

## Patron

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**Conference Patron**  
**Conference Chair & Patron**

**Prof. Dr. V. M. Veeraiyan**, Chancellor, Saveetha University, Chennai  
**Prof. Dr. Mythili Bhaskaran**, Vice-Chancellor, Saveetha University, Chennai  
**Prof. Dr. R. Ganesan**, Chairman, National Foundation for Entrepreneurship Development (NFED), Coimbatore  
**Prof. Dr. Ch. Bala Nageswara Rao**, Director, Saveetha School of Management (SSM), Saveetha University, Chennai

## Organizing Committee

**Conference Secretary**  
**Conference Convener**  
**Conference Co-Convener**  
**Conference Coordinator**

**Prof. Sundari Suresh**, Faculty Member, SSM, Saveetha University, Chennai  
**Prof. S. Lakshmi Priya**, Prime Facilitator & Dean (T & D), NFED, Coimbatore  
**Prof. Vanishree, M. R.**, Faculty Member, IIHMR, New Delhi  
**Prof. Niharika Singh**, Skill Development Centre, University of Pune

## Welcome Address

**Prof. Dr. Ch. Bala Nageswara Rao**, Director, Saveetha School of Management (SSM), Saveetha University, Chennai

## Inaugural Address

**Prof. Dr. R. Ganesan**, Chairman, National Foundation for Entrepreneurship Development (NFED), Coimbatore

## Key Note Address

**Prof. Dr. Mathew J. Manimala**, Professor & Chairperson, OB & HRM Area, IIM Bangalore, Karnataka  
**Prof. Dr. Mani K. Madala**, Professor, National Institute of Industrial Engineering (NITIE), Mumbai, Maharashtra

## Conference Jury

**Prof. Dr. B. Balaji**, Professor & Director, Department of Business Administration & Computer Applications (DBA & CA), Sree Sastha Institute of Engineering & Technology (SSIET), Chennai

## Conference Review Committee & Session Chairs

### General Management & Organizational Development

**Prof. Dr. Alok Satsangi**, Professor & Director, Indra Prastha College for Advanced Studies, New Delhi  
**Prof. Dr. Manodip Chaudhari**, Professor & Dean, Future Business School, Kolkata, West Bengal

### Human Resource Management & Applied Psychology

**Prof. Dr. M. M. Sulphay**, Professor & Dean, TKM Institute of Management, Kollam, Kerala  
**Prof. Dr. C. Swarnalatha**, Professor & Head, Dept. of Management Studies, Anna University Academic Campus, Madurai

### Entrepreneurship Development & Gender Studies

**Prof. Dr. Krishna C. Y. S.**, Professor & Director, Alwar School of Business (ASB), Vishakapatnam, Andhra Pradesh  
**Dr. J. Vasanthakumari**, Executive Director, Institute for Career Development (INCAD), Chennai

### Economic Development & Financial Perspectives

**Prof. Dr. L. Radhakrishnan**, Professor & Head, Dept. of Rural Industries Management (RIM), Gandhigram Rural University, Dindigul  
**Dr. Jitender Bhandari**, Associate Professor, Ansal Business School (ABS), Ansal University, Gurgaon, Haryana

### Strategic Management & Marketing Prospects

**Prof. Dr. Sandip Sane**, Professor & Director, International Institute of Management Studies (IIMS), Pune  
**Dr. Subrata Chattopadhyay**, Associate Professor, Future Business School (FBS), West Bengal, Kolkata

### IT Applications & Technopreneurship Innovation

**Prof. Dr. Suma V**, Professor, Department of Information Science & Engineering & Dean, Research and Industry Incubation Centre (RIIC), Dayananda Sagar College of Engineering (DSCE), Bangalore, Karnataka  
**Prof. Dr. S. Neduncheliyan**, Professor & Director, Department of Computer Science and Engineering & Head, Centre for Automation Excellence, Vels University, Chennai

# National Conference On Research Aspects in Management Prospects & Entrepreneurship Development Perspectives (RAMP & EDP)

Organized by

**SAVEETHA SCHOOL OF MANAGEMENT [SSM]**  
**SAVEETHA UNIVERSITY, CHENNAI**

In Association With

**NATIONAL FOUNDATION FOR ENTREPRENEURSHIP DEVELOPMENT [NFED]**  
**COIMBATORE**

On

**7<sup>th</sup> February 2015**

## Conference Preamble

Management & Entrepreneurship has become inevitable and indispensable subjects in the recent years through imparting management education and entrepreneurial practices. Educational institutions and corporate/organizational domains have felt the sheer necessity of inculcating entrepreneurship development and training as a core area to invigorate human resources to become competitive and sustainable workforces. Moreover, entrepreneurship is one such discipline, which congregates all the disciplines such as Sciences, Engineering, Arts and Management in its fold, accounting for socio-economic promulgation of nations and emancipation in all spheres. It has also given utmost prominence and significance as an inter-disciplinary subject within academia and corporate over years. However, the constant innovations and interventions in different disciplines have geared up the need for entrepreneurship to rejuvenate in terms of its training and concomitant practices. Keeping these aforesaid facets in view; the conference on Research Aspects towards Management Prospects and Entrepreneurship Development perspectives will bridge in the gaps. This will in turn strengthen the base for management development in general and entrepreneurship development in particular. It shall foster the promulgation of research in a wider spectrum and best practices for bringing in socio-economic sustenance at large.

## About SSM

Saveetha University was declared as deemed university in 2005 with the mission to promote academic excellence, widen intellectual horizons, inculcate self discipline and high ideals for the total personality development of individual. Saveetha School of Management (SSM), has been a B-School established under the aegis of Saveetha University. The B-School has a unique curriculum and pattern prepares every individual into an employable candidate through its effective pedagogy and eminent faculty strength.

## About NFED

National Foundation for Entrepreneurship Development (NFED) is a non-governmental organization established in 2003 as a virtual organization in Chennai and registered as a Trust in 2013 at Coimbatore in pursuance to create socio-economic sustenance through entrepreneurship development. NFED believes that Entrepreneurship Development & Enterprising Skills are the sheer necessity for a developing nation like India. It intends to serve under a global perspective to bring in prosperity by and large to foster entrepreneurial progression amongst all communities in general and women in particular. NFED believes that entrepreneurship development is possible with a medium of Enterprising Awareness Creation (EAC) and Entrepreneurship Opportunity Guidance (EOG), which fosters to identify and shape the individual as a potentially viable source through inculcation of adequate prerequisites to become enterprising. It focuses on Awareness, Training and Research in the functional areas of Entrepreneurship Development.

## Conference Niche

The conference will focus on research aspects in management prospects & entrepreneurship development perspectives. The key emphasis shall be on the best practices and its associated perspectives in developmental research in academia and training with special focus on management prospects and entrepreneurship development.



All correspondence including submission of papers should be addressed to:

**Prof. Dr. R. GANESAN**  
Chairman

&  
**Conference Chair, RAMP & EDP**

National Foundation for Entrepreneurship Development [NFED]

#12 / 26, Vijayalakshmi Layout, 1<sup>st</sup> Street, Ganesh Nagar, Ganapathy, Coimbatore – 641 006. Tamil Nadu

Email: natconfssmned2015@gmail.com

Phone: +91-7708647015





## Registration Charges

Entrepreneurs /  
Incubators Rs. **2200/-**

Consultants/  
Practitioners Rs. **2000/-**

Govt. / Corporate  
Representatives  
Rs. **1800/-**

Academicians / Part-  
Time Research Scholars  
(Including Faculties) /  
Researchers Rs. **1600/-**

Students / Full Time  
Research Scholars (PhD  
/ M. Phil) Rs. **750/-**

## Early Bird Registration @ 20% Discount

Registration fee covers  
only conference fee and  
conference kit  
(including abstract in  
CD-ROM). In case of  
National delegates,  
boarding and lodging,  
requisitions will be  
considered in prior and  
arranged separately in  
accordance with extra  
payments in advance as  
per the requirements  
and standards of hotels  
on request at their  
expenses.

## Payment

Payments should be  
made through NFET  
Transfer / Remittance  
to Indian Overseas  
Bank (IOB) Ac/No:  
170901000009779  
IFS Code: IOBA0000613  
/ Demand Draft in  
Favour of National  
Foundation for  
Entrepreneurship  
Development payable at  
Coimbatore.

## Awards

Best papers are  
awarded in each  
session. The award will  
carry a certificate of  
merit & memento

## Target Groups

- Entrepreneurs & Incubators
- Consultants & Practitioners
- Govt. / Corporate Representatives
- Academicians & Part-Time Scholars
- Students & Full-Time Scholars



## Call for Papers

We invite original research articles (empirical / conceptual), case studies (realistic) in accordance with the Tracks indicated in core and other inter-disciplinary areas of interest(s).

## Submission of Abstract

In the first instance, we require everyone who wishes to submit their work to the conference are suggested to submit an abstract to the conference email describing the proposed research paper empirical, conceptual and case studies.

## Guidelines for submission of Full Paper

All the participants intending to paper presentation will get intimation through email informing you about the abstract acceptance and shall be requested for full submission of proposed research paper and case studies. The guidelines pertaining to your submission of full paper is summarized below:

- ✦ Papers must not exceed 6000 words in length (2000 words for working papers) typed in single line spacing, including abstract, figures, references and appendices (including author(s) affiliation(s) and should be not more than 25 pages in length. It should be neatly typed in Times New Roman font size 10 pt. All the captions and sub-captions must be in font size 14 & 12. Only abstract must be in italics with font size 10pt.
- ✦ References should follow the APA Referencing Style, which means that primary references in the text should be in the format (Balaji, 2014) and should then be listed at the end of the paper as per the following examples:
  - ✦ Ganesan, R. (2013). Psychosocial and psycho-entrepreneurial Predictors – An Exploratory study on Indian Entrepreneurs, Women Studies – An Interdisciplinary Journal 42:2, pp.163-192.
  - ✦ Ganesan, R. (2012). Three Dimensional Transitional Relationships: A Study on Women Entrepreneurs, Journal of Women Studies, Eastern Mediterranean University Press.
- ✦ Author (s) shall send their papers in the prescribed format in .doc (MS-Word) format through email to the conference chair.
- ✦ Abstract submission has been made by the author an acknowledgement will be sent from the desk of conference convener and acceptance of your abstract will be communicated within a 10 working days.
- ✦ The details of submission instructions and guidelines are available in [www.bonfring.org](http://www.bonfring.org)



## CONFERENCE THEMES & SUB THEMES

### Track 1: General Management & Perspective Development

- Historical & Contemporary Perspectives
- Socio-Cultural Studies & Perspectives
- Cross Cultural Management & Perspectives
- Legal Issues in Management
- Total Quality Management
- Spirituality in Management
- Health Care Management

### Track 2: Human Resource Management & Applied Psychology

- HRM Practices & Effectiveness
- Emotional, Social & Cognitive Intelligence
- OB, OD & Leadership Patterns
- Organizational Learning & Professionalism
- Behavioral Interventions & Dispositions

### Track 3: Entrepreneurship Development & Gender Studies

- Entrepreneurship Policy & Models
- SHGs & Micro Enterprise Development
- Tourism Entrepreneurship
- Entrepreneurship Education Perspectives
- Edupreneurship – Training, Research & Development
- Social Entrepreneurship
- Entrepreneurial Leadership
- Rural Entrepreneurship
- Gender Issues & Challenges
- Women Entrepreneurship

### Track 4: Strategic Management & Marketing Prospects

- Talent Management & Retention Strategies
- Entrepreneurial Strategies
- Services, Logistics & Supply Chain Management
- Marketing Trends & Patterns
- Digital Marketing & Social Media Marketing
- Collaborative Trend Management
- Retail Marketing: Issues & Challenges

### Track 5: Economic Development & Financial Perspectives

- Emerging Paradigms in Indian Economy
- Economic Policy Issues & Business Environment
- Costing, Accounting Standards & Financial Derivatives
- Crowd Funding
- Behavioral Finance
- Corporate Finance
- Green Finance
- Micro Finance

### Track 6: IT Applications & Technopreneurship Innovation

- Technology Entrepreneurship
- E- Business (ERP, CRM, E-Learning, BPR)
- Intellectual Property & Knowledge Management
- Technologies in the new Millennium (nano, bio, ICT)
- Innovations in Medipreneurship & Health Care Industries

## Publication

Abstracts of all accepted papers will be published in CD-Rom as a part of conference proceedings, which shall be issued to all participants. Few selected papers will be considered for publication in refereed editorial volume (s) with ISBN & Indexed (Google Scholar, CrossRef, DOCSTOC, Index Copernicus, CiteUlize, CiteSeerx, Research Bible, Scribd & Bonfring Digital Library) by Bonfring Publishers, Coimbatore, Tamil Nadu

## Important Dates

Abstract Submission  
**15<sup>th</sup> November 2014**

Abstract Acceptance  
**30<sup>th</sup> November 2014**

Full Paper  
Submission  
**15<sup>th</sup> December 2014**

Full Paper Acceptance  
**29<sup>th</sup> December 2014**

Early Bird  
**31<sup>st</sup> December 2014**

Full Paper  
Registration Deadline  
**12<sup>th</sup> January 2015**

**Conference Date**  
**7<sup>th</sup> February 2015**

All papers received before submission deadline are subjected to acceptance only after recommendation of review process