REGISTRATION FEES
Participant: Rs 300/-
Per author: Rs 300/-
Co-author (only two): Rs 300/- per author
Five teams from the same college: Rs 3000 (10% discount valid till 31st October, 2014)
Inabsentia: Rs 500/- per author (Out of two authors, one author is mandatory to present the paper)

PAYMENT MODE
Payment can be done either in cash / D.D drawn in favour of Principal, M. S. Ramaiyah College of Arts, Science and Commerce, M. S. R. Nagar, Bangalore.

IMPORTANT DATES
Last date for submission of Abstract: October 30th, 2014
Last date for submission of full research paper: November 5th, 2014

ABSTRACTS
Authors are requested to submit their abstracts not exceeding 500 words, in M. S. Word, Arial font and font size 12, in English fulfilling the following standards:
- The title must clearly indicate the theme of the conference and should be in the center of the page
- Author's Name(s) and Address(es) with their contact nos., e-mail id should be in the center of the page
- The abstract should include introduction, primary objectives, findings and suggestions of the paper in the italic justified margin format.
- Key words should be provided which encapsulate the topics of the paper (3-5 key words).

GUIDELINES FOR SUBMISSION OF RESEARCH PAPER
- The manuscripts should not exceed more than 10 pages (A4 size), margin 1 inch on all sides, including figures, tables, in 1.5 line spacing preferably Arial font and 12 the font size.
- Abstracts and Research paper should be in the form of M. S. Word and to be sent through e-mail: rstudentconference2014@gmail.com. A hard copy should be submitted on the date of the conference.
- Table title and the figure title (charts, diagrams and graphical presentations) with captions should be clearly mentioned and should be included in the text. They should be of clear quality, preferably in black and while and numbered consecutively. Source of the table and figures must be mentioned within parentheses in Italics.
- Mathematical expressions, figures, charts should be presented in a way that will be easily printable.
- All manuscripts and papers submitted are supposed to fill the form of originality and should not be copied from any other cited works.

M. S. RAMAIAH COLLEGE OF ARTS, SCIENCE & COMMERCE
MBA DEPARTMENT
Recognized by Government of Karnataka, AICTE, Affiliated to Bangalore University, NAAC Re-accredited “A” Grade
M. S. R Nagar, MSRIT Post, M. S. Ramaiah Nagar, Bangalore - 560 054.

INVITATION FOR AN INTER-COLLEGIATE STUDENTS' CONFERENCE ON “GLOBAL CHALLENGES & NEW PERSPECTIVES IN BUSINESS & MANAGEMENT”

Date: November 15, 2014
Venue:
MSRIT HI-Tech Auditorium
MSRIT Campus, Bangalore
ABOUT THE INSTITUTION
"GOKULA EDUCATION FOUNDATION" was founded in 1962 by our founder Late Dr. M. S. Ramaiah, offering courses in health sciences, engineering sciences and general sciences. The Institutions founded by Late Dr. M. S. Ramaiah are:

General Sciences
- M. S. Ramaiah College of Arts, Science and Commerce
- M. S. Ramaiah Institute of Management
- M. S. Ramaiah College of Law
- M. S. Ramaiah College of Hotel Management
- Sri Yoginarayana Idology Centre
- M. S. Ramaiah Composite PU College
- M. S. Ramaiah High School
- M. S. Ramaiah Vidyanikethan (Nursery, Primary, High School)

Engineering Sciences
- M. S. Ramaiah Institute of Technology
- M. S. Ramaiah Polytechnic

Health Sciences
- M. S. Ramaiah Medical College
- M. S. Ramaiah Medical Teaching Hospital
- M. S. Ramaiah Dental College
- M. S. Ramaiah College of Pharmacy
- M. S. Ramaiah Institute of Nursing Education and Research
- M. S. Ramaiah Drugs and Allied Products Testing Laboratories
- M. S. Ramaiah School of Advanced Studies

ABOUT THE COLLEGE
M. S. Ramaiah College of Arts, Science and Commerce was established in 1994 by our founder Late Dr. M. S. Ramaiah offering both undergraduate and post graduate degrees offered by Bangalore University in Arts, Science, Commerce and Management. The college is approved by AICTE, re-accredited “A” grade by NAAC and recognised by the Government of Karnataka. Our college is a unique learning institution which has played a pioneering role in providing academic excellence. We constantly endeavour to focus on innovative teaching practices aimed at helping and developing our students into professionals of the future.

ABOUT THE DEPARTMENT
The MBA department was started in the year 2004 in M. S. Ramaiah College of Arts, Science and Commerce. The department's objective is to proactively help students become employable by providing essential soft skills training, value added courses, besides ensuring high quality of academic inputs. Besides providing holistic education, we focus on the importance of ethics and value systems, enabling our students to become responsible and productive citizens of the country.

ABOUT THE THEME
"GLOBAL CHALLENGES AND NEW PERSPECTIVES IN BUSINESS AND MANAGEMENT"
Global challenges means challenges of systems (i.e "something to look at"). Every business must be considered a global industry and every business is a knowledge business. Ideological change, technology revolutions are making management and business imperative. It is no longer an option in the global market but a strategic imperative for all, in all the functional areas of the management and business. The changes emerging in the market requires a holistic development of the economy. In many emerging markets, despite a boost to output from stronger exports, domestic demand has been weaker than expected, reflecting in part tighter financial conditions, market conditions. For every cloud there is silver lining, the global challenges faced by the business leaders either aids to lead, or to follow, or to get away. True businessman does not try to get away but looks for new perspectives through social forces (values, needs and standards of behavior), political forces (influence of political, legal aspects on people and organizations), economic forces (on availability of resources, production and distribution of resources among competing users) and environment forces (energy, health, power) too.

OBJECTIVES:
This conference provides a platform for Post Graduate Students of various streams to undertake research work and present original research papers, which aids entrepreneurs, business leaders and others to face the challenges of the global environment / global business and look forward with new perspectives, to lead in the dynamic market.

TOPICS OF INTEREST
The research papers can be from any area of management and focus on the theme “Global Challenges and New Perspectives In Business and Management”. Research papers will be streamlined in the functional areas of Marketing, Banking and Finance, Human Resources Management and General Management.

SUB THEMES
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PARTICIPATION
Papers are invited on the above theme / sub themes. Contributions are accepted in the form of paper or case study presentation.

• The participant(s) must be enrolled as post graduate students from any stream.
• Co-authorship of paper presentation is permitted. Only two authors are permitted for a paper.
• Multiple submissions from an author are acceptable but each entry shall be treated as a separate entry.
• The abstracts of the paper will be published in the conference proceedings.
• Best paper award will be given. The best paper will be published in the M. S. R Journal of Management with ISSN No. 2321-7383.
• In the event of any dispute / clarification, etc., the decision of the Panel of Jurisdiction will be final and binding.