SUBMISSION GUIDELINES

Selection of papers for publication will be based on review of abstracts and full paper following the guidelines of UGC care list journals publication. One co-author is permitted for a paper. The participants are advised to submit their paper along with the registration form and online payment receipt. The paper will not be considered without online payment receipt. The papers are to be sent as ‘word’ file attachment to “ndmgdoms15@gmail.com” on or before 26” February 2021.

Font: Times New Roman
Font Size: 12
Spacing: 1.5
Margins: Top and Bottom 1.25”, Left and Right 1.5”
Reporting: APA Style

The first page of the paper must contain the title, names of author/co-authors, email address and contact details. The Plagiarism level must be below 20% excluding references.

PUBLICATION

All the selected papers will be published in the form of edited book with ISSN and ISBN number.

IMPORTANT DATES

Submission of full paper with abstract: 15.03.2021
Conference date: 24”-25” March 2021

REGISTRATION & PUBLICATION FEE

Research Scholars/ Faculty Members of Indian Universities and Colleges: INR 2500 (ISBN)
Students: INR 4500 (ISBN)
Additional Print copy for Co-authors is Rs.750

Research Scholars/Students/Faculty Members of Foreign Universities and Colleges: $100
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7th International Conference

NEW DIMENSIONS OF MANAGEMENT IN THE DIGITALIZED ERA - 2021

on

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DEPARTMENT OF MANAGEMENT STUDIES (DOMS)
MADURAI KAMARAJ UNIVERSITY
Palkalai Nagar, Madurai - 625 021
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www.mkuniversity.org

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MADURAI KAMARAJ UNIVERSITY

Madurai Kamaraj University is on its relentless journey for 55 years and has passed through the tests of accreditation towards reaching the Status of Excellence. The University came into being through a bill passed in the Legislative Assembly of the State in the year 1965. Thus, it is a statutory university owned and funded by the Government of Tamilnadu and the University Grants Commission. This University is a member of Association of Indian Universities and one of the fifteen Universities in India with a status of University with Potential for Excellence recognized by the University Grants Commission, New Delhi. The present Manonmaniam Sundaranar University, Alagappa University and Mother Theresa University are the off-shoots of Madurai Kamaraj University. As on date, it covers four revenue districts of Madurai, Virudhunagar, Dindigul and Theni for its regular Academic Programmes. Currently it holds a total of 77 renowned Departments and 20 Schools. In addition to the Departments and Schools, the University has 21 academic centres and 21 quasi-academic supportive units. Madurai Kamaraj University strongly believes in de-centralized and participatory governance. As a visionary step, academic and administrative autonomy has been granted to select Schools. The University has established linkages with community through its various outreach activities. The journey continues under the leadership of Prof. M. Krishnan, Vice Chancellor of the University.

DOMS

The Department of Management Studies (DOMS) of Madurai Kamaraj University started functioning way back in 1980 to get the dreams of the youth realized. The youth of the yesteryears in south Tamilnadu lamented that there was not a reputed institution to the aspiring youngsters who wanted to pursue management as their career. There were management institutes, which offered management education part-time, and there was a big hope among the graduates that they would come out with flying colors by Madurai Kamaraj University. It was really a jewel in the crown in the history of Madurai Kamaraj University. Eminent professors associated with the department and their untiring efforts have brought the department to the dizzy heights with the alumni occupying big positions in various national and multinational corporations. They were ably supported by both full-time and part-time faculty members in their endeavor to bring DOMS to the state of glory.

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THEME OF THE CONFERENCE

The department has been acting as a confluence of high-profile academicians involved in management research. The Department is pleased to announce the international conference 2021 to be held in Madurai Kamaraj University campus on 24th - 25th March, 2021 (Both Offline and Online mode).

Globalization has created a fiercely competitive environment which scales the benefits of innovative practices. The need for management excellence in global perspective is a paramount. Multidimensional competition made the organizations align and realign all their strategies, operations and resources in a holistic and futuristic pattern. Analytics to business is back in a different degree. In fact Green Management in all the business functional areas is the global crave of the hour. The developments in technology greatly facilitate organizational control at a relatively low cost. Technology might be the world order but Clean Technology is the code of business ethics. The objective of the international conference is to explore the impact of shifting paradigms of globalization on management functions uncertainty changes in Business environment. The major areas explored are financial management, Human Resource Management, Marketing Management and Information System, Logistics and Supply Chain Management.

Intensive research has to be carried out to explore how theory and research can be interlinked into business academics and management practice suitable for the shifting global environment. The conference invites exemplary research insights in the relevant areas. The conference theme is Dynamics of Management in The Global Scenario and we invite research papers from academicians, research scholars, students, business consultants and practitioners from India and abroad.

Authors are Expected to Submit Papers on the Core Theme, Subthemes Mention Below and Other Related Themes.

Stream I: Marketing
Marketing Analytics, Digital Marketing and E-commerce, Rural Marketing, Organized Retailing, Smart Logistics and Asset Tracking.

Stream II: Finance

Stream III: Human Resource Management

Stream IV: Logistcs and Supply Chain Management

Stream V: IT
Business Intelligence and Technology, Data Science and Information System.

Stream VI: Entrepreneurship
Innovation and Incubation, Small Medium Enterprise Business Process Modeling, Startups and Startapepreneurs.

Stream VII: Other Disciplines
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