

INTERNATIONAL CONFERENCE ON  
**ADVANCED MANAGEMENT**  
CHALLENGES IN KNOWLEDGE ERA



ICAM 2016

26<sup>th</sup> & 27<sup>th</sup> February 2016  
(Friday & Saturday)

**ORGANIZED BY**



**Jamal Institute of Management**

(Approved by AICTE and 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-620 020, Tamil Nadu, India.

## Jamal Mohamed College

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 20 UG courses, 21 PG courses and 16 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 11205 and faculty strength of 428. 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

Jamal Institute of Management, affiliated to Bharathidasan University, was established in the Golden Jubilee year of 2000-2001 with the approval of the AICTE, New Delhi. The Institute offers a two-year comprehensive MBA Programme 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. 120 students of both men and women are admitted. Its endeavor is to shape managers with professionalism of high order coupled with humanism of noble ethical values and virtues. In 2011, Our Institute has been accredited by NBA, New Delhi. In 2013, The institute has been ranked in 'A' Category by All India Management Association (AIMA), New Delhi. Over 1100 graduates passed out through the portals of Jamal Institute of Management are occupying vital positions in leading organisations 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 2016 Theme

The early 21st century witnessed major social, economic and political changes. During this time there were big changes in knowledge acquisition by people and the way used the same. 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 21st century is the era of knowledge and its signature is Management. The knowledge era is an era of rapid movement. There is so much going on, that we need contemporary and meaningful ways to make sense of, how best to work, learn and live effectively in these complex, diverse, unpredictable, challenging, and opportunistic times. The challenge for management will be to create an organisation 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 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 Knowledge Resources and Information Systems as Knowledge Systems. Finance is now called Capital and Knowledge Assets. Economy has now become Knowledge Economy where the heads are given more weightage than hands. So it is vital for Functional Departments to become Centers of Excellence in order to face changes, challenges and pressures from the members of knowledge society in knowledge economy. Besides, the organizations need to be self-organizing, self-teaming, self-aligning and self-configuring in order to survive and sustain in the knowledge era. If the organisations are well growing, it will pave the way for creating more jobs and capturing more minds and talents from society and nation will be accredited with high knowledge index in the universal platform.

## ICAM 2016 Objectives

The ICAM 2016: 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. So as to cope up with the dynamism of VUCA Business world.



## Sub Themes

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

Stream I	<b>Marketing</b>	Retail Marketing, Service Marketing, Logistics and Supply chain Management, Rural Marketing, Green Marketing e- CRM, Social Marketing, Branding, Sales Management, Social Media Marketing, Media Management, International Marketing
Stream II	<b>Human Resource</b>	Green HR, Talent Management, Stress Management, Performance Management, Work life balance, OCB Training and Development Change Management, Leadership, International HRM, competencyMapping, Organisational Development Employer Branding, Human Resource Development, Time Management
Stream III	<b>Finance</b>	Banking , Accounting , Stock Market , Insurance, Risk Management, Financial Innovation, Financial Inclusion, Financial Engineering, Investment and Financing, e-finance, Derivates Management, Treasury Management, Green Accounting Islamic Banking and Finance
Stream IV	<b>Technology</b>	Green Computing, MIS, Knowledge Management, E-Business, Information Security, IT service Management , IT project Management, Information Economics, Complex Networks, ERP, Mobile Technology , Data warehousing & Data mining Compute graphic and virtual reality, Artificial Intelligence, Cloud Computing
Stream V	<b>Economics</b>	Macro Economy, Micro Economy, Agricultural Economy, Environmental Economics, Labour and Population Economy Urban and Rural Economy, International Economy, Industry Economy, Monetary Economy, Real Estate Economy
Stream VI	<b>Legal Systems</b>	Civil Law, Criminal Law, Public Law, Economic and Financial Law, Labor and Social Law, International Human Rights Law, Copy Right Law, Climate change Law
Stream VII	<b>Entrepreneurship</b>	Entrepreneurship and Institutions. Entrepreneurship and regional development. Entrepreneurship finance and venture capital. Green Entrepreneurship Entrepreneurship culture. Entrepreneurship and gender
Stream VIII	<b>Service Sector</b>	Health care, Education, Retail, Technology, Media and Telecommunication. Infrastructure, Transportation Travel Management, Tourism

## 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 e-mail id: [icam2k16@gmail.com](mailto:icam2k16@gmail.com). Maximum of one co author is allowed.

The contributors are requested to adhere to the following.

- ▶ Format : MS office word (doc.)
- ▶ Layout : Single Column
- ▶ Length : 20 pages
- ▶ Paper size : A4
- ▶ Margins : 1.2 inch
- ▶ Font : Times New Roman
- ▶ Line Spacing : 1.5 cm
- ▶ Font Size:
  - Title - 14pt and Bold
  - Authors and Affiliations – 12pt
  - Heading – 12pt
  - Text – 12pt
- ▶ Key words: Four
- ▶ References should be given at the end of the paper

## Publication in Journals

The Conference Papers will be blind reviewed by the Expert Review Committee. The selected papers will be published in any one of the High quality Refereed Peer Reviewed Journals viz., International Journal fo Management (**IJM**) Impact Factor – 7.223 ISSN No: 0976-6502 (Print)0976-6510 (online), Jamal Academic Research Journal (**JARJ**) ISSN:0973-0303 (Print) 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.

Particulars	India ₹	Foreign \$
<b>Registration Fee</b>		
Students (UG/PG)	500	30
Scholars ( Full time Only)	1000	60
Academicians	1500	100
Corporate Representatives	2000	150
<b>Publication Fee</b>		
IJM / JARJ	2000	150
In absentia ( Additional fee )	200	10

## Mode of Payment

### Details for Demand Draft

In Favour Payable at	Jamal Institute of Management Tiruchirappalli
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Registration Fee once paid is not refundable but changes in nominations are admissible

### Details for RTGS / NEFT

Account Number	0467 01000037926
Name of the Account	Jamal Institute of Management
Bank	Indian Overseas Bank
Address of the Bank	Jamal Mohamed College Branch
Type of Account	Savings
IFSC	IOBA0000467
MICR	620020010

## Important dates

15th January 2016	Submission of full paper including abstract by Email
20th January 2016	Notification of Acceptance by E-mail
31st January 2016	Deadline for Author's Registration
26th & 27th February 2016	ICAM 2K16 - Conference

**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 award. The best papers will be selected on the basis of the quality of the research and the decision will lie with jury consisting of experts on the area.

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**Dr. M. PARVEEN**

Organizing Secretary – ICAM 2016

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**(ICAM 2016)**

**REGISTRATION FORM**

**Reference Number**

(As assigned by ICAM)

: \_\_\_\_\_

**Stream Number**

(As mentioned in Brochure)

: \_\_\_\_\_

**Category** ☒

: ☐ Student ☐ Full time scholar ☐ Academician ☐ Corporate

**Name of the Author**

: \_\_\_\_\_

**Designation**

: \_\_\_\_\_

**Institution / Organization**

: \_\_\_\_\_

**Name of the Co - Author**

: \_\_\_\_\_

**Designation**

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**Institution / Organization**

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**Title of the Paper**

: \_\_\_\_\_

: \_\_\_\_\_

Mode of Presentation (Put a Tick Mark) : ☐ On Stage ☐ In-absentia

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Demand Draft No / Transaction ID No (RTGS/NEFT): \_\_\_\_\_ Date: \_\_\_\_\_

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

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

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Date :

Signature

\*The photocopy of the registration form may also be used. Kindly fill up in BLOCK LETTERS