

## About JNTUH

Situated in the heart of the city at Kukatpally a major landmark, Jawaharlal Nehru Technological University, Hyderabad has an environment of academic excellence with 'A' Grade accreditation by NAAC (National Assessment and Accreditation Council). Bringing the spark of knowledge to young minds and instilling a new confidence and vigor to face the world, it is providing quality education for nearly a decades. Picking out bright students from the rural backgrounds through its impartial selection system and honing them according to the needs and requirements of today's cut-throat competitive world, thereby preparing them for a challenge called *life* is what this university excels in.

The university library enhances learning through its collection of 20,000 books and subscribes to 95 technical print and number of 'e' journals. It also has abstracts of 120 journals with the National Centre for Science Information and IISc Bangalore through INFLIBNET. Field-based learning like Current Affairs, Reference services, online searching is provided. Bringing the wealth of knowledge from the comfort of the library to the masses is another venture by its participation in the local area computerized network systems to share information resources.

## About SCHOOL OF MANAGEMENT STUDIES

School of Management Studies, JNTUH is one of the leading Business Schools in the state of Telangana, located at JNTUH campus in a spacious building.

School of Management Studies was established in 1989 and offers Post Graduate and Doctoral programs in Management both full time and part time. SMS offers MBA (regular) through ICET and MBA in collaboration with Central Michigan University, USA. SMS, JNTUH is also accredited by TCS, PhD programs offered by SMS in several areas of management and thus emerged as premier management institute in the state through quality teaching, training, research and consultancy. SMS, JNTUH has the best faculty. Each professor has decades of experience in teaching, training and research.

## About The NATIONAL CONFERENCE

- The National conference "Contemporary Business Management Issues in Digital Era" focuses on various issues that are of paramount importance to understand and explore the latest developments in digital era areas such as Finance, Human Resource Management, Marketing, Supply Chain Management, Leadership and Change Management, Entrepreneurship, Information System, Operations and Others.

## CONFERENCE OBJECTIVES

- ⇒ To identify and explore emerging issues in Business Management in the Digital Era and its impact on the various functional areas of Business management
- ⇒ To bring Academicians, Researchers and Experts from Industry and National community on a common platform to deliberate on the Emerging National issues in Contemporary Business Management Issues in Digital Era
- ⇒ To enhance collaboration between industry and academia by exploring the contemporary issues and disseminate the knowledge to all the stakeholders through the national conference

## PAPER PRESENTATIONS

We invite participants to present papers on topic relating to theme of the conference. The following is the Illustrative list of suggested topics.

- Finance
- Human Resource Management
- Marketing
- Supply Chain Management
- Leadership and Change Management
- Operations
- Entrepreneurship
- Information Systems
- others

## GUIDELINES FOR PAPER PRESENTATIONS:

The manuscripts should be typed double-spaced on one side of the (A4) only with wide (3 cm) margins. Figures and Tables in the manuscript are to be included in the appropriate places and presented on separate pages at the end of the manuscript. All pages should be consecutively numbered at the bottom right corner. All text should be justified in single column. There should not be any underlines or footnotes. The text should be clear, concise, and in proper English, type in 12 point Times New Roman font. For further details contact *convenor, CBMIDE*.

## CONFERENCE PROCEEDINGS

Selected papers will be published in the National conference proceedings with ISBN volume after anti-plagiarism check. The paper presented need to complete the registrations formalities to include the paper in conference proceedings.

Students	Rs 1500/- per presentation
Research Scholars ,	Rs 2000/- per presentation
Faculty	Rs 2000/- per presentation
Industry Experts	Rs 2500/- per presentation
<b>* Spot Registrations are also available</b>	
Payment should be made by Demand Draft in favor of "Conference –Chairman, CBMIDE, SMS, JNTUH", payable at Hyderabad	

## REGISTRATION FEE

## IMPORTANT DATES

Last Date for Submission of Abstracts/ full paper	<b>27-10-2018</b>
Intimation of Acceptance of Abstract	<b>31-10-2018</b>
Last Date for submission of full paper with Registration fee	<b>08-11-2018</b>
Please send the Abstracts ( <i>Not more than 300 words</i> ) and Full Papers ( <i>Not more than 4 Pages</i> ) to mail id: <b><u>smsnc18@gmail.com</u></b>	

## PROGRAM SCHEDULE

The conference will be held in Multi Purpose Auditorium, JNTUH. The program will be divided into technical sessions. Each session will be chaired by an expert from Academia & Industry of National and International Repute. Each author will be given 10 minutes to present, which will be followed by discussion for about 5 minutes. The conference venue will be equipped with an LCD projector for presentation. For further details contact, cell: Divya -9959790123 & Anvesh 9966555316

**National Conference on  
Contemporary Business Management**

**Issues in Digital Era**

November 16, 2018

**REGISTRATION FORM**

PERSONAL INFORMATION (CAPITAL LETTERS)

Name: \_\_\_\_\_

Gender: (M/F) Occupation: \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Pin: \_\_\_\_\_

Mobile: \_\_\_\_\_

e-mail id: \_\_\_\_\_

Title of the Paper: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

DD. No/ DATE: \_\_\_\_\_

Bank Name: \_\_\_\_\_

Signature: \_\_\_\_\_

**Note:** Please sign the registration form and send along with a Demand Draft to the following address:

**Dr. Sindhu**

**Professor & Chairperson, BOS**

**School of Management Studies,**

**JNTUH, Kukatpally, Hyderabad- 500085.**

Payment should be made by Demand Draft in favor of

“Conference Chairman, SMS,JNTUH”, payable at

Hyderabad



**CHIEF PATRON**  
**Prof. A. Venugopal Reddy**  
Vice Chancellor, JNTUH



**PATRON**  
**Dr. A. Goverdhan**  
Rector, JNTUH



**PATRON**  
**Dr. N. Yadaiah**  
Registrar, JNTUH.



**CHAIRMAN, CBMIDE**  
**Dr. A. Prabhu Kumar**  
Director, SMS, JNTUH.

Dr. A. Prabhu Kumar, Professor and Director School of Management Studies, JNTUH, Hyderabad. He has more than 25 years of teaching, training and research experience in various fields. He was Chairman Board of Studies, and Board of Studies member. He has served the university in various capacities and at present Director School of Management Studies. He has more than 60 publications in various international and national journals and conference. He was a Principal investigator for a research project sanctioned by AICTE.



**CONVENOR, CBMIDE**  
**Dr. Sindhu**  
Professor, SMS, JNTUH.

**Dr. Sindhu MBA, Ph.D,**

She is working as Professor and Chairperson, BOS in School of Management Studies, JNTUH. She has more than 21 Years of experience in a teaching, training & research in Business Management. Six Ph.D's are awarded under her guidance. She has more than 106 research papers published/presented in national and international journals and conferences. Organized EDP, MDP, National seminar, Orientation courses sponsored by UGC and ICSSR .

**Conference e-mail id**  
**[smsnc18@gmail.com](mailto:smsnc18@gmail.com)**



**National Conference**

*On*

**Contemporary Business Management**

**Issues in Digital Era**

November 16, 2018

*Organized by*

**SCHOOL OF MANAGEMENT STUDIES**

**JNTUH, Hyderabad**



**SCHOOL OF MANAGEMENT STUDIES**

**JAWAHARLAL NEHRU**

**TECHNOLOGICAL UNIVERSITY**

**HYDERABAD**

**KUKATPALLY, HYDERABAD**

**500085.**