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The Convener, NCRTBM

Dr. Phani Kumar . Katuri, Associate Professor

Dept of Management Studies, VFSTR Vadlamudi,

Guntur - 522213, Andhra Pradesh, India.

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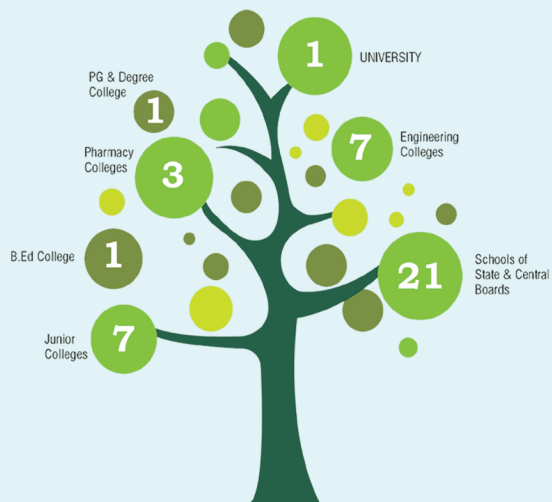
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National Conference on

Recent Trends in Business Management

(NCRTBM)

(23rd & 24th April , 2020)



Department of Management Studies



VIGNAN'S

Foundation for Science, Technology & Research

(Deemed to be UNIVERSITY)

-Estd. u/s 3 of UGC Act 1956

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ABOUT UNIVERSITY :

Vignan's Foundation for Science Technology & Research (Deemed) University: Vignan's Foundation for Science, Technology and Research (VFSTR) University is an, NAAC-A graded & ISO 9001-2008 certified institution. Located in the serene environs of Vadlamudi on the Guntur-Tenali highway, about 14km from Guntur and 11km from Tenali, The university is a virtual heaven of rural quiet and idyllic beauty. Vignan's impressive academic credentials stand a testimony to its commitment to offer quality education.

DEPARTMENT OF MANAGEMENT STUDIES :

The Department has started functioning from 2009 with the twin objectives of providing quality management education to students coming from predominantly rural background and catering to the dynamic needs of the corporate world. It offers a two-year full-time MBA Programme, three-year under graduate (BBA) & PhD programme in management. The Department is acknowledged for its research, excellent teaching and learning activity in an intellectually stimulating environment.

ABOUT THE CONFERENCE :

National Conference on Business Management, will be held during April 23rd-24th, 2020 at VFSTR, Vadlamudi, Guntur, A.P, India. The global Business environment is undergoing transformation and there has been quantitative and qualitative shift in trade and business opportunities across nations. The primary objective of the conference is to provide opportunity for academicians, industry experts, practitioners, professionals, researchers and policy makers from different fields to engage in discussion based on issues related to dynamic and challenging business environment. It will also provide a platform to get acquainted with latest developments and trends in the business field coupled with their implications for the organizations. The opportunity will ease interaction among members in their own disciplines to enjoy the partnership of other professionals and scholars in the field.

CONFERENCE OBJECTIVES:

1. To understand issues and challenges in the field of business and management from around the world.
2. To draw some guidelines that can be useful in approaching the concept of the business model in a well-structured way, providing an in-depth investigation of the various research streams and perspectives.
3. To disseminate knowledge and share experience in dealing with advances in business and management.
4. To understand appropriate and effective strategies in dealing with opportunities, threats, and challenges in business management amidst fast changing environmental concerns.

CONFERENCE TRACKS :

The Conference invites research papers in the following areas but not limited to

- General Management
- Marketing Management
- Finance and Accounting
- Banking
- Organizational Behavior
- Human Resources Management
- Production and Operations Management
- Logistics and Supply Chain Management
- Strategic Management
- Information technology and Management
- Business and Data Analytics
- Waste Management
- Infrastructure Management
- Rural Development and Management
- Government Policies and its Impact
- Business Economics
- Industry 4.0
- Green Projects
- Open Innovation
- New Age Businesses Across Generations

IMPORTANT DATES:

Abstract Submission	: 06 th April, 2020
Acceptance of Abstract	: 08 th April, 2020
Full Paper Submission	: 20 th April, 2020
Last Date of Registration	: 22 nd April, 2020

REGISTRATION FEE :

Category	UGC	SCOUPS
Industry/ Government / Academicians/Research Scholars	INR 3,000/-	INR 12,000/-
UG & PG Students	INR 2,500/-	INR 11,500/-

PARTICIPANTS :

Academicians, Research Scholars, Corporate Professionals, Entrepreneurs, Policy Makers, UG & PG Students in Commerce and Management Studies.

GUIDELINES FOR SUBMISSION :

- Title of the Paper, Name, Position, Affiliation, Contact no. and Email address
- Abstract of approximately 200 words with 3-4 keywords at the end of the abstract.
- The final paper limit to 10 pages, along with the abstract, references.
- Abstract should be in font size 12. (Times New Roman, 1.5 Line Spacing)
- Title of the paper should be in font size 16 and should be centrally aligned.
- Name of the author should be in font size 12 and affiliation in font size 11.
- The subheadings and the body of the text should be in font size 12.
- Paper should be submitted in MS-Word format.
- All references should follow APA style (6th edition)- <http://www.apastyle.org>
- All the tables and diagrams should be appropriately numbered and provided at the end of paper.

PLAGIARISM POLICY :

During submission of article please see that plagiarism percentage should be less than 20%.

Kindly submit your papers at : nrtbm2020@gmail.com

All accepted papers will be published any one of the following scopus indexed journals:

1. TEST Engineering & Management
2. Mathematics and Statistics
3. International Journal of Supply Chain Management
4. Journal of Management And Business Administration-Central Europe.

Publication Choice : All accepted papers will be published in either UGC or Scopus Indexed Journals as per the choice of the Authors.