

#### Guidelines for Papers:

- Length** : Maximum twelve A4 size pages.  
**Title** : should be brief  
**Abstract** : not more than 150 words,  
**Key Words** : Four to Six key words.  
**Format** : The paper should have a cover page giving title, author's name, complete address, telephone number, fax number, and email ID of the author. In case of co-authors, these details should also be provided for each co-author.  
 The second page should contain the title and an abstract of 150 words. It should also include up to six key words about the paper. No other page should have author's name.  
**Font** : Times New Roman, font size 12 point  
**Spacing** : 1.5 between lines and 2 between paragraphs.  
**Conference Proceeding** : Accepted papers will be published in the proceedings of the conference, a copy of which will be emailed /CD will be provided.  
**Certificate** : A certificate will be issued for presenting a paper / attending the conference.  
**Submission Process** : Abstract to be received by email to mesbacon@gmail.com on or before 15th march 2016.

Correspondence will be sent to the first named author unless otherwise indicated.

#### Important dates

Abstract Submission	: 15th March 2016
Intimation of Acceptance	: 22nd March 2016
Full paper Submission	: 10th April 2016
Conference	: 21st April 2016

#### Patrons

Mr. T.P Imbichahammad Chairman, MESCE	Prof. P.O.J Lebba Secretary, MESCE	Dr. K.P Mohammed Director, MESCE
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# MESBACON'16

National Conference

on

**"Business, Innovation & Management Practices"**

Organised by

**Department of Management Science (MBA)**

on

**21<sup>st</sup> April 2016**



#### MES COLLEGE OF ENGINEERING, KUTTIPPURAM

(Approved by AICTE & Affiliated to University of Calicut and A.P.J Abdul Kalam Technological University)

Thrikanapuram P.O, Malappuram Dist, Kerala- 679573  
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#### About M.E.S College, Kuttippuram

M.E.S College of Engineering, the first Engineering College established under the self financing sector in Kerala is situated on the beautiful and serene banks of Nila or Bharathapuzha. Widely acknowledged as one of the premier institutions imparting technical education in the state, the college offers admission to all categories of students with special consideration to educationally backward communities. The college has carved a niche for itself in education world, eloquently demonstrated by the flying colors attained by its students in academics, placements as well as extracurricular and co curricular activities. At present there are eight undergraduate programmes including B Arch and ten post graduate courses in M Tech, MCA, MBA and M. Arch in the college.



#### MBA Program

Last decade has seen dramatic changes in the world economy. The challenges imposed by the 21st century place a high premium on upgrading skills and qualifications in order to meet the demands set by companies, customers and the environment that managers operate in. The MBA programme of the century is in a state of perpetual change – continually adding value through creativity, knowledge, innovation and learning for the benefit of our future business leaders. It has become one of the most sought after qualifications in today's corporate world as a prerequisite to most top management positions.

#### Conference Theme

National Conference on "Business Innovations and Management practices" aims at capturing innovations and challenges in management practices and their subtle expositions in current researches in general, and sustainable management practices, in particular. This event endeavors to bring all academics, researchers, practicing managers and students together to share their ideas and research findings, discuss contemporary issues and challenges in business and industry, and above all, nurture and consolidate a culture of research in various domains of management as well as inter-disciplinary studies in Indian as well as global perspective.



#### Call for Papers

Conceptual, empirical and applied research papers in the various sectors and areas of management discipline are invited from the authors. The authors are invited to submit the original and unpublished research papers on the following subthemes:



Track 1:-**Sectoral Research**- Agriculture, FMCG, Real Estate , Automobile, Logistics , Healthcare Education , Financial , Tourism, ITES.

Track 2:-**Marketing**: Digital Marketing, Consumer Behavior, Brand Management, Integrated Marketing Communications, Online Marketing, Industrial Marketing, Services Marketing, Green Marketing.

Track 3:- **Banking and Finance** :Universal banking, Financial performance, Merchant Banking, Micro-Finance, Financial Inclusion, E-Commerce, Derivatives & Risk ,Internet & Mobile Banking, Capital Markets, Asset Pricing and Smart Money.

Track 4:- **HRM**: Management Processes, Organizational Behavior, Management of Training, Talent Management, Change Management, Image Management, Knowledge Management Work Engagement and Stress Management.

Track 5:- **Operations**: Supply Chain Management, Lean Manufacturing, Flexible Manufacturing Systems, Optimization Techniques, Total Quality Management, Six Sigma, Productivity Management, Technology Management, Intellectual Property Rights and Project Management.

#### Target Audience

The conference is mainly intended for research scholars, academicians and industrialists in Management, Computer Science, Engineering Social Work, Economics and other Social Sciences.

#### Registration Fee

Research Scholars	: 750/-
Academicians/Faculty Members	: 1000/-
Industrialist	: 1500/-

#### PUBLICATION OPPORTUNITY

We are planning to publish the research papers presented in the conference in the form of an edited book. We are in the process of negotiation with the publisher. The price of the book will be communicated in due course. The conference organizers are not responsible for any claim in any of the paper accepted for publication. The author(s) are solely responsible for any content in their paper. The copyright for publication of all accepted papers will be retained by the conference organizers.