ARYA College of Engineering & Information Technology
Approved by AICTE • Affiliated to University of Rajasthan, Jaipur
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Call for paper

Dear Sir ,

It gives us great pleasure to inform you that Arya College of Engineering and IT, Jaipur is organizing 3rd National Conference on "**Emerging issues in Business Management"** on 4th & 5th March, 2011 in Arya College Auditorium. The Objective of the Conference is to facilitate sharing and exchange of experience, best practices and innovative solutions .Senior and middle level executives, entrepreneurs and consultants, Faculty members and research students may join the conference and get benefited from it. Specific sessions will address related issues in Finance, Marketing, H.R. and Economics.

We call papers for this conference from faculty members of your organization on the following **major and related themes of the Conference**:

1. 21st century skills with special reference to "soft skills".
2. Team building – Employee Empowerment.
3. How to create a fine 'Balance' Work life.
4. India: "The new emerging market".
5. The Online Marketing: "A necessity not just an option ".
6. Brand Value: Manage & Monitor your reputation.
7. Profit through strategic alliances
8. Corporate social responsibility
9. Dynamic linkages between emerging & developed stock markets.
10. Emerging trends in mergers & acquisitions.
11. The use of PPP (Public private partnership) model in infrastructure development.
12. Microfinance industry: 'A curse or boon to the Indian financial system'.
13. Women Business Executives: The hidden strength & potential.
14. World Financial Meltdown & Emerging Markets.

How to write the paper

1. The paper should be written in English only, in not more than 3000words, duly typed with a font size of 12 Time New Roman only 1.5 spacing between lines should be used and paper size should be A4.The participant should submit one hardcopy and one soft copy of the paper.
2. The participant address should also be given at the end of the paper.
3. Initially the entry should be e-mailed at mgmtconf2011@aryacollege.in latest by 30th January 2010
4. The entries will be evaluated by a panel and qualifying entries will be confirmed through email. The panel decision will be final and binding in all matters.

Kindly circulate this letter among all the faculty members of your Department and motivate them to write a paper on any theme of the Conference and Email it to us.

Yours sincerely

Prof. M.D. Agrawal
(Director, MBA Program)