

SWEC:

Established in 2001 with the approval of AICTE, New Delhi and Government of A.P The College is affiliated to J.N.T.U. Hyderabad and is promoted by Sridevi Education Society. The core objective of the institution is to contribute to the Educational needs of State and Nation, with an emphasis on promoting girl education and women empowerment. Our total strength sums up to 2600.Sridevi Women's Engineering College provides an excellent academic environment and latest learning resources to help students make the most out of their career goals.

IQAC:

To inculcate the global standards of excellence in nurturing the women entrepreneur in building the benchmark women empowerment with acclaimed technical education, research embedded committee orientation activities.

EDC:

Entrepreneurship is increasingly recognized as an important driver of economic growth of a country. Our government recognized the importance of entrepreneurship and has introduced programs like "Make in India" & "Start-up India". The aim of Entrepreneur Development Cell (EDC) at sridevi women's engineering College, is to develop management education and strengthen entrepreneurial qualities in the budding management professionals who are interested in starting their own ventures.



Smt K. Jyothi Devi
Chairperson of SWEC
Chief patron



Dr. K. Radha Kishan Rao M.D.
Vice Chairman of SWEC
& Patron



Sridevi Women's Engineering College

DEPARTMENT OF MBA

IN

Association with EDC & IQAC

Announces

Online National Conference

At SWEC

**“LATEST INNOVATION'S
AND
FUTURE TRENDS IN MANAGEMENT”
15TH NOVEMBER 2021**



Dr B.L Malleswari
Principal
Conference Chairperson



Dr U Padmavathi,
Professor & Head, MBA
Conference Convener

About MBA Department:

Management Studies was established in 2006 with two specializations; Human Resources (HR) and Finance (Fin). The faculty comprises of a team of dedicated professionals with vast experience in their respective disciplines. To bridge the gap between the Institution and the Industry value added courses ,workshops, conferences and industrial visits are taken up to facilitate the students to understand the industrial environment, work culture and prepares them for the corporate life.



About Conference:

The conference facilitates a forum for discussion and collaboration for Academicians, researchers and corporate executives in different phases of business. The Conference provides elaborative framework of innovative strategies for business forms to develop competitive advantage. The main objective is to explore the ideas of generating modern management tools and techniques and innovative strategies for competitive advantage that leads to success of the organization

Conference Advisory Committee:

- *Dr.Sindhu Professor, Director and Chairperson, BOS, SMS, JNTUH
- *Mr.K.Brihaspathy Rao, President,Pioneer Gas Power Ltd.,
- *Prof M L Sai Kumar Former Dean,IPE

Co Convener: Mrs K.Sri Ranga Lakshmi

Organizing Committee:

- *Mr.B.Sudhakar Reddy
- *Mrs.N.Hima Bindu
- *Mrs.G.Aruna
- *Mrs.Ch.Deepthi
- *Mrs M.Ashwini
- *Mrs.N.Kavitha
- *Mrs.B. VijyaLakshmi

For Any Queries Contact:

- *Dr.U.Padmavathi 9449440376
- *Mrs.K.Sri Ranga Lakshmi 9490648383

Who Can Participate

Academicians, Researcher Scholars, Students who wish to contribute their research work or share their thoughts on the below Themes.

Themes:

- *Finance & Economics
- *Marketing Management
- *HR Management
- *Entrepreneurship and technology in Management

Attraction of the Conference:

- *All The authors who present their papers would receive an E-certificate of presentation and digital copy of Conference Proceedings with ISBN number.
- *The papers will be Double blind reviewed by the conference committee and published in a peer.

Best Paper:

- *Two best papers from each track would be awarded merit certificate
- *The Journal is indexed in Google scholar along with other indexing partners

The Submitted paper should have plagiarism below 20%

Registration Fee: Rs 1800/-
(It Should Be Paid Along With Full Length Paper)

Mode Of payment for Registration

GPAY: 9885615403 Aruna G

Important Dates:

Particulars	Date
Abstract Submission	10 th October 2021
Full Paper	31 st October 2021
Conference	15 th November 2021

Submission Guidelines:

- *Submit the Abstract and full paper in the word document to the given mail id
- *Font Style: Times New Roman
- *Font Size: Headings 14, Regular Text 12
- * Line Spacing: 1.5
- *Abstract should be 250 words with 4 to 5 key words
- *Complete paper should be of 2500 to 3000 words including tables, figures and references
- *APA 6th style referencing
- Submit Abstract and Full Length Paper to sweconf21@gmail.com**