

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

CATEGORIES OF PARTICIPANTS	FEE
Academicians	750
Research scholars	650
PG students	500
Foreign research scholars	US\$20
Participants	250
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



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 :

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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CONTACT US

For further details about the conference, kindly contact

Mrs. K. Shamila Sulthana - 9443391015

Ms. M. Elakya - 9952780454

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



**M.M.E.S WOMEN'S
ARTS AND SCIENCE COLLEGE**

(Affiliated to Thiruvalluvar University)

Hakeem Nagar, Melvisharam - 632509, Vellore District,
Tamilnadu, India.

Email : mmesicbc2@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 SUB THEMES

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

- Management, Wage Administration, Organizational Climate, Stress Management, Strategic management .
- Marketing of Products and Services: Advertising, Branding, Online Selling, Pricing Strategies, Consumer Psychology, CRM
- Service Markets, Products and Customers
- Investment Planning and Risk Management

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.