**INTERNATIONAL CONFERENCE ON
MANAGEMENT CHALLENGES
&
TRENDS IN THE DIGITAL ERA**

Date : 19-22, June 2017
Kuala Lumpur, Malaysia.

BHARATH UNIVERSITY

(Bharath Institute of Higher Education and Research)

TO THE STARS BY HARD WORK

**Bharath
UNIVERSITY**
பாரத் பல்கலைக்கழகம்
(BHARATH INSTITUTE OF HIGHER EDUCATION AND RESEARCH)
(Declared as Deemed-to-be-University, u/s 3 of the UGC Act, 1956

33
YEARS OF EXCELLENCE

ACCREDITED BY **NAAC**
WITH **HIGHEST RATING**
A
GRADE

India

PUTRA INTELEK
INTERNATIONAL COLLEGE
EDUCATION REDEFINED

Malaysia

About us

Bharath University is a MULTISTREAM UNIVERSITY established in the year 2002 by Sri Lakshmi Ammal Educational Trust. It has a history of starting the first self financing Engineering college in Tamilnadu namely. Bharath Institute of Science and Technology in 1984. Built on a great legacy inherited from the Founder Chairman, the mission of the University is to create an environment of stimulating intellectual dialogue across disciplines and harvest knowledge with a cutting-edge through high quality teaching, research, and extension activities leading to the generation of students who would provide leadership, vision, and direction to society.

The strategy is to develop innovative programmes in basic and emerging disciplines in a phased manner and to update them periodically so as to keep ourselves on track and on time. Our commitment is to involve the faculty and students in interactive learning environment both within and outside the University through contextual and experiential programmes. Hence, the students would be the builders of a worldwide-network of knowledge - sharing and excelling in their performance with a winning edge in the wider context of globalization.

About Conference

This conference is a platform to initiate & create knowledge based outcomes through robust interaction between academicians and practitioners from the corporate world. The conference aims to come up with action plans for addressing the management challenges in the digital era through theory and practice. The digital era became possible in 1991 when the internet was opened for commercial use. With the development of security protocols like HTTP and DSL, the medium became popular in 1994 with the general public. By 2000, a large number of US and Europe companies offered their products and services in the World Wide Web using secure connections and electronic payment services. Although the dot-com collapse in 2000 led to may E-commerce companies winding up, the "brick and mortar" retailers recognized the advantages of electronic commerce and began to add such capabilities to their websites.

Traditional business limitations of time, space and geographical location are being overcome by the flexibility of doing business over the internet. Access to consumer information and competing sellers through the internet and the web has led to a shift in market power from the seller to the buyer. Companies are rethinking their traditional value chains and considering new ways of doing business. New Business models with reconfigured value chains have emerged and continue to emerge. E-commerce worldwide and in India is growing not just because the internet penetration is increasing but also due to the favorable ecosystem developed by the markets. Notwithstanding, there are continuing management challenges that the industry needs to address. In this context of digital era, we invite your research work contribution in different management domain areas related to marketing, operations & IT, finance/banking/economics, general management and HR.

THEMES

MARKETING

- Content Marketing
- Social Media
- Online Marketing
- Digital Advertising
- Mobile Marketing
- Branding
- Role of Ad Agency
- Product Development & Innovations
- Sales Force Structure & Roles
- Online Business Models
- Distribution & Channel Dynamics
- App Marketing
- Green Marketing
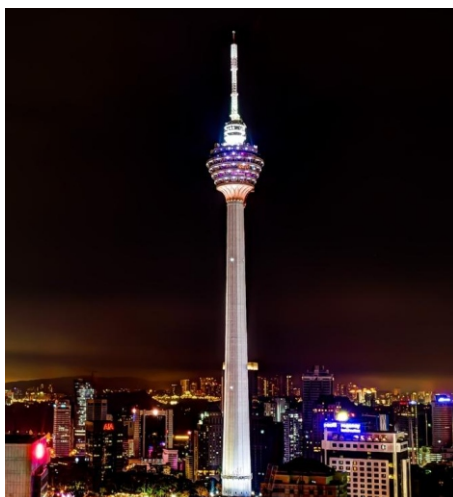
GENERAL MANAGEMENT

- E - Commerce
- Corporate Governance
- Reinventing New Business Models
- Valuation of Digital Companies
- Competitive Advantage
- Mergers & Acquistitions
- Innovations & Entrepreneurship
- Knowledge Management
- Business Continuity Planning
- Legal Aspects of Business
- Intellectual Property Rights

FINANCE / ECONOMCIS

- Risks and Frauds
- Corporate Finance
- Regulatory Issues in Stock Markets
- International Banking
- Accounting Standards
- Corporation Disclosures
- Global Trade-off in Digitalization
- Digital Payment Systems
- Environmental Challenges
- Taxation in Digital Economy
- Future of Public Transportation
- Changing Role of Monetary Policy

OPERATIONS & IT

- Sustainability in Supply Chain
- Behavioural OM
- Saas (Software as a Service)
- Mobile Computing & SCM
- OR in Management & Social Science
- Data Mining
- Social Network & People Analytics
- IT Transformation
- Big Data Models
- Business Analytics
- Statistical Application

HUMAN RESOURCE

- HR Analytics
- Attrition / Retention Models
- Performance Appraisal
- Work-life balance
- Trends in Recruitments
- Workload Analysis
- Employee Loyalty vs Efficiency
- Ethics & Values
- Training & Development

Papers pertaining to these themes and other related themes shall also be accepted

ALL BRANCHES IN ENGINEERING

19-22 June'2017 — Conference Dates 19-22 June, 2017

25 May'17 — Final full text submission & Registration 25 May, 2017

Track Heads

Prof. Narendranath Uppala
Director - Strategy & Leadership
Putra Intelek International College,
Malaysia.

Prof. R. Arasu
Principal,
Arts & Science College, Nemili Campus,
University of Madras, Chennai.

Prof. Sujatha Aanand
Principal,
Loyola Institute of Technology, Chennai.

Prof. Viji Rajesh
Professor & Head
Department of Management Studies,
S.A.Engineering College, Chennai.

Registration Fees :

CORPORATE DELEGATES	₹ 35000	FACULTY & STUDENTS	₹ 30000

PAPER PRESENTATION IN ABSENTIA	₹ 1500

Email: buklic17@gmail.com

All the paper will be published with an ISBN no.
and proceedings of the abstract would be given in the CD format

Fees includes Registration & certification, Two way air ticket with VISA,
Food & accommodation in 3 star hotel and two days city tour

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Organizers

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