



NATIONAL CONFERENCE

ON

“CHALLENGES FOR MANAGEMENT & TECHNOLOGY IN KNOWLEDGE MILLENNIUM”

March 19-20, 2010

**Organized
by**

College of Management & Computer Applications

Teerthanker Mahaveer University (City Campus),

Delhi Road, Moradabad -U. P. (INDIA)

Phone: +91-0591 -2487111 -222-333

Fax : +91-0591-2484244, 2487444

(www.tmu.ac.in)

Teerthanker Mahaveer University



Teerthanker Mahaveer University (TMU) has been established by the Act of the Government of Uttar Pradesh (No. 30 of 2008) in 2008 under the aegis Teerthanker Mahaveer Institute of Management & Technology (Society), Moradabad comprising a band of dedicated philanthropists, educationists, industrialists and committed social workers to disseminate and advance knowledge by providing instructional, research and extension of facilities in emerging areas of higher education with a focus on professional education and disciplines like medicine, dentistry, engineering, management, pharmaceutical education, hotel & tourism management, Law, Architecture etc.

The University Grants Commission (UGC) empowers the TMU to award degrees U/s 22 of the UGC Act, 1956. The courses have the necessary approval of regulatory bodies. University offers courses like-

M.B.B.S., M.Sc. Medical, MHA	MBA, MCA, BCA, BBA, B.Com. (Hons.)
BDS, Diploma in Dental Mechanic, Diploma in Dental Hygienist	PGDBM, B.Sc. (H.Sc.), B.Ed., M.Ed.
M. Tech., B.Tech. B.Tech. Lateral Entry B.Tech. with MBA (dual degree)	BHM, B.Sc. (Hotel Management), PGDHM (Hotel Management)
B.Sc. (Hons.) Maths, B.Sc. (Hons.) Ele.	PGDTM (Tourism Management)
M.Sc.(Nur.), Post B.Sc.(Nur.), B.Sc.(Nur.), G.N.M	M. Pharm., B. Pharm.
	Ph.d (in all disciplines)

College of Management and Computer Applications

College of Management and Computer Applications is established to meet the requirements of management and IT education in diverse functional areas of the corporate world. The academic programs in the institute are not only to set a standard according to the norms but also to rationalize the specialty with changing scenario in knowledge millennium.

Theme

Management in all business and human organization activities is the act of getting people together to accomplish desired goals and objectives. Management comprises planning, organizing, staffing, leading or directing and controlling an organization or effort for the purpose of accomplishing a goal. Resourcing encompasses the deployment and manipulation of human resources, financial resources, technological resources and natural resources, while **technology** is the process by which humans modify and create the machines to meet their needs and wants with less efforts. Technology is a tool to accomplish all these management goals by making the work easier. **Technology Management** is set of management disciplines that allow organizations to manage its technological fundamentals to create competitive advantage.

The management challenge of the new millennium is constant change driven by a shifting globalised economy and rapid advances in technology. Today's biggest challenge is that how the organization can perfectly blend the technology along with the management tools. The new reality involves the shift from stability to change and crisis management, from control to empowerment, from uniformity to diversity (cross-cultural collaboration) and from a self-centered focus to a higher ethical purpose.

.A list of the indicative/suggestive sub themes (but not restricted to) is given below:

- ❖ Challenges for implementing benchmarking quality in management & technology
- ❖ Innovation of IT tools in management and technology education.
- ❖ Rural development and industrialization in the era of globalization.
- ❖ Application of modern tools in effective project management.
- ❖ Challenges to prevent cyber crime.
- ❖ Role of IT in knowledge management.
- ❖ Corporate governance and ethics with respect to liberalization, privatization and globalization.
- ❖ Challenges for women in empowerment in developing countries.
- ❖ Role of personality traits in corporate management.

Call for Papers

Original papers covering Issues, practices, Innovations, Opportunities and Strategies in various aspects of quality benchmarking are invited for presentation in the conference from management and IT Professionals, Industry practitioners, Academicians and Researchers, Consultants and students.

Guidelines for Full Paper

The paper should begin with a title, author(s) names, institutional address along with email, a short abstract, and a list of key words. The paper must conclude with Summary at the end. The total length of the paper must not exceed 4000 words limit, A4 size pages excluding bibliography and appendices, typed on one-side with double column, double-line spacing, 12 font, Times New Roman, and one inch margin on all sides of the page, MS Word compatible format text. Papers **MUST ONLY** be submitted through E-mail at nationalconference.tmimt@tmu.ac.in

All the papers will be reviewed by an expert committee with respect to their quality, originality, and relevance. Selected papers will be published in the proceeding provided at least one of the authors will register and present the paper. In case of joint authors, each author has to individually register to attend/participate and avail the conference kit otherwise Conference Kit will be provided to the registered authors **ONLY**. All rights of publication of papers presented in the conference shall rest with the Conference Organizers.

The author needs to send along with the paper his/her brief bio-data and the certificate of originality and consent for publication in proceeding otherwise it will not be accepted.

Certificate of Originality

I/We hereby certify that the article sent by me /us is originally written/created by me/us and it has not been published anywhere else before.

Name of the author(s) :

Designation :

Organization/Institution name:

.....

Tel No :

Mobile :

E-mail :

Signature of the author/s

Important Dates/Deadlines

Submission of Abstracts (Limit 250 words)	8th Feb, 2010
Review & Confirmation of Short listed Abstracts	14th Feb, 2010
Submission of Full Length Papers	21th Feb, 2010
Review & Confirmation of Selected Papers	26th Feb, 2010
Last Date of Registration for Delegates	6th March, 2010

Registration & Participation Fees

All delegates are required to register for the conference as per the details.

Type of Delegates	Registration Fee with Paper Presentation
Industry Professionals	Rs. 1000/-
Academicians	Rs. 500/-
Doctoral Students	Rs. 300/-
Other Students	Rs. 250/-

Fee is payable by DD/Crossed Cheque in favour of 'Teerthanker Mahaveer University, Moradabad' payable at Moradabad. The payment should be sent to the Conference Coordinator and should be accompanied by details of the nominee i.e. Name, Type of participant, paper presentation or participation, Designation (if any), Institution/Organization, Mailing Address, Telephone / Mobile No. and E-mail along with the filled up enclosed Delegate Registration form. Separate registration is required for each paper for inclusion in the proceedings of the conference. Only those papers will be published who (at least one author) shall register on or before 6th March, 2010.

Accommodation may be arranged on payment basis @ Rs. 500/- per day (Single Occupancy) or @ Rs. 300/- per day (Twin sharing).

Proceedings

The Proceedings of the conference will be published in the form of an edited book through a leading publisher for wider dissemination of the deliberations along with a CD containing all the papers.

Who should attend?

The conference shall be beneficial to the decision makers from the Industry in the fields of Information Technology/Business management, Academicians, Researchers, Technology/Management students and other related professionals in Technology/Management.

CHIEF PATRON

Shri Suresh Jain
Chancellor

PATRONS

Shri Manish Jain
Group Vice Chairman

Prof. R. K. Mittal
Vice Chancellor

Prof. R.K. Mudgal
Registrar

Teerthanker Mahaveer University, Moradabad (U.P.)

CONFERENCE CHAIR PERSON

Prof. Ajey K. Garg
Executive Director
College of Management and Computer Applications
Teerthanker Mahaveer University, Moradabad

CONFERENCE CONVENER

M. P. Singh
College of Management and Computer Applications
Teerthanker Mahaveer University, Moradabad

EDITORS

Rakesh Kumar Dwivedi
Dr. Mosam Sinha
Ashendra Kumar Saxena

Paritosh Sharma
Sarita Verma
Ritu Soryan

ORGANIZING COMMITTEE

Shambhu Bharadwaj
Vandana Verma
Sonia Gupta
Danish Ather
Mayank Sharma
Bosky Agarwal

Tushar Mahajan
Ambuj Kumar Agrawal
Rajendra Prasad Pandey
Priyank Singhal
Anand Joshi
Neeraj Kumari

Correspondence

All correspondence related to the conference including communication of papers must be sent to the conference convener. For any further inquiries, please Contact:

Conference Convener

M. P. Singh

College of Management and Computer Application,
Teerthanker Mahaveer University, (City Campus),
Delhi Road, Moradabad-244001

E-mail: nationalconference.tmimt@tmu.ac.in

Tel: 09412553031(M), +91-0591 -2487111 -222-333 (O)

Fax : +91-0591-2484244, 2487444

**NATIONAL CONFERENCE
ON
CHALLENGES
FOR MANAGEMENT & TECHNOLOGY
IN KNOWLEDGE MILLENNIUM**

March 19-20, 2010

DELEGATE REGISTRATION FORM (Pl. fill in Block Letters)

Name of the Participant:

Type of Participant: **Industry/Academician/Research Scholars/Students**
(Tick the correct one)

Designation:

Organization/Institution Name:

Organization/Institution Address:
.....
.....

Tel No.....

Mobile:

E-mail.....

Payment Details: DD/Cheque No. Date:.....

Amount Rs:..... Drawn on Bank Name:.....

Please write your name at the back of the Cheque/DD.

(Signature of Delegate)

(Kindly fill separate form for each delegate)