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Prof.Geetika Dhupar
Prof.Akansha Agrawal

Venue

MATS School of Management Studies and
Research (MSMSR)
MATS University
Raipur Campus, MATS Tower,
Pandri, Raipur-492004,
Chhattisgarh, India

About Raipur

Raipur is the capital city of Chhattisgarh State. Raipur is an administrative headquarters, educational, commercial and a fast developing industrial hub of the state. Raipur is situated in the fertile plains of Chhattisgarh Region. It is situated between 22 33' N to 21 14'N Latitude and 82 6' to 81 38'E Longitude. The city believed to be founded in the 14th century AD by the Kalchuri King Ram Chandra is centrally located in Chhattisgarh. The city lying on the Mumbai - Nagpur - Howrah mainline is well connected by air and rail and is a good base to visit the tourist centers of the region. Raipur has a tropical wet and dry climate; temperatures remain moderate for most of the year, apart from the summer from March to June.

Places to Visit

Purkhauti Muktagan Museum, Rajim (sangam of three rivers), Dudhadari Temple, Mahant Ghasi Das Memorial Museum, Jagannath Dev Temple, Bhilai, Sirpur, Boramdeo Temple at Kawardha, Bamleshwari Temple at Dongarhgarh, Tirathgarh Falls, Chitrakot Fall and Kutumbssar Caves at Bastar, for glimpses of wildlife and forest wealth, the state has many Wildlife Sanctuaries like Barnawapara, Achanakmar, Udanti to name a few.



MATS UNIVERSITY

Recognised by UGC | Member of AIU



NATIONAL SEMINAR ON RECENT TRENDS IN MANAGEMENT AND COMMERCE

Organized by

MATS SCHOOL OF MANAGEMENT STUDIES
AND RESEARCH [MSMSR]
MATS UNIVERSITY
Raipur

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22nd October 2016

About us :

MATS University is a university established under section 2(f) of the UGC Act, 1956 and Chhattisgarh Act No. 29 of 2006. It was approved under section 26 and 28 of the Chhattisgarh Private Universities (Establishment and Operation) Act, 2005. The university has eleven Schools of Excellence out of which MATS School of Management Studies and Research (MSMSR) is one of the jewels.

MSMSR began its journey from 2009 with an object to provide knowledge, skills, attributes and global capabilities to the students required for leadership and success in their career in global economy. MSMSR also promote relevant and innovative research along with the networking of foreign universities for constant endeavor. MSMSR consists of state of art infrastructure, ultra-modern classrooms equipped with modern teaching aids, video conferencing facility, Wi-Fi connectivity, large volumes of books, magazines, journals, etc. It has dedicated and experienced faculty members to cater the needs of budding students. Above all, the school offers innovative, career oriented programs, both at the Under Graduate and Post Graduate levels, matching the requirements of the industry.

About the Seminar:

MATS School of Management Studies and Research (MSMSR) is organizing One-day national seminar on Recent Trends in Management and Commerce, on 22nd October 2016 at Jubilee Hall, Pandri, Raipur. The seminar will be focused towards the latest research work on various knowledge areas executed in the country and will be shared by the eminent scholars/ researchers/ academicians / experts to the participants.

Call for Papers:

Research papers, which are original, unpublished, empirical, high quality research and may insight the seminar theme more precisely and provide a desk of discussion on the same, are invited from academicians, corporate delegates, research scholars and students for presentation. Sub themes for papers are -

- Customer relation management
- Event Management

- Time Management
- Talent Management
- Change Management
- HRM
- Leadership
- Entrepreneurship
- Retail marketing
- e-marketing
- Green marketing
- Service marketing
- International marketing
- Agriculture marketing
- Strategic marketing
- Banking; insurance, etc.

Guidelines for Abstract and Paper:

- Abstract should not be more than 250 words. The abstract should brief out entire content of the paper followed with 5 key words. The matter of abstract & paper should be in MS Word with single spacing, font type Times New Roman and size 12 points. Internal headings in font size 14.
- Abstracts will be screened by the Review Committee. Last date for submission of abstract is 30th August, 2016.
- The contributor will be duly informed about the selection of paper.
- Full paper should not be more than 3500 words. Introduction of Topic, Objective, Literature Review, Methodology, Data Interpretation, Findings, Recommendations, Conclusions, Bibliography and References.
- Title of the paper should be in the bold at the top of the first page. The name of the author/s should be followed by the Title of the Paper
- Tables and figures should be properly numbered and titled, and must appear in the paper as per their reference in the text.
- The paper should be preceded by a separate page that contains Name of Author/s with Institution's name, Address, Contact No., E-mail address and Affiliation. In case of multiple authors, the first author will be considered for communication unless otherwise specified.

- For references and footnote, the authors should follow the APA pattern. Last date for submission of Full Paper 20th September, 2016
- Soft copy of the paper should be submitted to vervemsmr@matsuniversity.ac.in

Guidelines for Registration

All participants attending the conference are required to be registered. Please fill in the registration form and send it to the University along with a draft of applicable fees by post drawn in favor of MATS UNIVERSITY, payable at Raipur (Chhattisgarh) at the following address

MATS Tower, New Bus Stand, Pandri,
Raipur-(CG) 492004

Spot Registration: However, the registration fee can also be deposited in cash at the registration desk at the venue of the conference.

Registration Fee:

Academicians: Rs. 2000/-
Research Scholars: Rs. 1500/-
Management Students: Rs.750/-

Important Dates:

Abstract Submission: 30th August 2016
Intimation of Selection of Abstract: 5th September 2016
Full Paper Submission: 20th September 2016
Intimation of Acceptance of Paper: 25th September 2016

Best Paper Award & Seminar Proceedings:

Out of selected papers best two papers will be identified by the panel of judges and a certificate of merit will be awarded. The papers presented during the seminar will be published in the MATS Journal of Management and Commerce, ISSN (2348- 7879)



Event Details

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