

The Host Institution:

Jaya Educational Trust was established in the year 1977 by Prof.A.Kanagaraj with a vision to nurture innovative future leaders in technology, entrepreneurship, management who create wealth for our national and develop a develop a fulfilling global society.

Jaya Engineering College was started in the year 1995-96 to impart quality education. Jaya Engineering college is spread over 40 acres and has an integrated campus with impressive state of art facilities. It is affiliated to Anna University and approved by All Indian council for Technical Education (AICTE)

The Host Department:

The Department of Management Studies was started in the year 1997 with the vision to be the best regional business school in the nation recognized for academic excellence and for contributing to the overall development of our region and broader environment.

The CAP Model is being used for Learning in Jaya Business School. Learning through Concept, Application and Participation.

It has well Experienced and Qualified dedicated faculty members and able administrators. The department provides hand on experience to its students on all relevent aspects of management.

Organizing Committee:

Chief Patron:

Prof. A.Kanagaraj, Chairman, Jaya Educational Trust
Smt. K.Vijayakumari, Secretary, Jaya Educational Trust
Prof. K.Navaraj, Vice Chairman, Jaya Educational Trust

Patron:

Dr.R.Raja, Principal, Jaya Engineering College

Conference Convener:

Dr.Mu.Subrahmanian, Professor & Head, DOMS, Jaya Engineering College

Conference Co-Ordinators:

Mr.V.Srinivasan, Assistant Professor
Mrs.C.M.Sudha Arogya Mary, Assistant Professor
Mrs.E.Anandharaja, Senior Lecturer
Ms.R.Subashree, Lecturer
Mrs.P.Lakshmi Devi, Lecturer
Mrs.K.N.Veerayee Kanna, Lecturer
Mr.S.Rajan Daniel, Lecturer
Mrs.K.Thamizh Selvi, Lecture
Ms.J.C.Mary Neelambari, Lecturer

National Conference on

"CREATIVITY & INNOVATION FOR CHALLENGING TIMES"



November 25th, 2011

Conference Announcement & Call for Papers

Department of Management Studies
Jaya Engineering College
Thiruninravur, Chennai.

(Approved by AICTE & Affiliated to Anna University)

www.jec.ac.in

Conference Theme

Today creativity and innovation are not just synonyms with the latest gadgets but have socio-economic aspects too. It is seen as a key to economic recovery and growth. The economic challenges of the recent past have rekindled interest in creativity and innovation.

The main theme of the conference is “**Creativity and Innovation for Challenging Times**”.

Its objectives are:

1. To provide creative and innovative solutions to various problems and issues relating to the organizational development.
2. To identify the various obstacles and challenges in impending the development of creative and innovative cultures within the academic context.
3. To inspire creative and innovative minds for the human development.
4. To generate ideas and practical suggestions to strengthen theories and strategies of creativity and innovation in various professions.
5. To provide a common ground towards understanding the core areas of creativity and innovation in various disciplines.

Innovation is a solution to global challenges. policy makes, business leaders, inventors and academics will gather to bring together their vision, passion and expertise to share their ideas, to discuss latest trends and to focus on key challenges. They will jointly debate on how to streamline and transform innovation into opportunities for the next generation, and how to drive into the next decade through cutting edge innovation and creativity. It is against this back drop that this National conference endeavors to address some of the conceptual and practical dimensions of innovation.

The conference provides a tremendous forum for collaboration among academic experts, industrial experts and research scholars from various spectrums and fields of expertise to lead careful deliberation and discussions on ideas and proposals; effectively inspiring creativity and innovation, while granting participants exclusive access to the most inventive and thought provoking programs around the country.

Papers, based on theoretical, empirical research or experience, should illustrate the practical applicability and policy implications of work described case studies are also invited.

Contributions may focus on (but may not limit to) the following broad themes

Track 1: Finance

1. Cost of Innovation
2. Intellectual Capital
3. Innovative Financial Products
4. Asset Pricing
5. Financial Risk Management
6. Financial Econometrics
7. Portfolio Management
8. Investment Banking
9. Micro Finance
10. Retail & Commercial Banking

Track 2: Human Resource

1. Creative Problem Solving
2. Innovation in Training
3. Competency Mapping
4. Performance Management
5. Balance Scorecard
6. Organisational Restructuring
7. Employee Engagement
8. Quality of Work Life
9. Talent Management
10. Innovations in HR Practices

Track 3: Marketing

1. Marketing Strategies
2. Consumer Marketing
3. Creative Marketing
4. Innovative Retail Strategy
5. Service Marketing
6. New Product Development
7. Marketing Communication
8. Brand Building
9. Green Consumerism
10. E-Marketing

Track 4: General Issues

1. Entrepreneurship
2. Total Quality Management
3. Corporate Governance
4. Business Process Reengineering
5. Corporate Social Responsibility
6. Technology & Innovation
7. Health Service
8. Information System
9. Supply Chain Management
10. Business Value

Submission Guidelines & Deadlines:

1. The manuscript of full paper in MS Word format should not exceed 5-6 pages(A4 size) 2.5 cm (1 inch) margin all sides
2. Font Size: 12 pt Times New Roman, 1.5 line Spacing
3. Figures, tables & charts etc must be original and not to be a scanned copy
4. The first page must contain the Track, Title, Name of the author(s), designation, Affiliation, contact number and e-mail id
5. Harvard Referencing style should be followed
6. All the papers will be blind reviewed by an expert committee with respect to their quality, originality, and relevance.
7. Papers must not have been published or accepted for publication elsewhere or be currently under any other review.
8. All the correspondence will be addressed to the first author, in case of joint submission.
9. The preferred method of author contact will be through e-mail.
10. All manuscripts should be electronically submitted through e-mail to neccict2011@gmail.com.
11. All rights of publication of papers presented in the conference shall rest with the Conference Organizers.
12. All selected papers will be published as an **Edited Book Volume with ISBN**.
13. Important Dates:
 - a. Abstract Submission : 7th October 2011
 - b. Acceptance Notification : 14th October 2011
 - c. Full Paper Submission : 21st October 2011
14. Registration Details (Non Residential)
 - a. Corporate Delegates : Rs. 1000/-
 - b. Academicians : Rs. 800/-
 - c. Research Scholars : Rs. 700/-
15. In case of joint authors, each author has to individually register for the conference.
16. Registration fee by demand draft payable at Chennai in favour of “**Principal, Jaya Engineering College**”
17. Reduction of 10% in registration fee will be given for a team of three or more authors from the same institution.
18. Only registered papers on or before **21st October, 2011 will be included for publication.**
19. **Direct all your queries about the conference to Dr. Mu. Subrahmanian, Conference Convener, Mb: +91-93800-66996.**

National Conference on

“Creativity & Innovations for Challenging Times”



NCCICT 2011

November 25th, 2011

DELEGATE REGISTRATION

Name :
Designation :
Institution :
Mailing address :

Mobile :
Email-id :
Are you presenting paper: Yes / No
If yes
Title of the paper :
Co-Author(if any) :

PAYMENT DETAILS

DD No: _____ Date: _____
Bankers Name: _____
Amount: _____

*Registration fee by demand draft payable at Chennai in favour of
“The Principal, Jaya Engineering College” along with duly filled registration form,
latest by October 21st 2011.

*Only registered papers on or before October 21st, 2011 will be include for publication.

Mail to

Dr.Mu.Subrahmanian,
Conference Convener,
Department of Management Studies,
Jaya Engineering College,
CTH Road, Thiruninravur,
Chennai – 602 024
Contact: +91-93800-66996