

Registration fee should be paid by the author and co-author separately

Note: Conference Registration fee includes conference kit, certificate, a copy of the conference proceedings, lunch, tea and refreshment.

PUBLICATION

All abstracts will be published in the Conference proceeding in CD format. Full papers will be reviewed through a double blind review process. Selected papers recommended by review committee will be published either in edited volume of book bearing ISBN Number or International Journals (ISSN Number) with impact factor. The author(s) must self-certify that their article/research paper is original and unpublished work and also plagiarism free.

PUBLICATION FEE

* Publication in the Edited volume book with ISBN Number - Publication fee Rs.800/- per paper.

* Publication in the Peer Reviewed International Journals / UGC approved journals (ISSN Number) with impact factor - Publication fee Rs.900 /Rs.1500/- per paper

Note : Certificate and ISBN / ISSN Publication will be issued on the Day of Conference.

Mode of Payment : Registration and Publication Fee - payable either in the form of

(i) Demand Draft or (ii) Online Bank Transfer

(i) Demand Draft drawn in favour of 'Organizing Secretary, International Conference 2019' payable at Salem.

(or)

(ii) Online Bank Transfer - (NEFT / SWIFT) or cash deposit in any branch of CANARA BANK may be done using the details mentioned below :

Bank Name and Branch : CANARA BANK, Salem Periyar University
Account Number : 8450101004062
Type of account : Saving Account
IFSC Code : CNRB0008450 (for transfers to India)
MICR Code : 636015024

TRAVEL AND ACCOMODATION

TRAVEL :

Salem is conveniently connected to all parts of India by train, Bus and air. Please ensure to arrive at Periyar University Salem on 27th January 2019 evening positively. On the spot registration would commences at 8.30 a.m on 28/1/2019.

HOW TO REACH :

Nearest Airport : 7km from the Domestic Airport Salem.

Nearest Railway Station : 7km from the Salem railway station.

Nearest Roadway : 8km from the Salem new bus stand on the Bangalore Highway.

ACCOMMODATION :

Accommodation will be provided in the Periyar University Guest House to the International participants with fine hospitality. The National Level participants however may request for booking in advance before 16th January 2019 for the rooms in the University Guest house and the rates are as per the University norms. If the participants insists we will assist for hotel accommodation in Salem city which is 8kms away from Periyar University.

TOUR NOTE :

If the participant desire PRIMS will organise separate tour programme, to visit important tourist places in this region on 30th Jan 2019 @ Rs.1000/- per person.

VISA NOTE :

Foreign participants are responsible for obtaining the visa before travelling to India. Please visit the Indian embassy website in the country where you residence. We will endeavor to support your visa application by issuing invitation/confirmation letter on request.

ORGANISING COMMITTEE

CHIEF PATRON

Prof. Dr. P. KOLANDAIVEL

Vice Chancellor

Periyar University, Salem - 636 011

PATRON

Dr. K.THANGAVEL

Registrar (i/c)

Periyar University, Salem - 636 011

CONVENOR & ORGANISING SECRETARY

Dr. V.R. PALANIVELU, Professor-Cum-Director (i/c), PRIMS

CO-ORDINATORS

Dr. G. YOGANANDAN, Associate Professor - PRIMS

Dr. J. SENTHIL VELMURUGAN, Associate Professor - PRIMS

Dr. S. BALAMURUGAN, Assistant Professor - PRIMS

ORGANISING COMMITTEE MEMBERS

Dr. T. SARATHY, Associate Professor - PRIMS

Dr. P. THIRUMOORTHY, Associate Professor - PRIMS

Dr. R. SUBRAMANIYA BHARATHY, Associate Professor - PRIMS

Dr. M. SURYAKUMAR, Assistant Professor - PRIMS

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**INDIAN COUNCIL OF SOCIAL SCIENCE
RESEARCH (ICSSR) NEW DELHI**

Sponsored

3rd INTERNATIONAL CONFERENCE

ON

**ROLE OF MANAGEMENT EDUCATION IN PROMOTING
ENTREPRENEURSHIP IN THE GLOBALISED
BUSINESS ENVIRONMENT (RMEPEGBE 2019)**

DATE : 28 & 29.01.2019

VENUE : SENATE HALL

Periyar University, Salem - 636 011.



Organised by



PERIYAR UNIVERSITY

(Reaccredited with NAAC 'A' Grade -
State University - NIRF Rank 90)



**PERIYAR INSTITUTE OF MANAGEMENT STUDIES
(PRIMS)**

SALEM - 636 011, Tamil Nadu, India.

ABOUT THE PERIYAR UNIVERSITY

The Government of Tamil Nadu established the Periyar University at Salem on 17th September 1997 as per the provisions of the Periyar University Act, 1997. The University covers the area comprising the districts of Salem, Namakkal, Dharmapuri and Krishnagiri. The University got the 12(B) and 2f status from the University Grants Commission, New Delhi and has been reaccredited by NAAC with 'A' grade in the year 2015. The University is named after the Great Social Reformer E.V.Ramasamy affectionally called 'Thanthai Periyar'.

According to the 'India Rankings 2018' released by National Institutional Ranking Framework (NIRF), The periyar university has secured 90th rank among the 722 universities in the country. As a young university of the state, it strives hard to offer quality education by revamping research and extension activities, curriculum, academic flexibility, strong publications in peer reviewed journals, world class laboratory facilities and anti-plagiarism software to endorse original research.

ABOUT PRIMS

Periyar Institute of Management Studies (PRIMS) is one of the prominent Management Institutions in the Southern region of the country. PRIMS offers two year full time MBA programme with a difference (CBCS - Choice Based Credit Systems) since its inception in 2005. The institute also offers M.Phil. (full-time) and Ph.D. (both full-time and part-time programme) to promote research activities.

This institute is committed to impart higher education to economically challenged rural population. The institute provides contemporary audio-visual learning equipments for lectures and has developed enduring relationship with the industries for providing practical training to the students through industrial visits, summer placements and guest lectures of executives from corporate world.

CONFERENCE NOTE

As per the 2016-2017 census, all over the India, nearly 37,204 colleges and 789 universities are functioning. Every year more than 50 lakhs graduates and postgraduates are passing out from these educational institutions. Both the union government and State government are unable to provide employment opportunities for all the passed out students. In this respect all the higher educational institutions, especially Management Institutions and B-Schools need to play key role to create awareness about the concept of entrepreneurship among the students during the course of their study. Through this way they can promote job generators rather than job seekers thus enabling to achieve the MAKE IN INDIA, STARTUP INDIA schemes recently announced by HONOURABLE PRIME MINISTER of India. The various environmental factors exercise a strong influence on the graduates for creating new entrepreneurs in the present scenario.

At present the state and union governments are providing tremendous support to promote young entrepreneurs. In this juncture, the PRIMS can provide an appropriate platform to promote entrepreneurship by the way of organizing this type of international conference for enlightening the faculty professionals, researchers, executives and students so that they can contribute their valuable thoughts, research findings and innovative ideas to promote entrepreneurship.

CONFERENCE OBJECTIVES

- ❖ To create awareness about the entrepreneurship among the young generation to pushing the boundaries.
- ❖ To explore the economic and non economic factors that affect the entrepreneurship.

- ❖ To assess the factors responsible for Barriers to entrepreneurship.
- ❖ To explore the ideas for promoting entrepreneurial opportunities at different sectors.

CONFERENCE THEMES

A. FINANCIAL MANAGEMENT

- Entrepreneurial finance and venture capital.
- Institutional support to entrepreneurs.
- Micro finance and seed capital to promote young entrepreneurs
- Entrepreneurship financial ecosystem

B. MARKETING MANAGEMENT

- Entrepreneurship and economic development.
- Green entrepreneurship.
- Entrepreneurship in textile, food, agro, hospital and hotel sector.

C. OPERATION MANAGEMENT

- Type of organization and promotion of entrepreneurship.
- Entrepreneurship in desk research and Techno economic survey.
- Project formulation and growth of entrepreneurship.

D. HUMAN RESOURCE MANAGEMENT

- Social entrepreneurship and entrepreneurial culture.
- Women entrepreneurship.
- Entrepreneurship, growth, competitiveness and motivation.
- Rural and community entrepreneurship.
- Customer relationship management in entrepreneurship.

E. SYSTEM MANAGEMENT

- Entrepreneurship and E-Commerce.
- Innovation and technological entrepreneurship.
- Technology business incubation to promote entrepreneurship.
- ERP Implementation in entrepreneurship.
- Role of science and technology entrepreneurship park to entrepreneurs.

F. EXPORT MANAGEMENT

- Entrepreneurship opportunities in export business.
- Institutional support for export entrepreneurs.
- Export promotion and entrepreneurship.
- Export financing, Export marketing research.
- Impact of globalized environment on entrepreneurship.
- Globalized and the global crisis - challenges and opportunities.

G. GENERAL MANAGEMENT

- Academic vs Corporate Business Incubators in India.
- Role of Educational Institutions to Foster Entrepreneurship.
- Entrepreneurship development programme.
- Business incubation ecosystems in developing vs developed economies.
- Business Incubation Scenarios in India.
- Various Government training, schemes, incentives and subsidies support to the entrepreneur

CALL FOR PAPERS

Academic professionals (any discipline), Management Experts, Practicing Managers, Corporate Executives, NGO, Entrepreneurs, Research Scholars, PG students from Management & Social Sciences invited to submit their papers. It should be an original contribution, including on-going / completed / unpublished research work, highlighting the above mentioned thrust areas in the "Role of Management Education in Promoting Entrepreneurship in the Globalised Business Environment".

GUIDELINES FOR ABSTRACTS / ARTICLES AND FULL PAPER

1. The Abstract heading should include the title of the paper and author's name including complete details.
2. Maximum two authors are allowed for a paper. The abstract should not exceed 300 words.
3. Manuscript must be typed clearly on one side of A4 size paper in 1.5 line spacing with Font size-12, Font style : Times New Roman, APA/MLA citation / reference style and not more than 7 pages.
4. Authors must certify plagiarism check.
5. One hard copy of abstract and full paper should sent by post to the communication address.
6. Soft copy of abstracts & full papers can be sent in advance to following mail id : india.internationalconference19@gmail.com

For further details visit www.periyaruniversity.ac.in

IMPORTANT DATES

Abstract Submission	: 30 th Dec 2018
Notification of Acceptance	: 5 th Jan 2019
Full papers Submission (With Reg. fee)	: 11 th Jan 2019
Conference Date	: 28 th & 29 th Jan 2019

SPOT REGISTRATION

The participants are allowed for spot registration however their paper will not be published in the journal.

Please adhere to the dates strictly

Note : TA/DA will be paid to the selected and limited paper presenter only and as per the university norms.

REGISTRATION FEE

Category	Registration Fee	Publication Fee	
		Peer Reviewed International Journal	UGC Approved Journal
Faculty Professionals	Rs.700	Rs.900	Rs.1500
Research Scholars	Rs.500	Rs.900	Rs.1500
Students	Rs.400	Rs.900	Rs.1500
Others (Entrepreneurs, Executives, Managers)	Rs.1000	Rs.900	Rs.1500
Foreign Faculty Professionals	50 USD	20 USD	30 USD
Foreign Participants	20 USD	15 USD	20 USD



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IN PROMOTING ENTREPRENEURSHIP IN THE GLOBALISED BUSINESS

ENVIRONMENT (RMEPEGBE-2019)

REGISTRATION FORM

1. Name (block letters) :
2. Designation :
3. Institution :
4. Country :
4. Address :

- Mobile Number :
- e-mail id :
5. Title of the paper :
6. Registration Fee enclosed : Yes / No
7. D.D.No :
- Name of the Bank :
- Branch :
- Date :
- Amount :
8. Accommodation : Yes / No

Date :

Place :

Signature
of the Participant

Signature of the
Head of the Department