

REGISTRATION FEES

Academicians and Corporate Delegates (Including fees for publication)	Rs. 1,000.00
Research Scholars	Rs. 750.00
Post Graduate Students (Does not include publication fees)	Rs. 250.00

Note: Delegates are advised to make their own travel and accommodation arrangements.

ORGANIZING TEAM

Chief Patron Sri. CA. A. Raghavendra Rao President A.Shama Rao Foundation Mangaluru	Patron Dr. A. Srinivas Rao Vice President A.Shama Rao Foundation Mangaluru	Patron Smt. Mitra S. Rao Secretary A.Shama Rao Foundation Mangaluru
Principal Dr. P. S. Aithal	Conference Convener Prof. Priti Jeevan	Student Convener Mr. Rachaith Rai

ORGANIZING COMMITTEE

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Prof. Anumesh Kariappa Assistant Professor	Prof. Varun Shenoy. Assistant Professor	Prof. Varun Kumar. Assistant Professor
Prof. Sripathy Rangabhatta. Assistant Professor		

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MANEGMA 2017

Two days National Conference



Reinventing opportunities in Management, IT and Social Sciences

March 23-24, 2017



Organized by

Srinivas Institute of Management Studies
Srinivas Campus, Pandeshwar, Mangaluru -575001, Karnataka, India

www.srinivasgroup.com

ABOUT US

Srinivas Institute of Management Studies, established in 1999 under the aegis of A. Shama Rao Foundation, is a premier education institution imparting innovative and quality education to youth in areas of Business Management, Commerce, Social work and Computer Applications, affiliated to Mangalore University and approved by AICTE, New Delhi. The Institute is accredited with 'A Grade' by National Assessment and Accreditation Council (NAAC). Keeping pace with the emerging challenges, the College is imparting students and faculty with skills knowledge and necessary for success in a dynamic educational scenario and employment market. The campus is located at Pandeshwar, the heart and employment market. The campus is located at Pandeshwar, the heart of downtown of Mangaluru, the business and financial centre of Western Karnataka.

ABOUT THE CONFERENCE

MANEGMA series of conferences organized by Srinivas Institute of Management Studies is a premier multidisciplinary conference that addresses contemporary developments in the fields Informational Technology, Computer Science, Business Management, Social Sciences and related disciplines of academic study and research. MANEGMA 2017 is the 14th Two days National Conference in MANEGMA Series of Conferences and will address Reinventing opportunities in Management, IT and Social Sciences

CALL FOR PAPERS

MANEGMA 2017 seeks to provide a platform to address and deliberate on various issues and concerns in the fields of Management, Information Technology, Computer Science, and Social Sciences. We invite Research Papers, Case Studies and Articles from various fields of Management, Information Technology, Computer Science, and Social Sciences that address the theme of the conference.

TRACKS FOR THE CONFERENCE

TRACK 1: MANAGEMENT

Financial Management
Human Resource Management
Marketing Management
Tourism and hospitality Management
Productions and Operation Management
Public Administration
Logistics and Supply Chain Management

TRACK 2: IT&COMMUNICATION

Data Mining Techniques
Cloud Computing
Artificial Intelligence
Big Data and Analytics
Neural Networks
4G Technology
Green Technology

TRACK 3: SOCIAL SCIENCES

Economics
Banking
Social Work
Sociology
Education
Political Science
Psychology
Library Science

Track 4: PG STUDENTS

Original Papers/Case Studies on Conference Theme by Post Graduate Students

TARGET AUDIENCE

This conference is mainly intended for faculty members, Students and research scholars in Management, Commerce, Computer Science, Social Work, Sociology, Economics and other Social Sciences. The executives, consultants, policy makers and other professionals are also invited for their participation and presentation of their views/research findings on the Theme.

GUIDELINES FOR PAPER SUBMISSION

Original unpublished manuscripts, relevant to the conference theme, are invited on the theme of the conference from academicians, researchers, students and practitioners. Abstract should be in about 300 words including 5-6 keywords. Full paper should be in MS Word, Times New Roman 12 point, with 1.5 line spacing fully justified and should not exceed 4500 words. The front page of the paper should provide details of author's name, affiliation, organisation, email address and telephone number. All tables and figures should be numbered and should appear in the corresponding text with captions. Source should be explicitly mentioned at the bottom of the table/figure. Kindly avoid using footnotes. APA Citation style must be followed for references. All correspondence will be addressed to the first author only.

Full paper should be submitted electronically to- mailmanegma@gmail.com

For further details visit www.srinivasgroup.com and look for Conferences and Workshops under Srinivas Institute of Management Studies

PUBLICATION OPPORTUNITY

All papers will undergo a double blind review process and will be evaluated on different parameters like originality, relevance, applicability and contribution to the literature. Selected papers will be published in peer reviewed journal with high impact factor

IMPORTANT DATES

Last Date for submission of full paper	4 th March, 2017
Intimation of Paper Acceptance	10 th March, 2017
Last Date for Registration	20 th March, 2017
Conference Date	23 rd -24 th March, 2017

Authors are kindly requested to specify clearly the track under which their paper should be listed.

We encourage the researchers to submit the papers early to facilitate the review process and publication.

Authors are also requested to take care of the spelling, punctuation and capitalisation in the title of the paper and in author details like name and affiliation.