiru D.N.C.Manivannan</b> Chairman, Sri Vijay Vidyalaya College Of Arts & Science (Women's), Dharmapuri. <b>Dr. V. Balaji.</b> , M.Com.,M.Phil.,Ph.D., Principal, Salem Sowdeswari College, Salem <b>Dr. V. Selvaraj.</b> , M.Com., M.Phil., Ph.D. Former Head & Associate Professor of Nehru Memorial College, Trichy Secretary of Primax Foundation, Bangalore, Karnataka.	
10.30 AM to 10.45 AM		Tea Break
10.45 AM to 11.45 AM	<b>Technical Session – I</b> <b>Dr.K.Karthikeyan.</b> , M.Com., M.Phil., B.Ed., P.G.D.C.A., M.B.A., Ph.D. Associate Professor of Commerce, P.G. and Research Department of Commerce Vivekananda College, Tiruvadakam West, Madurai Tamilnadu ,India <b>Topic : “ India-An Incredible Business &amp; Investment Destination”</b>	
11.45 AM to 1.00 PM	<b>Technical Session- II</b> <b>Dr. L. Manivannan.</b> , M.B.A.,D.L.L.,Ph.D.,P.G.D.C.A., Associate Professor & Coy. Commander, Erode Arts & Science College, Erode. <b>Topic : “Emerging Strategies in Financial Sector in a changing Global Environment”</b>	
1.00 PM to 2. 00 PM		Lunch Break
2.00 PM to 3.30 PM	<b>Technical Session- III</b> Paper Presentation Chari Person: <b>Dr. D. Kumaresan.</b> , M.Com.,M.B.A.,M.Phi.,Ph.D., Principal, Minerva College of Arts & Science, Salem.	
3.30 PM to 3.45 PM		Tea Break
3.45 PM to 4.45 PM	<b>Technical Session- IV</b> Paper Presentation Chair Person: <b>Dr. E.Mubarak Ali.</b> , M.Com., M.B.A., M.Sc (Psy),M.Phil., P.G.D.C.A.,Ph.D., Associate Professor of HR & Research Advisor, Jamal Mohamed College, Trichy. <b>Dr. S.Saiganesh.</b> , M.B.A.,M.A.,DHRD.,M.Phil.,Ph.D., Professor of Marketing, Dayananda Sagar Business School, Bangalore.	
4.45 pm to 5.30 pm		Valedictory and Certificate Distribution
	<b>Thiru. M.Deepak</b> , B.E.,MBA., Director, Sri Vijay Vidyalaya College Of Arts & Science (Women's), Dharmapuri. <b>Dr. P. Mohanasundaram.</b> , M.Com.,M.Phil.,Ph.D., Director i/c, Periyar University PG Extension Center, Dharmapuri.	

### IMPORTANT DATES:

Deadline of Abstracts & full article submission	2 <sup>nd</sup> September 2016	Authors are requested submit your valuable paper as per the guideline , Papers must be sent through email to : <b>kvr08@rediffmail.com / primaxfoundation@gmail.com</b>
Notification of acceptance of full Paper	5 <sup>th</sup> September 2016	
Fee submission	7 <sup>th</sup> September 2016	<b>Online submission</b> <b>www.primaxijcmr.com</b>