VISHWA VISHWANI
INSTITUTE OF SYSTEMS & MANAGEMENT

NATIONAL SEMINAR
ON
Strategies & Innovations in Management
31st March, 2018

About VVISM
Vishwa Vishwani Institute of Systems and Management is one of the Premier Business Schools in South India, promoted by Grahambell Educational Academy, Hyderabad. It is approved by All India Council for Technical Education (AICTE), New Delhi. It has been grooming resourceful students into budding managers for the last 20 years.
CALL FOR PAPER SUBMISSION

**Theme - 1**

- Accounting & International Financial Reporting
- Business Economics
- E-Banking Problems & Opportunities
- Financial Econometrics
- Financial Products & Innovations
- Developments in Money Market
- Fraud Detection in Banks
- Financial Inclusion
- International Capital Flow
- Financial Crisis
- Financial Modelling
- Demonetisation
- Investment Management

**Theme - 2**

- Digital Marketing
- Green Marketing
- Content Marketing
- Search Engine Optimization
- Google Analytics
- Role of Culture in Marketing
- Emotional Marketing
- Rural Marketing
- Social Enterprising
- B2B and B2C Best Practices
- Buzz Marketing & Consumers
- Consumer Journey Analytics
- Social Marketing and Consumers
- Retail Marketing
- Digital Marketing

**Theme - 3**

- Emerging horizons in HRM
- Work life Balance
- HR Accounting
- Strategic HRM
- Knowledge Management
- HR Information Systems
- HR Research & Audit
- E-HR
- Innovative Employee Empowerment
- Employee Engagement
- Psychological Contract
- Emotional Intelligence Vs. Spiritual Intelligence
- HR Analytics
- Talent Management

**Theme - 4**

- Cloud Computing
- MIS & Network Security
- Data Mining
- Data Ware Housing
- Business Analytics

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**Important Dates**

- Last date of Abstract: 21/01/2018
- Date of Final Submission: 04/02/2018
- Intimation of Acceptance: 15/02/2018
- Early Bird Registration: 22/02/2018
- Closing of Registration: 28/02/2018
- Last date for sending PPT: 20/03/2018

**Conference Registration Fee**

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**Authors Guidelines**

- Abstract (500 words) should be sent to mail Id: crd@vishwavishwani.ac.in
- Maximum word limit is 5000
- Font: Times New Roman
- Font Size: 12
- Font Size: Headline: 16
- Line Spacing: 1.5
- Alignment: Justified
- Change in paper Title, Content & Author names are not allowed after the date of registration.
- Submitted papers should not have been previously presented, published, accepted for publication anywhere.
- **All accepted articles will be published in the Seminar proceeding bearing ISBN Number.**
- Selected Articles will be published in UGC Approved Journals.
- Registration form will be mailed to candidates whose articles are accepted for the Seminar.
- Registration Fee includes Seminar kit, Tea & Snacks, Lunch and Publication charges for selected papers.
- Acceptance of abstract will be communicated within one week of submission.

**Registration Guidelines**

The participants will be required to fill the registration form, which includes participation details & payment confirmation details along with declaration of the ownership of article.

**Venue**

C.K. Prahalad Auditorium 2, II Floor
Registration Time: 9:30 AM

**Mode of Payment**

The Registration Fee may be deposited through Online/NEFT/DD in favour of “Grahambell Educational Academy VVISM CRD”

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**Contact Details**

**Chief Patron**
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Mr. GSS Venkateswara Rao
Mr. Sree Rama Krishna Ch

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Dr. Bharat Bhushan Singh

**Convener**
Dr. Madana Mohan. M

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Mr. Jayaram.R (9872354909)

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**About Hyderabad**

Hyderabad is one of the fastest cities with IT corridor, special economic zones, investment parks and new townships.

Hyderabad is home to more than 1300 IT and ITES firms, that includes Global conglomerates like Google, Apple, Microsoft, IBM, Infosys, Deloitte, Tech Mahindra, TCS, HSBC, Dell and many more.

Among the 22 Universities in Hyderabad there are 3 Central Universities (HCU, EFLU, MAUNU), 3 National Institutes (IIT, NIT, IIIT), NALSAR - University, BITS and few best Business Schools (IBS, SMS-HCU, IBS, IMT, IPE, OU-CM, and Vishwa Vishwani).