

IMPORTANT DATES

Submission of full paper : **06-10-2017**

Notification of acceptance : **11-10-2017**

REGISTRATION FEE

- Industrialists – Rs. 300/-
- Faculty Members - Rs. 250/-
- Research Scholars – Rs. 200/-

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REGISTRATION FORM

Name	
Designation	
Department	
Institution	
Address	
Contact No.	
E-mail ID	
No. of Authors	
Paper Title	

Payment Details DD in favour of "The Principal,
VHNSN College (Autonomous)"
payable at VIRUDHUNAGAR

DD No. & Amount : _____ Date : _____

Bank : _____ Place : _____

Signature of the Author

Demand Draft has to be sent to:

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Research Papers are invited
for
Publication in Book



— : Theme : —

**INNOVATIVE ADVANCES AND
CHALLENGES IN MANAGEMENT**



ABOUT THE COLLEGE

The gain of education, let alone higher education, was a far-away dream for the poor people of Virudhunagar region until the nineteen forties. It was in the backdrop that the philanthropic and munificent members of the merchant community of this town were longing for a college of their own. On 11th of August, 1947, Virudhunagar Hindu Nadars' Senthikumara Nadar College was brought into being. The successive Managing Boards of this college consisted of solid and simple men who were successful business magnates in their respective enterprises. They nurtured the nascent institution. Under their benevolent patronage, the college registered a phenomenal development, blossoming into a Post-Graduate Institution in 1967.

At the moment, V.H.N.S.N College has grown from strength to strength, scaling new heights and crossing many a milestone on the academic road. The sprawling campus dotted with lush green trees, the imposing and massive buildings, the sophisticated infrastructure with the state of art technology, the computerized and well-stocked library, the committed and



competent team of staff and the enlightened management has collectively transformed this great institution into a towering colossus, standing astride and the pinnacle of academic excellence.

ABOUT THE DEPARTMENT

The Department of Business Administration was started in the year 1971. The objective of the BBA degree program is to prepare the students for a course that will equip them with specific knowledge and skills for junior and middle positions of responsibilities in industrial and commercial organizations, after an initial spell of practical experience in their career.

A library enriched by donation of books by students and maintained by them is a sample of student leadership. The Department became a Research Centre in the year 2016 with 3 faculty members as research supervisors. The department is organizing 'WinWin – State Level Intercollegiate meet' every year from 2001. The department has organized several Entrepreneurship Development Programmes for the betterment of students.

ABOUT THE PUBLICATION

Today's business organizations have been facing a lot of challenges both from the country and abroad. The present publication aims at innovations and challenges in recent management practices in organizations. This focuses on the functional areas namely marketing, production, human resources and finance.

Research papers are invited from the eminent academicians, research scholars and management professionals highlighting the innovative advances and challenges in management.

SUB-THEMES

- ☒ Functional areas in management such as Marketing, Finance, HR and Production.
- ☒ Impact of Information Technology in Management.
- ☒ Recent challenges faced by Industries.

PAPERS

Well researched and thought provoking quality research papers are invited for publication that highlights the above sub themes and related concepts. The papers must be original and unpublished. Papers will be subject to blind review by expert committee. **All the selected papers will be published in the form of ISBN book on 13-10-2017.**

The research papers should contain cover page with title, name and official address of authors. The papers shall be prepared in a compatible word format with a margin of 1” on all sides using 12 point Times New Roman font with 1.5 line spacing. **Co-authors must register separately.**

The papers shall be submitted to
winwinbba@gmail.com