



Important Dates

- Abstract and Registration Form : 02.01.2012
- Full Research Paper : 10.01.2012
- Date of Conference : 03.02.2012

Organizing Committee

Chief Patron

Dr.R. Vasanthakumar
Chancellor, Karpagam University

Patrons

Shri.K. Murugiah, Advisor, Karpagam Educational Institutions
Dr.K. Ramasamy, Vice-Chancellor, Karpagam University
Dr.P. Lakshmanaperumalsamy, Registrar, Karpagam University
Dr.A. James Albert, Dean, Faculty of Arts, Science and Humanities
Dr.P. Palanivelu, COE, Karpagam University

Convener

Dr. K. Kumutha Devi, Head, Department of Commerce and Management

Organizing Secretary

Ms. M. Nandhini, Assistant Professor, Department of Management

Conference Co-ordinators

Mr.S. Sivakumar, Assistant Professor, Department of Commerce and Management
Dr.N. Kathirvel, Associate Professor, Department of Commerce and Management

Members

Department of Commerce

Ms. W. Saranya	Ms. K. Gomathi
Mr. D. Suresh Kumar	Ms. S. Lalitha Parameshwari
Ms. C. Suganya	Ms. S. Anutha
Ms. S. Hemalatha	Ms. V. Anitha
Ms. C. Indumathi	Ms. C. Kanaganani
Mr. M. Karthikeyan	Ms. A. Narmatha Priya
Ms. G. Padma Priya	Ms. K. Kalaiselvi
Mr. L. Senthil Kumar	Dr. R. Velmarugan
Ms. S. Sathiyakala	Ms. K. Kavitha
Mr. J. Subban	Mr. S. Pradeesh Hosca
Ms. P. Soundaravalli	

Department of Management

Ms. V. Krishnaveni	Ms. P. Sreya
Ms. G. Sumathi	Mr. S. Santhosh Kumar
Ms. K. Nithyavathi	Ms. S. Karthika

Address for Communication

Dr.K.Kumutha Devi

Convener - CIGBM

Department of Commerce and Management

Karpagam University

Eachanari Post, Coimbatore - 641 021, TamilNadu.

(M) 91-96590 89976, 91-98422 78018, 91-94427 35283, 91-97897 71134

E-Mail : globalconference12@gmail.com

National Conference on

CONTEMPORARY ISSUES IN GLOBAL BUSINESS MANAGEMENT

February 3, 2012



Organized by

Department of Commerce and Management



Karpagam Academy of Higher Education
(Established Under Section 3 of UGC Act, 1956)
Eachanari Post, Coimbatore, Tamilnadu - 641 021
Phone : 0422-6471113, 4, 5
Fax : 0422-2611043
web: www.karpagamuniv.com

Karpagam Charity Trust

The Karpagam Charity Trust - "A Premier Institution in the field of Higher Education" was established during the year 1989 with the prime objective of extending quality education to the socially unprivileged students and to serve the society, for social empowerment, by organizing multifarious extension programmes. Dr.R.Vasanthakumar, Chancellor, Karpagam University is an ardent devotee of Almighty and a visionary. By his constant enthusiasm and whole hearted commitment the Institution has grown in all splendor and grace.

Karpagam University

In 2008, our college has blossomed into a University and has produced highly qualified intellectuals. The University offers courses in Arts, Science, Commerce, Management, Humanities and Engineering Streams. The faculty members draw inspiration from the magnanimous personality of our Chancellor Dr.R.Vasanthakumar who has transcended his role as a prominent industrialist to be a philanthropist dedicated to the noble cause of education. Carrying his vision forward is Shri.K.Murugiah, Advisor, who contributes from his enormous experience to the University. Under the stewardship of Vice-Chancellor Dr.K.Ramasamy and Registrar Dr.P.Lakshmanaperumalsamy, Karpagam University will ensure that education epitomizes excellence in every way to Enable, Enlighten, Enrich...

Department of Commerce and Management

Department of Commerce and Management was established during 1996. The Department offers B.Com, B.Com(CA) and BBM(CA) in Under-Graduate Stream and M.Com and M.Com(CA) in Post-Graduate Stream. Further, the department is a full-fledged research department offering full-time and part-time M.Phil and Ph.D research programmes. The department assists students in acquiring managerial, technical and leadership skills. A team of highly qualified, experienced and dedicated faculty members work towards ensuring that students strive relentlessly to excel in their efforts.

Contemporary Issues in Global Business Management

The aim of the conference is to facilitate participants to gain knowledge in the issues of international business and management in the globalized economy by focusing the problems prevailing in Finance, Marketing, Human Resources, International Business and Information Technology and to make the participants informed about the strategies adopted by the business units in coping with the future threats. The complexity

of international business and management emerges from the inter-twinning dynamics between different stakeholders, which can be understood by analyzing a diversity of topics, inter alias global labour relations, trade relations, international marketing and global governance. The module will adopt a stakeholder approach to facilitate that students engage critically in the discussion of the challenges, opportunities, threats and consequences facing organizations as a result of contemporary issues in international business and management.

Thrust areas of the Conference

- Finance
- Marketing
- Human Resource
- International Business
- Information Technology

Submission Guidelines

- The conference invites research papers on the above theme and sub themes. Selected papers will be published in ISBN Book. All papers will be reviewed by a panel of experts.
- The full paper should be typed in A4 size page, not exceeding 2000 words along with the abstract of 200 words (in word document format). Full text and abstract should be in Single spaced, Times New Roman, 12 point Font size.
- Research paper can be submitted individually or jointly subject to a maximum of three authors.
- Abstract / Full paper sent with Registration fee alone will be accepted.
- The manuscript of the articles should be emailed to globalconference12@gmail.com
- Last date for submission of abstract is 02.01.2012 and full paper 10.01.2012.
- The Registration fee is to be paid by Demand Draft drawn in favour of "Karpagam University" payable at Coimbatore. The registration form must be enclosed with the DD and addressed to the convener.
- Hard copy and CD of the full paper should be sent to the convener.
- Papers received after the last date, will not be included in the book. Therefore authors are requested to ensure submission of papers before the last date.

Registration Fee

- | | |
|----------------------------------|-------------|
| • Industrialists | : Rs. 600/- |
| • Academicians | : Rs. 500/- |
| • Research Scholars and Students | : Rs. 150/- |

REGISTRATION FORM

National Conference on

CONTEMPORARY ISSUES IN GLOBAL BUSINESS MANAGEMENT

February 3, 2012

Name :

Designation :

Institution Address :

Contact Number :

E-mail ID :

Title of the Paper :

Registration Fees enclosed : Yes/No

DD No. & Date :

Amount :

Name of the Bank :

Date :

Place:

Signature

(Photocopy of this form are also accepted)