

Important Dates to Remember

Last date for Registration	-20.02.2012
Last date for sending Full Paper	-20.02.2012
Conference	-09.03.2012 & 10.03.2012

Venue: L.C.T.P.L Auditorium, Alagappa University.

Special Invitees & Speakers

- Shri. K.R. Nagarajan, MD, Ramraj Cotton Pvt. Ltd.
- Shri. V.R. Muthu, MD, Idhayam Group of Companies.
- Shri. K. Pandia Rajan, Founder, MaFoi Mgmt. Consultants Ltd.
- Shri. E. Sharath Babu, CEO, Foodking Catering Services.
- Shri. R.M.P. Jawahar, Director, TREC-STEP.

Our Institute & University

Alagappa Institute of Management, a State University Department, is one of the reputed B-School in Tamilnadu. The Institute provides approved streamlined MBA & Research programmes in Management that caters to the changing needs of the industry & nation. Alagappa University is one of the best ranked Universities in India accredited with 'A' grade by the NAAC. The Institute has been ranked one among the top-100 B-schools in India in various surveys of business magazines. The Institute emphasize on research and interactive learning to students, strengthened through expert faculty team. The students are well placed in reputed corporate houses every year.

Our University & Institute is situated in a lush environment spread over a wide area in the town of Karaikudi, famously known as the Heritage City, due to its glittering Chettinad castles. Karaikudi speaks itself for its rich architecture & bud raising tasty food. It is located on the Trichy-Rameshwaram National Highway, and is well connected through Air & Rail from Tiruchirapalli and Madurai at about 80 kms.

The Heritage Town "Karaikudi"

KARAIKUDI, famously known as the 'Chettinad Heritage Town' portrays itself as a Historic place with its

glittering chettinad castles and renowned temples, which brings its name as Chettinad town. Karaikudi speaks itself for its rich architecture & bud raising tasty food. Important places around are Pillaiyarpatti (10kms.), Kundrakudi (9kms.), Chettinad (6kms.), Ariyakudi (South Tirupathi-3kms.), Rameshwaram (130kms.), Thondi (65kms.), etc.

Karaikudi is located on the Chennai – Trichy – Rameshwaram highway, at about 85 kms. from Madurai, Tiruchirapalli and Thanjavur respectively. It is well connected by trains from Chennai through the Rameshwaram/Chennai Expresses. Nearest Airports are Tiruchirapalli and Madurai. Hotels & Lodges are available at affordable cost of about Rs. 400 – Rs. 700 per person.

Organising Committee

Dr. S. Kaliyamoorthy	- Convener
Dr. K. Chandrasekar	- Coordinator
Dr. S. Rajamohan	- Member
Dr. M. Senthil	- Member
Dr. S. Chandramohan	- Member
Mr. V. Sivakumar	- Member
Mr. G. Ilankumaran	- Member
Mrs. M. Ayisha Millath	- Member
Dr. P. S. Nagarajan	- Member
Mrs. S. Sudhamathi	- Member

Contact

Dr. K. Chandrasekar

Coordinator – NCEEEE 2012

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*Visit our Website for further details and online
Registration*



NATIONAL CONFERENCE ON EMERGING ENTREPRENEURIAL & ECONOMIC ENVIRONMENT

(NCEEEE-2012)

9th & 10th MARCH 2012
(Sponsored by UGC)



**ALAGAPPA INSTITUTE OF
MANAGEMENT**

ALAGAPPA UNIVERSITY

(A State University Accredited with 'A' grade by NAAC)

KARAIKUDI-630004 TAMILNADU

About the Conference

Entrepreneurship is looked at as the prominent field for development in any country around the globe. Entrepreneurship contributes significantly to the uplifting of surging economies in many countries. The entrepreneurial environment which encompasses the entrepreneur's motivation, guidance, and assistance, is believed to have changed drastically over the past few years, due to the wide-spread dissonance in the economic environment. There have been emerging new techniques and policies in the entrepreneurial arena that has contributed to a sound economic development in many countries. Thus the entrepreneurial development in India is viewed as an environment providing employment opportunities, cultural dispersion, balanced growth, regional development and societal upliftment.

Objectives

The conference will look forward to fulfill the following objectives

- Examine the emerging trends of entrepreneurial growth and economic development of a country
- Analyse the environmental elements of entrepreneurship development,
- Discuss the contributing factors that provide economic development through entrepreneurship in our country,
- Bring out the challenges and issues in the growth of entrepreneurship, and
- Arrive at strategies for entrepreneurship towards cultural dispersion, balanced economic growth, regional development & societal upliftment.

Participants to benefit

This conference shall be of immense use to the

- Research scholars & Students
- Faculty members
- Corporate Professionals

Call for Research Papers

Research Papers are invited on the main theme of “Emerging Entrepreneurial and Economic Environment”.

The sub-themes of the conference deals with the following issues, though not restricted to,

- Entrepreneurial environment impact on economic growth,
- Entrepreneurship towards balanced growth,
- Economic stability and development in India,
- Entrepreneurship and social development,
- Changing face of Financial Institutions for entrepreneurship,
- Innovative Entrepreneurial Training and knowledge dissemination,
- Entrepreneurial education in India,
- Economic Policies and its temperament,
- Challenges in entrepreneurship development, and
- Entrepreneurial issues and their economic impact.

Registration Fee

Students, Research Scholars - Rs. 150

Faculty members, academicians - Rs. 300

Corporate Professionals - Rs. 1000

Registration

Participants including Paper presenters, have to register themselves individually. All the authors have to register separately. Registration fee includes the conference kit, refreshments and working lunch. Participants may register their Names by sending the enclosed Registration form alongwith the Demand Draft for registration fee drawn in favour of “**The Coordinator - NCEEEE-2012, Alagappa Institute of Management, Alagappa University, Karaikudi**”, payable at Karaikudi on or before 20.02.2012. Use Online Registration in our website.

Accommodation is to be arranged by the participants themselves.

Guidelines for Paper Submission

- Papers should be only of research orientation.
- Maximum of Two persons can author a Paper.
- Authors name, designation, affiliation address with e-mail, mobile numbers should be mentioned in the first (cover) page of the Paper & should not be mentioned anywhere else.
- An Abstract, not exceeding 250 words, with minimum 5 keywords should be provided.
- The manuscript of the paper with lucid headings should **not exceed more than 10 pages** in length, including diagrams & tables.
- Papers should be neatly typed in MS-Word (.doc) using the Font: Times New Roman, Font size: 12, with double line spacing, providing 1-inch margins on all sides. Acrobat / Adobe files in (.pdf) format will not be accepted.
- Tables & Figures should be numbered sequentially. References should be given in the last page, following standard formats.
- The authors should send their paper with abstract through e-mail to: aimnce4@gmail.com, as attachments. Papers not sent in email in proper format will not be entertained for the conference.
- All papers should reach us on or before **20.02.2012**. The authors also have to send a Hardcopy & Softcopy (CD) of their Paper with the Abstract.
- The authors are requested to strictly adhere to the guidelines for preparing their Paper. Papers, not in proper formats and not submitted in time, are subject to rejection.

Publication & Presentation

All the papers will be peer blind reviewed, and the authors of selected papers for Presentation will be intimated by 24.02.2012.

If selected, at least one author has to present the paper in the conference in person compulsorily. Certificates will not be issued in-absentia.

Peer-reviewed and selected Best papers will be published as “Edited Book Volume” bearing ISBN number, after the Conference. Authors will be intimated, after the publication