



empowering organizations ...



MATS UNIVERSITY

RECOGNISED BY UGC | MEMBER OF AIU
NAAC ACCREDITED UNIVERSITY



24th - 25th January, 2020

NATIONAL SEMINAR ON
**MANAGEMENT PRACTICES IN MODERN ERA
OPPORTUNITIES AND CHALLENGES**

In Association With



ICBE

Indian Council for Business Education
Bangalore

**ORGANISED BY
MATS SCHOOL OF MANAGEMENT STUDIES & RESEARCH**



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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. The quality policy is "To create and deliver value added educational products to achieve quantifiable benefits for all stake holders" with strong focus on needs of students, parents, industry, society and national environment. 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 faculties to cater the needs of budding managers. 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 Raipur

Raipur is the capital city of Chhattisgarh State. It is the administrative headquarter of most of the PSU's and an educational, commercial and 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.

About Seminar

For a business enterprise the success is based on adoption of new business strategies and activities that meets the need of the hour and its stakeholders' expectations while protecting, sustaining and enhancing the human and natural resources needed for present and future generations. Management as known, is all pervasive and spans across fields like that of commerce, education, agriculture, governance etc. This diversity in the application of modern management concepts brings up opportunities and challenges which are found to be very crucial, critical and rigorous in nature. All the sectors are facing multidimensional challenges in order to sustain in today's cut throat competitive era. The introduction to best innovative practices required in these fields is very much essential and demanding. The modern practices would help the managers, academicians and practitioners to develop their arms to tackle the adversities of management and organizational resources. With this pragmatic intent a modest attempt is been made in Verve-2020, a two-day national level seminar to present, discuss and come up with best solutions which can be implemented in different fields for fighting the challenges and gaining from the opportunities of business world. Further, it is expected that the elaborate academic discourse in the seminar will bring certain results and benefits to the entire society.

VERVE-2020 aims at addressing a range of challenges by providing research based resolutions through research scholars and professionals that will entail a better understanding for managing employer, employees and customers while targeting a win-win situation in stigmas of personal life, in the most cohesive and concurrent manner which will help in creating a positive competitive environment in the business organisations and encourage them to compete efficiently in the global premise.

Call for Papers

We are glad to invite research papers from academicians, corporate delegates, research scholars and students and practitioners for participating in our Two day National Seminar on "MANAGEMENT PRACTICES IN MODERN ERA: OPPORTUNITIES AND CHALLENGES. 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 welcomed for presentation. The MATS School of Management Studies and Research of MATS University calls for manuscripts from all domains of Management. Conceptual, theoretical, empirical, and methodological contributions are all equally encouraged for submission. We also invite scholars to submit their research on cross-functional linkages and perspectives on different modern management practices and the opportunities and challenges associated with it.

The Special Issue will advance research agendas by discussing research questions and results on various practices, perspectives and paradigms for evaluating innovations. Papers are welcome from various analytical, normative and critical approaches as are those that consider the consequences for various organizational stakeholders.

Sub- Themes for the papers are:

- Role of Business for Sustainable Development
- Competitive Advantage and Sustainability
- Corporate Ethics & Effective Governance
- Innovative Practices for Sustainable Development
- Green Initiatives
- Digital Revolution
- Smart Economy
- Internet of Things
- Labour Legislations
- Production and Operation Management,
- Agri-business Management,
- Entrepreneurship,
- Rural Management
- Consumer Psychology
- Human Resource Management,
- Financial Management

Guidelines for Abstract & Paper

- Abstract should not be more than 250 words with 4-5 keywords.
- The matter of abstract & paper should be in MS Word with single spacing, font type Times New Roman and size 12 points.
- Headings and Sub-heading Font size 14.
- Full paper should not be more than 3500-4000 words.
- 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
- Referencing style: APA

Important Dates

Abstract Submission	20th December, 2019
Intimation of Selection of Abstract	28th December, 2019
Full Paper Submission	10th January, 2020

Registration Fees

For Students	800/- INR
For Research Scholars	1500/- INR
For Academicians	1500/- INR
For Industry Deligates	2000/- INR

Best Paper Award

Out of selected papers, best two papers will be identified by the panel of judges and a certificate of merit will be awarded.

Seminar Proceedings

The paper presented during the seminar will be published in MATS Journal of Management & Commerce ISSN No: 2348 - 7879.

Seminar Advisory Committee

Chief Patron :	Shri Gajraj Pagaria, Chancellor
Patron :	Dr. Deepika Dhand, Pro-Vice Chancellor
Mentor :	Shri Priyesh Pagaria, Director General

Seminar Organizing Committee

Secretary :	Mr. Gokulananda Panda, Registrar
Convener :	Prof. Dr. S. Srinivas Rao

Organizing Secretaries

Dr. Rashmi Vaishya rashmiv@matsuniversity.ac.in Mob : 9702248759	Dr. Sanjay K. Yadav sanjayky@matsuniversity.ac.in Mob : 7000491914
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Committee Members

Dr. Shivani Guru	Ms. Garima Shah
Mr. Suresh Pillai	Mr. Satvik Dadhich
Dr. Hemant Kumar	

Guest Of Honour



Prof. Dr. Raja Ram Yadav
Vice-Chancellor
Veer Bahadur Singh Purvanchal University
Jaunpur-222003
Professor, Physics Department
(U.G.C. Centre of Advanced Studies)
University of Allahabad (Central University),
Allahabad- 211002 (on lien)

Special Guest



Dr. B.C. Sarjeevalah (Chairman)
Former Dean, Commerce Dept
Bangalore University

Key Note Speakers



Prof. Kodati Viyyanna Rao
Chief Editor - Journal
Former Vice Chancellor
ANU Guntur



Dr. M. Muninayanappa
Professor of commerce and management
Member of Academic council
Bengaluru Central University
Bengaluru - 560001, Karnataka

:- Organized by :-

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