

About SITAMS:

Sreenivasa Institute of Technology and Management Studies (SITAMS) was established in the year 1998-99 by Sreenivasa Trust and over the last 12 years it has made a remarkable progress in teaching, research and consultancy in the field of technical education and management studies.

Our chairman Mr. D. K. Audikeshavalu, the former TTD chairman & former MP, Lokhsabha, Chittoor and also a prominent industrialist established our institute.

The college is taken care of and moulded to the present shape by our Vice-Chairman Dr. A.Kuppurajulu, BE (HONS); ME, Ph.D., formerly Dean of Academic courses, IIT – Madras.

SITAMS, the pioneer of value based education, offers both UG (ECE, CSE, IT, EEE & EIE) & PG (MBA, MCA & M.Tech.) courses under its belt. The college is affiliated to JNT University, Anantapur and approved by AICTE, New Delhi.

Headed by an able administrator and the Principal Dr. T. Sairama ME, Ph.D., the college is accredited by NBA, AICTE, New Delhi for CSE, ECE, EEE & EIE branches.

About MBA Department:

The MBA programme was started in the academic year 2001 – 2002 and the department was affiliated to JNT University with an intake of 60 students and subsequently increased to 240, offering different specializations. The MBA department is cherished with very good faculty under the dynamic leadership of the

director, Dr. S. E. V. Subrahmanyam, MBA, Ph.D. who is the backbone for all the academic initiatives and developmental activities.

The department is proactive in academics and also bring in the best inputs through our interaction with the industries. We conduct guest lectures of eminent personalities in various fields related to the management and enlighten the students by conducting various academic, cultural events and arranging industrial visits.

Location:

SITAMS is located at a distance of 5Kms from Chittoor town, near Murukambattu on Bangalore – Tirupathi By-pass road.

Themes of the Conference:

- **Human Resource Management:**

Human resource management is a process of bringing people and organizations together so that the goals of each other are met. Over the years, highly skilled and knowledge based jobs are increasing while low skilled jobs are decreasing. This calls for future skill mapping through proper HRM initiatives.

- **Marketing Management:**

The explosive growth of information technology tools, including the internet and E-Commerce, has had a significant effect on the way we do business internationally. Everyone seems to agree that the business transactions are faster and more global. As a result, the nature of global supply chain and global trade as managed by multinational firms is fundamentally changed.

- **Financial Management:**

When people buy stocks and bonds for the income they get from them and the amount of that income is fixed, they are said to invest and not to speculate. In nearly all investments, there is also an element of speculation, because the market price of investments is subject to change. "Investment" also conveys the idea of holding for some time whatever you have purchased, while speculation conveys the idea of selling for a quick profit rather than holding for income.

- **Banking and Insurance:**

Banks are working to identify new business ventures, to develop customized services, to implement innovative strategies and to capture new market opportunities. With further globalization, consolidation, deregulation and diversification of the financial industry, the trends in banking sector will become even more complex. Since the deregulation have to be put into place, the market share of LIC has come down to 71.4% in life insurance market while the private players have captured around 18% market in the general insurance segment.

- **Tourism Management:**

Tourism has become a popular global leisure activity. In 2010, there were over 940 million international tourist arrivals, with a growth of 6.6% as compared to 2009. International tourism receipts grew to US\$919

billion in 2010, corresponding to an increase in real terms of 4.7%.

Call for papers:

It is called for conceptual and original research papers from the Practicing Managers, Marketing Executives, Bank Personnel, Financial servicing individuals, Practicing Chartered Accountants, Industrialists, Academicians, Scholars, in any of the above mentioned areas.

Guidelines for Full Paper Submission:

The authors are requested to submit a soft-copy of full paper. The paper should not be of more than 4000 words with an abstract of about 250 words. It must be in MS word format, Times New Roman, 12 font with double line space. Authors are requested to send their papers to mbaseminar.sitams@gmail.com as an email attachment.

Important Dates:

Last Date for Submission of Abstract:
8th December 2011

Communication of acceptance: 10th December 2011

Last Date for submission of Full paper:
21st December 2011

Delegate Fee:

Business Executives/Industry Delegates: Rs 500/-
Academicians/Faculty/Scholars: Rs. 200/-
Students: Rs. 150/-

The 'Registration Form', duly completed, along with a crossed Demand Draft drawn in favour of SITAMS payable at Chittoor, should be sent to the Seminar Director.

Chief Patron

Dr.A.KUPPURAJULU BE (HONS); ME, Ph.D.,
Vice-Chairman

Patron

Dr.T.SAI RAMA ME, Ph.D.,
Principal

Seminar Director

Dr. S.E.V.SUBRAHMANYAM MBA,Ph.D.
Professor & Director
Department of MBA
Sreenivasa Institute of Technology and Management
Studies (SITAMS)
Chittoor – 517127, A.P
E-mail: mbaseminar.sitams@gmail.com
Mobile:+919440934432

Coordinators

Dr.M.VIJAYA BHASKAR REDDY - 9700220486
K.HARITHA - 9908538083
T.HIMA BINDU - 9490507696

Organizing Committee

Staff and Students of MBA

Date & Venue of National Seminar

28th December 2011
Gallery, Academic Block,
SITAMS

Protrude'11

**A One - Day National Seminar
On**

Recent Trends in Management

28th December 2011



Organized by:

Department of MBA

**SREENIVASA INSTITUTE OF TECHNOLOGY AND
MANAGEMENT STUDIES (SITAMS)**

Murukambattu

Bangalore – Tirupathi By-pass road.

CHITTOOR – 517 127

