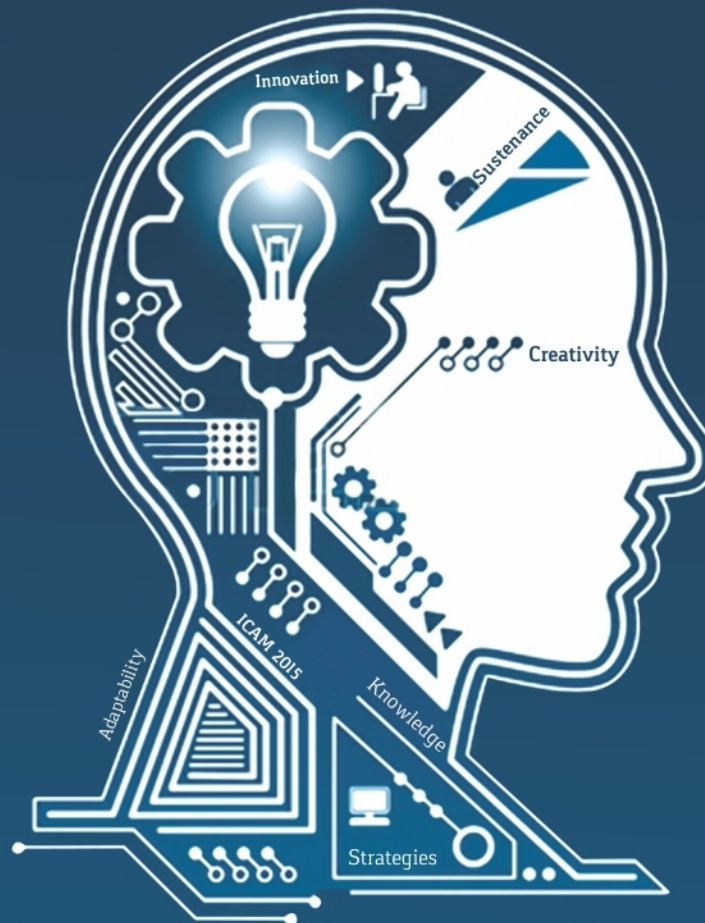


ICAM 2015

International Conference On  
**Advanced Management**  
Challenges in Knowledge Era



8<sup>th</sup> & 9<sup>th</sup> January 2015

Organized by



**Jamal Institute of Management**

AICTE Approved and NBA Accredited, New Delhi  
Ranked In 'A' Category by AIMA, New Delhi

**Jamal Mohamed College** (Autonomous)

College with Potential for Excellence  
Accredited with 'A' Grade by NAAC – CGPA 3.6 out of 4.0  
(Affiliated to Bharathidasan University, Tiruchirappalli)  
Tiruchirappalli-620 020, Tamil Nadu, India

## Jamal Mohamed College Profile

Jamal Mohamed College was established in 1951 as a religious minority institution with the primary objective of imparting higher education to the downtrodden and socially backward sections of the society in general and Muslim Minority in particular. Janab. M. Jamal Mohamed Sahib and Janab. N.M. Khajamian Rowther of revered memory were the founding fathers of this institution. Over the period of 6 decades, the college was able to scale greater and greater heights and raise to the present status as a multi faculty institution offering 19 UG courses, 21 PG courses and 15 Research Programmes by promoting quality and excellence in higher education owing to the sustained efforts and dedicated leadership of the college management committee. The college has student strength of 11400 and faculty strength of 500. The college celebrated its diamond jubilee during 2011. In 2008, the college was awarded with 'A' Grade with CGPA 3.6 out of 4.0 by NAAC, New Delhi. The UGC has conferred the status of "College with Potential for Excellence" during 2011-12. The college is identified as one among the 45 colleges in India by MHRD, New Delhi to confer degrees.

## Jamal Institute of Management Profile

Jamal Institute of Management, affiliated to Bharathidasan University, was established in the Golden Jubilee year of 2000-01 with the approval of the AICTE, New Delhi. The Institute offers a two-year comprehensive MBA Programme of two sections of 120 students intake both men and women, designed to provide a sound foundation for understanding the complexities of modern business and to equip the students with the analytical ability required for scientific decision-making. Its endeavor is to shape managers with professionalism of high order coupled with humanism of noble ethical values and virtues. In 2011, The Institute has been accredited by NBA, New Delhi. In 2014, The Institute has been ranked in 'A' Category by All India Management Association (AIMA), New Delhi. Over 1000 graduates have passed out through the portals of Jamal Institute of Management. They are occupying various vital positions in India and Abroad. The Institute is a Recognized Research Centre offering fulltime and part time M.Phil and Ph.D. Programmes and also offers PG Diploma in Islamic Banking and Financial Management.

## ICAM 2015 Theme

The late 20<sup>th</sup> century witnessed major social, economic and political changes. It was also a time in which there were big changes in knowledge – in how people see knowledge and how they use it. The 21<sup>st</sup> century is the era of knowledge and its signature is Management. The Knowledge Era is a new, advanced form of capitalism in which knowledge and ideas are the main sources of economic growth. New patterns of work and new business practices have been developed and as a result, new kinds of knowledge workers with new and different skills are required. The challenge for management will be to create an organization that is able to accommodate contradictions and paradox within a management culture. The management of knowledge work is a crucial business skill and a pivotal driver for enabling high quality, capability and development Initiatives. The Marketing team's task is to actively listen to and to quantify their customer's desires and aspirations. Human Resources is now called as Knowledge Resources and Information Systems as Knowledge Systems. Finance is now called as Capital and Knowledge Assets. Economy has now become Knowledge Economy where the heads are given more weightage than hands. Legal systems has redefined its stripes and instead of playing the defensive game, it is an active business partner helping to shape knowledge enterprises in real time. So it is vital for Functional Departments to become Centers of Excellence in order to face challenges and pressures from the members of knowledge society in knowledge economy. Besides, in this knowledge era, the organizations need to be self-organizing, self-teaming, self-aligning and self-configuring in order to survive and sustain in the knowledge era.

## ICAM 2015 Objectives

The **ICAM 2015**: International Conference on Advanced Management Challenges in Knowledge Era aims to bring together leading academicians, researchers and practitioners and research scholars to exchange and share their experiences and research results about all aspects of Management. It also provides the premier interdisciplinary and multidisciplinary forum to present and discuss the most recent innovations, trends, concerns, pressing challenges encountered and the solutions adopted in the field of Management.

## Sub Themes

Topics of interest for submission include, but are not limited to:

|            |                |                                                                                                                                                                                                                                                                                                        |
|------------|----------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Stream I   | Marketing      | Sales Force Management, Retail Marketing, Services Marketing, Logistics and Supply chain, Rural Marketing, Green Marketing, e- CRM, Social Marketing, Consumer Behavior, International Marketing, Industrial Marketing (B2B), Viral Marketing, Advertising and Branding                                |
| Stream II  | Finance        | Banking , Accounting , Stock Market , Insurance , Risk Management, Financial Innovation , Financial Inclusion, Financial Engineering Investment and Financing , e-finance, Derivatives Management , Treasury Management , Green Accounting                                                             |
| Stream III | Human Resource | Green HR, Talent Management, Stress Management, Performance Management, Work life balance, Organizational Citizenship Behavior , Training and Development, Change Management , Leadership, International HRM, Competency Mapping                                                                       |
| Stream IV  | Technology     | Green Computing , MIS, Knowledge Management , E-Business , Information Security , IT service Management , IT project Management, Information Economics , Complex Networks , ERP , Mobile Technology , Data warehousing and Data mining, Computer graphics and virtual reality, Artificial Intelligence |
| Stream V   | Economics      | Macro Economics , Micro Economics , Agricultural Economics , Environmental Economics , Labour and Population Economics , Urban and Rural Economics , International Economics , Industry Economics , Monetary Economics , Real Estate Economics                                                         |
| Stream VI  | Legal systems  | Civil Law, Public Law, Economic and Financial Law, Labor and Social Law , International Human Rights Law, Copy Right Law, Climate Change Law                                                                                                                                                           |

## Submission Guidelines

The manuscript should be original and unpublished work. Both conceptual and empirical research papers are invited with relevance to conference theme. The empirical research papers must include a clear indication of the purpose of research, methodology, major findings, implications and key references. All papers will be subject to blind review by the expert committee. The authors are asked to clearly indicate the stream number in which the paper could be considered and mail the same to the following **email id: icam2k15@gmail.com**. Maximum of one co-author is allowed.

The contributors are requested to adhere to the following.

- » Format: MS word (.doc)
- » Layout: Single column
- » Length: 20 pages
- » Paper size: A4
- » Margins: 1.2 inch
- » Font: Times New Roman
- » Line spacing: 1.5
- » Font size:
- » Title – 14 pt and Bold
- » Authors and Affiliations – 12 pt
- » Headings – 12 pt
- » Text – 12 pt
- » Key words: Four
- » References Should be given at the end of the paper

## Publication in Journal

The Conference Papers will be blind reviewed by the Expert Review Committee. The selected papers will be published in High Quality Refereed peer reviewed international Journal in Management viz., *International Journal of Management (IJM)*, Impact Factor: 7.2230 , ISSN No: 0976-6502(Print), 0976-6510(Online).

## Publication in ISBN book

Besides above said journal publication, the conference papers reviewed and recommended by Expert Review Committee will be published in the form of proceedings with ISBN. **The Editorial Board reserves all rights.**

## Registration fee

The registration fee includes conference kit, working lunch and refreshment. A single author presenting and publishing multiple papers should register for each paper. The Co-author will have to register separately. No TA/DA will be paid.

| Category                           | Early Bird Before 31st October 2014 |         | Registration After 31st October 2014 |         |
|------------------------------------|-------------------------------------|---------|--------------------------------------|---------|
|                                    | India                               | Foreign | India                                | Foreign |
|                                    | ₹                                   | \$      | ₹                                    | \$      |
| Students (UG/PG)                   | 300                                 | 60      | 500                                  | 80      |
| Scholars ( Full time Only)         | 700                                 | 80      | 1000                                 | 100     |
| Academicians                       | 1200                                | 200     | 1500                                 | 250     |
| Corporate Representatives          | 1700                                | 300     | 2000                                 | 350     |
| Publications – Journal / ISBN book | -                                   | -       | 2000                                 | 350     |
| In absentia ( Additional fee )     | -                                   | -       | 200                                  | 20      |

## Mode of Payment

Registration fee is to be paid by a Demand Draft on any nationalized banks in favour of **"Jamal Institute of Management"** payable at Tiruchirappalli. Registration fee is not refundable but changes in nominations are admissible.

## Important dates

|                                |                                                                   |
|--------------------------------|-------------------------------------------------------------------|
| 15 <sup>th</sup> October 2014  | Submission of abstract                                            |
| 20 <sup>th</sup> October 2014  | Notification of receipt                                           |
| 31 <sup>st</sup> October 2014  | Deadline for Early Bird Registration                              |
| 20 <sup>th</sup> November 2014 | Submission of full text of accepted paper                         |
| 27 <sup>th</sup> November 2014 | Notification of acceptance                                        |
| 07 <sup>th</sup> December 2014 | Deadline for Author's Registration with DD, Hard copy and CD Copy |

# ICAM 2015

## Best Paper Award

The award selection committee will select the best research papers from those submitted for presentation at the conference. Such Authors will be given a certificate and an award. The Best Papers will be selected on the basis of the quality of research paper and the decision will lie with jury consisting of experts on the area.

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Organizing Secretary – ICAM2015

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# International Conference On Advanced Management

Challenges in Knowledge Era

8<sup>th</sup> & 9<sup>th</sup> January, 2015



Since 1951

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**Jamal Mohamed College (Autonomous)**

(College with Potential for Excellence)

Tiruchirappalli – 620 020, Tamil Nadu

ICAM 2015

## REGISTRATION FORM

Reference Number : \_\_\_\_\_

(As Assigned by ICAM)

Stream Number : \_\_\_\_\_

(As Mentioned in Brochure)

Category  :  Student  Full Time Scholar  Academician  Corporate Representative

Name of the Participant : \_\_\_\_\_

Designation : \_\_\_\_\_

Institution / Organization : \_\_\_\_\_

Postal Address : \_\_\_\_\_

Mobile No. : \_\_\_\_\_

Email-ID : \_\_\_\_\_

Title of the Paper : \_\_\_\_\_

Mode of Presentation  :  On Stage  In-absentia

## PAYMENT DETAILS:

Demand Draft No. : \_\_\_\_\_ Date : \_\_\_\_\_

Banker's Name : \_\_\_\_\_ Branch: \_\_\_\_\_

1) Presentation Fee: \_\_\_\_\_ 2) Publication Fee : \_\_\_\_\_ 3) In-absentia Fee : \_\_\_\_\_

**Total Amount (1+2+3)** : \_\_\_\_\_

Place:

Date

Signature