## Important Dates
- Last date for Submitting the Abstract: December 30, 2019
- Confirmation of Acceptance of Abstract: January 15, 2020
- Last date for Submitting Full Paper: January 30, 2020
- Last date for Registration: February 12, 2020

## Registration Details

<table>
<thead>
<tr>
<th>Categories of Participants</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academicians</td>
<td>750</td>
</tr>
<tr>
<td>Research scholars</td>
<td>650</td>
</tr>
<tr>
<td>PG students</td>
<td>500</td>
</tr>
<tr>
<td>Foreign research scholars</td>
<td>US$20</td>
</tr>
<tr>
<td>Participants</td>
<td>250</td>
</tr>
</tbody>
</table>

Publication Charges will be communicated after selection of papers. Papers are accepted in absentia.

The fee is inclusive of Conference kit, Lunch, and Certificate.

Spot registration will be accepted only for participants.

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## Registration Form

Name: 
Designation: 
Department: 
Institution/University: 
Address: 
Contact No: 
Email-id: 
Title of the Paper: 

**Payment Details**
Registration Fee to be paid in Cash/Demand Draft/Cheque in favour of Principal, M.M.E.S. Women’s Arts and Science College, payable at SBI Melvisharam - 632509.

Bank Name & Address: 
DD No: 
Date: 
Amount: 

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## Resource Person
Dr. M.B.M. ISMAIL, MBA, Ph.D  
Department of Marketing Management, Faculty of Management & Commerce  
South Eastern University of Sri Lanka  
Eastern Province, Sri Lanka

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- Alijanab Haji, Dr. K. Anees Ahmed Sahib, B.A., D.litt  
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  - X------X------X

**Contact Us**
For further details about the conference, kindly contact
- Mrs. K. Shamila Sulthanah - 9443391015
- Ms. M. Elakya - 9952780454

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## 2nd International Conference on Socio-Economic Impact on Entrepreneurship and Business
ICSEIEB - 2020
18th & 19th February 2020

Organized By
DEPARTMENT OF BUSINESS ADMINISTRATION  
and  
DEPARTMENT OF COMMERCE

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M.M.E.S WOMEN’S ARTS AND SCIENCE COLLEGE
(Affiliated to Thiruvalluvar University)  
Hakeem Nagar, Melvisharam - 632509, Vellore District, Tamilnadu, India.

Email: mmesicbe2@gmail.com
Website: mmescollege.com
ABOUT THE INSTITUTION
M.M.E.S Women's College was established by Melvisharam Muslim Educational Society in the year 2007 with the aim to translate every ideal into an ideology. The College is ISO certified and is affiliated to Thiruvalluvar University. The College offers 12 Undergraduate, 5 Post graduate and 2 M.Phil Courses. The College offers an ambience to provide excellence in education knowledge and training in skills for students.

ABOUT THE DEPARTMENT OF BUSINESS ADMINISTRATION
The College offers a balanced education, knowledge and experiences. Personal access to professors, individual academic advice and career assistance is carried out. BBA course has been designed to cater to the managerial requirements of the industry. Industrial visit, live projects and Training at the industry completes the theoretical knowledge imparted to the students. It is a matter of our conviction to make this a premier education institution, contribution towards the expansion of knowledge, based on the field of Management Science through research, innovative in management-theory and practice and new initiatives. The department has produced 5 University Rank holders in the previous years.

ABOUT THE DEPARTMENT OF COMMERCE
The Department of Commerce was started with the objective to keep pace with dynamic industry changes and management practices. To enhance knowledge updates, Technical Workshops, Conferences, Seminars, and Guest Lectures are conducted. B.Com (Computer Applications) was started during 2015, to develop the understanding and appreciation in a broader perspective in the application of Information Technology and E-Commerce. The Post Graduate Degree in Commerce was started in 2016. This programme will help the students improve their Finance Management skills & build up specialist knowledge within their selected area.

CONFERENCE THEME
Socio-Economic Impact on Entrepreneurship and Business.

ABOUT THE CONFERENCE
Every nation has a rapid growth in economic and social aspect of business, thus creating the emergence of a wave of successful entrepreneurs. The world has a gigantic market with ample opportunity. Major countries of the world have advanced infrastructure that makes setting up businesses easier. ICSEIEB aims to provide an opportunity to academics and practitioners around the world to discuss and share the contemporary issues of business and emerging concepts and themes in entrepreneurship. The main scope and importance of the conference are to bring all the researchers under one roof and share their views. The conference encourages submissions within business, economics, marketing and management, and across a variety of fields such as Human Resource Management, Enterprise, Tourism and Project Management.

THEMES AND SUBTHemes
Contributors are encouraged to develop manuscripts bearing a form of conceptual, empirical and case study. They can be focused on subthemes given below which are representatives. Contributions within the realms of Economics, Commerce and Management are greatly solicited.

SUBTHemes

ECONOMICS
- Banking & Financial Inclusion
- Tax reforms and ease of doing business
- Monetary Policy & Economic Stability
- Price instability & Economic Volatilities-inflation & Recession
- Crypto Currency
- Budget & growth

BUSINESS MANAGEMENT
- Travel and Tourism Management: Transport, Hotels, Tourism Products and Services
- Management of Workers and QWL. Leadership, Monitoring, Coaching, Training, Performance

MARKETING
- Consumer Psychology
- Product & Brand Management
- Technology Marketing
- Ethical issues in Marketing
- Innovations in Marketing
- Marketing & Social Media

OB / Human Resource Management
- Work Culture & Organizations
- Leadership
- Quality of Work Life
- Training and Development
- Performance Management
- Women Entrepreneurship

FINANCE
- Theories of Capital Structure
- Capital Budgeting
- Human Resource Auditing
- Green Banking
- Islamic Finance

SUBMISSION OF PAPER
The article should be in Times New Roman Format with 12 font size in 1.5 line spacing clearly highlighting the objectives of the paper, technical formulation session and its applications. The article shall be scrutinized by the peer review committee for confirmation. Full Article should be sent to mmesicbc2@gmail.com. All the selected papers will be published in the selected Journal.