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Registration:

Students	–	Rs. 500/-
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Note: Every Additional Author has to Pay an extra amount of Rs. 500/-

*Publication Charges Rs. 500/-

The registration fee includes: Conference kit, Participation in all sessions, Certificate of participation, Lunch and Refreshments.

Important Dates:

Abstract Submission: 27-01-2019

Notification of Acceptance: 29-01-2019

Submission of Full Length Paper: 10-02-2019

Conference Date: 23-02-2019

Please send the abstract and the full length papers to the following e-mail id:

conferencemba@vjit.ac.in

Awards:

Two best research papers will be awarded at the conference based on the recommendations of the peer - review and conference committee members

Venue: Seminar Hall, C BLOCK VJIT.

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Asst. Professor-Dept. of Management Studies
satyakumark@vjit.ac.in. Mob no-9299999643

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NATIONAL CONFERENCE ON
STRATEGIES FOR BUSINESS POTENTIALITY
& SUSTAINABILITY

(NCSBPS-2K19)

23rd FEBRUARY 2019

Organized by
DEPARTMENT OF MANAGEMENT STUDIES



Vidya Jyothi Institute of Technology

(An Autonomous Institution)

Accredited by NAAC & NBA, Permanently Affiliated to JNTUH
Aziznagar Gate, C.B. Post, Hyderabad – 75

Website: <https://vjit.ac.in>

Phone: 91-8413-235300/ 309

VIDYA JYOTHI INSTITUTE OF TECHNOLOGY (popularly known as VJIT), an autonomous institution, was established in 1998. The college prides on the fact that it has a very senior and highly accomplished faculty. VJIT is rated as one of the best engineering college in the region. Its knowledge base stems from the presence of highly qualified academic staff that brings with them rich industrial research and teaching experience. The institution is located in the lush green environs with serenity as its backdrop. Imparting quality education to students in various streams of Engineering and Business Management is the main motto of the college. The college is accredited by NBA of AICTE and NAAC.

ABOUT MBA DEPARTMENT

The Department of MBA was established in the academic year 2006-07 and has qualified, ratified and experienced faculty members drawn from reputed Universities and Industries. The MBA department offers three specializations viz, Finance, Human Resources and Marketing. Apart from the regular academic work, the department also organizes seminars, group discussions, expert lectures to enhance students' managerial skills. The academic results are more than 95% and placements are more than 75% in all academic time zones.

ABOUT THE CONFERENCE

Strategic management is critical for the sustainable development and prosperity of organizations.

Business strategies allow enterprises to satisfy the ever-increasing demands of customers and offers greater value satisfaction. However, any strategy would be successful only if it has a beneficial return on investment and brings financial gains to the business of the organization and also adds value to the business of all involved stakeholders. Innovation is a complex process, one that can be easily identified as being of critical importance for organizational success but is still not efficiently measured and managed. This conference aims at initiating strategies for Business Potentiality & Sustainable Development. The conference will bring together researchers, academicians and practitioners from the business community and engage them in proactive discussion.

Themes of the Conference:

- Financial Markets & Innovations
- Business Innovations
- Human Resource Management
- International Business opportunities
- Banking & Insurance
- Commerce & Economics
- Marketing Opportunities
- Technology Challenges
- E-Commerce
- Operations Management
- Talent, Time & Stress Management
- Information & Communication Technology
- Management Information System
- Skill Development
- Make in India, Issues & Challenges
- International Business opportunities
- Any Other Related Topics.

Submission Guidelines:

Please send an abstract of 300 words in a word document format via email to confrencemba@vjit.ac.in. Proposals should include author's names, title, e-mail and contact no. All submissions will be reviewed based on originality. In case of acceptance and full paper should be submitted in word file. Authors of the selected papers will be invited for oral presentation.

Conference Benefits:

Papers presented at the conference will be published in the proceedings and selected papers for the conference will be published in UGC listed journal with ISSN No. and indexed in GoogleScholar, ElsevierMendely, ProQuest, on an additional payment.

Payment Details:

The registration fees may be paid through a crossed demand draft in favor of **"PRINCIPAL R&D VIDYA JYOTHI INSTITUTE OF TECHNOLOGY"**, Hyderabad payable at any nationalized bank in Hyderabad.

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In case of NEFT transfer, please mention **confrencemba** and send us transaction ID and date of transfer details to confrencemba@vjit.ac.in All the participants will be issued the receipt of payment during the conference.