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Accommodation will be arranged in the hostel on request on or before 06.01.2019

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3rd NATIONAL CONFERENCE ON APPLICATIONS OF MANAGEMENT RESEARCH IN SOCIAL SCIENCE, ENGINEERING AND TECHNOLOGY

NCAMRSSET 2019

25-01-2019 (Friday)



MAMBS

Approved by AICTE and
Affiliated to Anna University



M.A.M. B-School
Siruganur, Tiruchirappalli - 621105

ABOUT THE INSTITUTION

MAMBS develops global leaders with insights on emerging economies and their unique business challenges. This two-year MBA full-time programme incorporates practical industry applications with a rigorous, cutting-edge research-based curriculum that transforms professionals to global business leaders.



OBJECTIVES OF THE CONFERENCE

-To enrich the knowledge in application of Management research in social science, engineering and technology.

-To study the socio-economic impact through research in social science, Management, engineering and technology.

ABOUT THE CONFERENCE

Recent trends are emerging day by day in the field of Science and Technology. In the 20th century, management research has been applied in social science, Engineering and Technology. This National conference on application of management research in Social Science, Engineering and Management focuses on emerging practices and innovations. It also provides a forum for discussion and collaboration of researches carried out among the scientists, corporate executives, academicians, and research scholars in different phases of business and society.

CONFERENCE SUB THEMES

ENGINEERING AND TECHNOLOGY

Mechanical Engineering, Civil Engineering, Electrical and Electronics Engineering, Computer Science and Engineering, Electronics and Communication Engineering, Bio-Technology, Paper Technology, Pulp Technology, Chemical Engineering, Aeronautical Engineering, Geoinformatics, Space Technology, Electronics and Instrumentation Engineering, Mechatronics, Printing Technology, Bio-Medical Engineering, Medical Transcriptio, Marine Engineering, Fashion Technology and Food Technology.

MARKETING

Digital Marketing, Product Bundling, Merchandising, Blue ocean Strategy, Green marketing, E-Marketing, Consumer Behaviour, Brand Equity Managemen and Meta Marketing.

HUMAN RESOURCE MANAGEMENT

Competency Mapping, Conflicts & its resolutions, Organisational Culture and Climate, Leadership, Stress Management, Organization Restructuring, Employee Morale, Managing Workplace Diversity, Training and Development.

ACCOUNTS & FINANCE

Corporate Finance & Governance, Digital Money, Capital Market, Innovation in Auditing Systems & Operations, E-Wallet, Demonetization, Fiscal Policy, GST, IFRS, Green Accounting.

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OPERATIONS

Product and Process Engineering, Manufacturing Process and Inter Disciplinary Aspects, Production Management, Design Engineering Advanced Technology, Industrial Design and Automation.

This is an indicative list. Contributions from areas not listed above will also be considered. Authors may send the papers to **programs@mambs.com**. Selected Papers will be published in the **registered** Conference Proceeding.

ISBN



Registration Fee includes Conference Kit and Lunch will be provided for the participants.

REGISTRATION DETAILS

Category	Registration Fee & Publication Fee	Registration Fee & Publication Fee (In Absentia)
UG&PG Students	250	300
Research Scholars & Academicians, Industrialists	350	450

Author's Guidelines

Author should follow APA guidelines for preparing Abstract & Full paper. Co-Authors should register separately.

Important Dates

Last Date for submission of Abstract: 02.01.2019

Acceptance & Notification of Abstract: 05.01.2019

Last date for submission of full paper and Payment of Registration Fees: 10.01.2019