

About

K.S.R.COLLEGE OF ARTS AND SCIENCE FOR WOMEN

It was established in the year 2009 by Dr.K.S.Rangasamy MJF, with an aim to provide quality education to all the poor in crusade of knowledge. This is coupled with facilities for the pursuit of knowledge so that it caters to the needs of rural who aspire of education in Arts & Science. The college is affiliated to Periyar University, Salem. The Moto of the college is to learn, Empower and Serve.

ABOUT THE DEPARTMENT

The Department of Commerce was started in the year 2015. The department provides placement facilities and trains them for the excellent future career. The students are moulded into multi-faceted personalities by arranging seminars, symposium, guest lectures, workshops, career oriented programmes, add on course, soft skill training and communicative English. The department is manned by academically well-qualified and experienced faculty members who consistently involve themselves in various national and international forums to make them to update the current issues in commerce domain which ultimately benefits to our students.

ABOUT PRIMAX FOUNDATION

Primax Foundation® is getting establishing with the lofty ideals of imparting quality non-profitable services to the society through Journal, Conferences, Seminars, Workshop, Educational Training & Skill Development 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 Primax Foundation is registered under I.T. Act 1961, and exempted u/s 12(A) and 80G.

CONFERENCE THEME

The significance of realizing the changing cultural patterns and incorporating them in the human resource practices especially in terms of flexibility and work life balance is underscored due to the fact that modern day organization, especially those operating in telecommunication and related technology industries need to be highly adaptive, innovative and creative and sensitive to customers' demands and aspirations. This can be achieved by having a highly motivated workforce, working within an organizational culture that ensures fairness,

respect, encourages creativity and innovation. The aims of fairness, respect and encouraging creativity can be achieved by ensuring a level of flexibility that balances the social, personal and professional life of employees. Innovation and creativity that is achieved through such human resource management practices is necessary in the current business environment and is considered to be primordial for the survival of businesses operating in telecommunication and digital media industry. Without the right kind of workforce with the right kind of capabilities, businesses in the high tech industries would not be able to compete in the highly complex and fast paced technological environment.

ALL FOR PAPERS

Relevant to the main theme and sub themes papers and case studies will be considered for presentation and / or publication. Authors are allowed to select a relevant sub-theme in consonance with the main theme. However an indicative list of sub themes is presented here :

- * Fostering mindset for Innovation
- * Issues & Challenges of Managing the Global Workforce
- * Organization Development
- * Multi rater Performance Appraisal: Challenges of Implementation
- * Role of HR in Grooming Next Generation Leaders
- * HRM in Board Room: Dream or Reality
- * Corporate Culture And Innovation
- * Emotion & Stress Management - A Key to Organisational Success
- * Emotional Intelligence
- * HR as Strategic Business Partner
- * Past, Present and Future of HR
- * Competency Based Management
- * Leadership and Creativity in HRM
- * Work-Life Balance
- * Training and Development
- * Separation Management
- * Organisational Commitment: Measurement & Management- Role of HR
- * Breaking the Glass Ceiling - Women and HRM
- * Ethics, Governance & Strategic Management as a Tool for Organisational Development.
- * Strategies and Leadership for High Performing Organisations
- * Change Management and Organisational Development- Multi Perspective
- * New Paradigm in Environment & People Management
- * Role of HR in Mergers and Acquisitions
- * Corporate Social responsibility

SUBMISSION OF PAPER

The full paper submission will be peer reviewed and evaluated based on originality, research content, depth, correctness, relevance to the conference and readability. The full paper along with soft copy typed in doc format and should be submitted (1.5 line spacing, 10 point, times new roman font, A4 size) through email to vasukiphd@gmail.com

REGISTRATION DETAILS

| | For Indian Author |
|--------------------|---|
| Corporate/Industry | ₹ 800/- |
| Academician | ₹ 600/- |
| Research Scholars | ₹ 500/- |
| Students | ₹ 250/- |
| In Absentia | ₹ 100/- extra with above fee for postal charges |

The DD should be drawn in favour of “The Principal of KSR College of Arts and Science for Women” payable at Tiruchengode.

Author and co – author must be registered separately. The fee covers the seminar kit, lunch and refreshment. Certificate will be given to all registered participants. No TA/DA will be paid.

Dates to remember

Last date for the submission of abstract and full paper along with registration fee on or before 10-08-2018.

Date of conference

24th August 2018, Spot Registration also accepted.

PUBLICATION

Selected paper will be published in International Journal of Scientific Research and Review ISSN No. 2279 - 543X UGC No. 64650 Impact factor 6.10 on separate payment of the following fee.

| Fee | On or before 10th August | After 10th August |
|-----|--------------------------|-------------------|
| | Rs. 1300/- | Rs. 1600/- |

ORGANIZING COMMITTEE

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(Founder & Chairman)

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(Vice Chairman)

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K.S.R College of Arts and Science for Women

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REGISTRATION FORM

Name :

Qualification :

Faculty :

Scholars :

Male/Female :

Address :

Phone Number :

E-Mail :

Bank Name :

DD.NO :

Title of the Paper:

Place:

Date:

Signature

(Photocopy is also allowed)

K.S.R. COLLEGE OF ARTS AND SCIENCE FOR WOMEN



DEPARTMENT OF COMMERCE

In Association with

PRIMAX FOUNDATION



(Registered Under the Karnataka Reg. Act 1960)
Bengaluru, Karnataka - Reg. No. JNR - S211-2015-16



National Conference On

**"MANAGING HR IN MODERN BUSINESS
WORLD: ISSUES, CHALLENGES AND
OPPORTUNITIES"**

24th August 2018



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