International Conference on
STRATEGIC TRENDS ON INNOVATIONS & CREATIVITY IN MANAGEMENT PRACTICES
STICMA '2012'
on
September 10-11, 2012
at
Department of Management Studies
Organized by
Department of Management Studies
CEG Campus
Anna University
Chennai-600 025
Convenor
Dr. R. Magesh
Co-Convenor
Mr. A.K. Sheik Manzoor
ABOUT THE UNIVERSITY

Anna University, Chennai was established in 1978 as a unitary type of University by amalgamating the College of Engineering, Guindy, Alagappa College of Technology, Madras Institute of Technology and School of Architecture and Planning - all internationally renowned Institutions in Chennai. Anna University Chennai has emerged as an Affiliating University more then 500 Engineering Colleges at present in its academic fold.

ABOUT THE DEPARTMENT

The MBA program in Anna University was started in the year 1981. Ever since its inception, the Department of Management Studies (DOMS) has produced about 800 capable, competent and committed professionals. The spirit of pragmatic enquiry and in-depth analysis of the dynamics of business has continued to this day. The programs are designed to bring out and nurture the leadership and organizing skills of the future managers. At DOMS, apart from the regular curriculum, there is an emphasis on guidance and counselling that enables the development of managerial excellence. The modern facilities, and extremely competent staff members, makes the DOMS a wonderful place to be, for those pursuing a career in business management.

THEME OF THE CONFERENCE

Business and management researchers are increasingly being encouraged to develop new and innovative ways of investigating, understanding and theorizing the practice and performance of management within a fast-moving and challenging global environment. Innovative management leads to exceptional business performance at the core of economic and social development.

The purpose of the Conference is to provide a unique international forum to facilitate discussion of current issues and exchange of cutting-edge information, ideas and innovative solutions in management in view of business accomplishments and results. It will be an open forum for a multi-disciplinary community of academics, practitioners and public policy makers with an interest in innovative approaches to management and business performance to meet, network and exchange views.

SCOPE

Network with peers and senior academics: Raise your profile through networking and engagement with a wide audience of academicians, researchers, policy makers and practitioners at all career stages around clearly circumscribed topics.

Impartial expert tailored advice: Showcase your research and develop research ideas through fruitful debates, discussions and feedback from experienced professionals. Connect with opportunities within and beyond your areas of specific research interest through the Special Interest Groups and a variety of other events.

KEY DATES

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<th>Event</th>
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<tr>
<td>Abstract Submission</td>
<td>Last date: 25th August</td>
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<tr>
<td>Final Paper Submission</td>
<td>Last date: 30th August</td>
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<td>Notification of acceptance</td>
<td>3rd September</td>
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<td>Conference date</td>
<td>10th &amp; 11th September</td>
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DD should be drawn in favour of "Head of the Department, Department of Management Studies, Anna University, Payable at Chennai. Please do not forget to write the DD details in the registration form.

**ACCOMMODATION**

Guest house accommodation provided at National & International Standards at extra charges within the campus at University tariffs.

**CALL FOR PAPERS**

International conference on Strategic Trends on Innovations & Creativity in Management practices (STICMA 2012) is the premier forum for the presentation of new advances and research results in the field of Management. The conference will bring together leading researchers, engineers and scientists in the domain of interest from around the world. Topics of interest for submission include:

**FUNCTIONAL AREAS**

Marketing, Human Resources, Finance, General (International business / Quality / Systems / Technology / Production / Operations / Services / etc.,)

### SUB THEMES

**Marketing**
- Social Marketing
- Emerging Trends in Consumer Behavior
- Innovation & creativity in new Product/Services
- International Retailing & Franchising

**Human Resources**
- Human resource management issues in innovation
- Outplacement and Remote Employment
- Talent management Retention Management Challenges

**Finance**
- Accounting Standards & Auditing
- Corporate Governance
- Behavioral Finance
- Corporate restructuring
- Currency Futures, Options & Swaps
- Financing and commercializing innovation
- Global conventions in retail banking
- Micro Finance & Rural Development
- World Bank & Foreign Aid Projects

**General**
- Business Intelligence and Decision Making in Management
- Cross-Border Mergers
- Implementing and Leading e-Business Change
- Innovation for low-income markets and social innovation
- Integration of Technology and Business Strategies
- Intellectual property and knowledge management
- Regional innovation systems, clusters and industrial networks
- Services Management in Developing Countries
- Sustainable Development and Environmental Management
- Technology Transfer

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<th>Category of the participant</th>
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<td>Academics / Research scholars</td>
<td>₹ 2500</td>
<td>$ 45</td>
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<td>Corporate delegates</td>
<td>₹ 3500</td>
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<td>International Participants</td>
<td>₹ 5500</td>
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SUBMISSION GUIDELINES

All submitted articles should report original, previously unpublished research results, experimental or theoretical. Articles submitted to the Conference should meet these criteria and must not be under consideration for publication elsewhere. Manuscripts should follow the style of the Conference and are subject to both review and editing. Selection of papers for presentation will be based on abstracts.

Abstracts

Abstract must include a neat indication of the purpose of research and inference. Abstract should not exceed 250 words; should have minimum 3 key words, with Title, Author (s), Affiliation (s), in Times New Roman, 12 point, Regular on A4.

Full papers

Paper size : A4
Margins : 1 inch on all sides
Font : Times New Roman, 12 point, Regular
Spacing : 1.5"
Title Page : Title, Author (s), Affiliation (s), Contact details

The soft copy of the full paper in Microsoft word 2007 adhering to the above rules should be mailed to: sticma2012@yahoo.com

Selected papers will be published in separate ISSN Volume and Impact factor Journals.

PROGRAMME SCHEDULE

Day -1 - 10.09.2012
9.00 AM to 10.00 AM : Registration and Enrolment
10.00 AM to 10.45 AM : Inaugural Session
10.45 AM to 11.00 AM : Tea break
11.00 AM to 1.00 PM : Technical Session - 1
1.00 PM to 2.00 PM : Lunch
2.00 PM to 4.00 PM : Technical Session - 2
4.00 PM to 4.15 PM : Hi Tea

10.00 AM to 12.00 AM : Technical Session - 3
12.00 AM to 1.00 AM : Lunch
1.00 AM to 3.00 PM : Technical Session - 4
3.00 PM to 3.15 PM : Tea Break
3.15 PM to 3.30 PM : Best Paper Awards
3.30 PM to 4.00 PM : Valedictory

Contact Details

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Co-Convenor
9884714272
+91 (044) 2235 8773

Best Paper Awards & appreciation certificates rewarded
Title of the Paper: 

Registration type: (Please tick appropriate):
1. Academician
2. Research Scholars
3. Corporate Delegate
4. International Participant

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Author(s) Profile

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Note: Communication to be sent to first author only. Abstract should be attached separately along with this registration form.

Signature of the HOD / Principal with Seal