

MAHATMA GANDHI UNIVERSITY NALGONDA



TWO DAY NATIONAL SEMINAR ON EMERGING TRENDS IN MARKETING (ETM - 2012)

February 10 -11, 2012



CO - SPONSORED BY APSCHE
Organized by
Department of Commerce
Mahatma Gandhi University
Anneparthi, Post: Yellareddygudam
Nalgonda 508254
(Andhra Pradesh)
India

About Mahatma Gandhi University

Mahatma Gandhi University was established in 2007 and is one of the young learning centers in Andhra Pradesh state of India. Ever since its inception, the university showed remarkable progress, sustained an integrated development of all disciplines.



Through multi-faceted range of programmes in Arts, Humanities, Basic Sciences, Social Sciences, Commerce and Business Management, sound infrastructure and excellent faculty, the University has carved a niche for itself in the field of academic learning and research. This is located in 250 acres of Campus in Nalgonda town.

About the Department

The Department of Commerce was established in 2007 has been providing students from rural background an ideal platform to metamorphosise themselves for facing the challenges lying ahead. The Department comprises of committed faculty members, active in research and produced a number of publications. Previously the Department has organized a National Seminar on “Micro

Finance in India – Issues and Challenges” on 15th March, 2008.

About Nalgonda District

Nalgonda is the headquarter of the Nalgonda district located at a distance of **90Km from HYDERABAD CITY** and well connected by Rail and Road ways. The Temples at Panagal – Chaya Someshwara Alayam, Pachala Someshwara Alayam, and Udaya Samudram (Lake constructed by Kakatiyas), Jain Temple at Kolanpaka, Temples of Pillalamarri near Suryapet and Lord Lakshmi Narsimha Swamy temple at Yadagirigutta provide a Historical ambience to Nalgonda. The famous multipurpose Nagarjuna Sagar project was constructed in the middle of the Nagarjuna hills across the Krishna River at Nandikonda.

About the Seminar

This Two day National Seminar will provide an open forum for the Academicians, Practitioners, Researchers and industrialists to exchange their ideas and foster interactive research amongst the participants. Some of the topics identified for the seminar are:

Green Marketing	Social Marketing
Sports Marketing	Rural Marketing
Services Marketing	Online – Marketing
Product Management	Price Management
B – B Marketing	Advertisement
Promotion Mgt.	Channel Management
Retail Management	International Marketing
CRM Practices	Brand Management
Fashion Marketing	Consumer Behaviour
Tourism Marketing	Marketing of Banking services

Any other marketing related topics

Program:

Plenary and invited lectures:

The Seminar includes lectures by eminent Professors from various Universities and Practitioners from Industry.

Call for Papers

Original research papers/ Concept oriented papers are invited in the above mentioned areas for presentation. All the papers are subject to double blind review.

Select papers will be published in ISBN book (Seminar Proceedings). All papers are subject to double blind review.

Registration Fee:

Academicians:	Rs. 600/-
Research Scholars:	Rs. 300/-
Corporate Delegates:	Rs. 1000/-
Students:	Rs. 200/-

Registration fee is to be paid in the form of Demand Draft drawn in favour of The Head, Department of Commerce, Mahatma Gandhi University, Nalgonda 508254, payable at Nalgonda.

Important Dates:

Last dates	
Abstract	20.12.2011
Acceptance	25.12.2011
Full length Paper	20.01.2012
Registration	01.02.2012

Hospitality and Reception

Committee

M.Com Students, UCC &BM, MGU

Contact details:

Head, Department of Commerce,
Mahatma Gandhi University,
Anneparthi, Post: Yellareddy Gudam
Nalgonda -508254
e-mail: etm2012commerce@mgu@gmail.com
Phone: 09948361250,09490807300

Chief Patron:

Prof. Katta Narasimha Reddy
Hon'ble Vice – Chancellor, MGU, Nalgonda

Patron:

Prof. K. Pochanna
Registrar, MGU, Nalgonda

Chief Advisor

Dr. K. Anji Reddy, Principal, UCC&BM, MGU

Seminar Director & Organizing Secretary:

Dr. Ravi Akula
Assistant Professor and Head, Dept. of Commerce

Conveners:

Mrs. K. Sridevi
Assistant Professor of Commerce & Vice Principal
Mr. M. Venkat Ramana Reddy I/C, Dept. of BM, MGU
Mrs. M. Anuradha Reddy
Dept. of Commerce & Business Management

Co – Conveners

Mrs. G. Laxmi Prabha Dept. of BM, MGU
Dr. P. Sridhar, Dept. of BM, MGU
Mr. R. Sridhar, Dept. of BM, MGU
Ms A Pravallika, Dept. of BM, MGU
Mr. John Paul, Dept. of BM, MGU

Advisory Committee:

Prof H. Venkateshwarlu (OU),
Chairperson, BOS, Dept. of Commerce, MGU
Prof V. Sekhar,
Principal, OUCC&BM, OU, Hyderabad
Prof P. Purushottam Rao,
Chairman, BOS, Deptcomm, OU, Hyderabad
Dr Chetan Srivastava, University of Hyderabad
Dr Saibaba, LB College, Warangal
Dr. A. Patrick, Dept Comm, OU, Hyderabad

Two Day National seminar on Emerging Trends in Marketing (ETM - 2012)

Registration Form

Name:

Designation:

Organization:

Address:

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Mobile:

E-mail:

Title of the paper:

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(Abstract to be enclosed)

Registration fee paid Rs.

D.D. No. Date

Accommodation Required Yes/No

Place: Signature of the applicant

Date: