

4th INTERNATIONAL CONFERENCE on STRATEGIES FOR BUSINESS EXCELLENCE: CHALLENGES AND OPPORTUNITIES (ICSBE-15)

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Founder Chairman, MRGI

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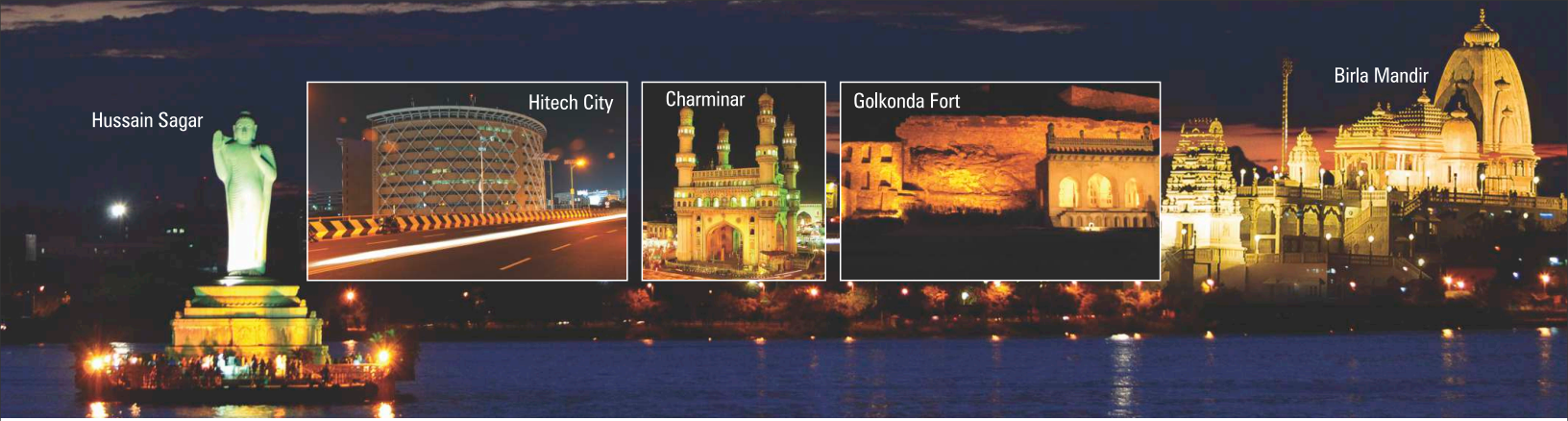
Organized by



MALLA REDDY COLLEGE OF ENGINEERING AND TECHNOLOGY
(Autonomous Institution - UGC, Govt. of India)

(Affiliated to JNTU, Hyderabad, Approved by AICTE - Accredited by NBA & NAAC - 'A' Grade - ISO 9001:2008 Certified)

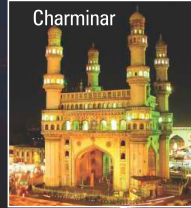
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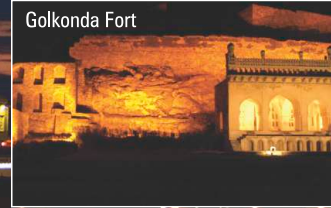
Hussain Sagar



Hitech City



Charminar



Golkonda Fort



Birla Mandir

About Hyderabad

Hyderabad, the capital city of Telangana represents the right blend of heritage with modernity. Rich historical heritage, culture and a knowledge hub, Hyderabad is among the fastest growing cities of the world.

Hitech City

Hyderabad Information Technology and Engineering Consultancy City, abbreviated as **HITEC City**, is a major technology township which is one of the leading hubs in India. Once the capital of the great Nizams, Hyderabad is today acquiring the status of the 'cyber capital' of India. Hyderabad, a twin city along with Secunderabad, has now acquired a third dimension - **H Cyberabad**, a city by itself, covering 51 sq.kms. HITEC City forms the core of this new knowledge hub. Some of the other institutions which are part of Cyberabad are Indian Institute of Information Technology(IIIT), ISB, proposed golf course, botanical gardens, night safari, Engineering Staff College of India, University of Hyderabad etc.,

Charminar

The Charminar, built in 1591 CE, is a monument and mosque located in Hyderabad, Telangana, India. The landmark has become a global icon of Hyderabad, listed among the most recognized structures of India. The English name is a transliteration and

combination of the Urdu words Char and Minar, translating to "Four Towers"; the eponymous towers are ornate minarets attached and supported by four grand arches.

Hussain Sagar

Hussain Sagar is a lake in Hyderabad spread across an area of 5.7 square kilometers and is fed by River Musi. A large monolithic statue of the Gautam Buddha, erected in 1992 stands in an island in the middle of the lake. Maximum depth of the lake is 32 feet.

Golkonda Fort

An enthralling and bewitching experience, a unique architectural and engineering marvel that is Golconda is a masterpiece and a citadel that depicts the glory of the Royal Kingdoms that ruled this region. The invincible ramparts, boulders and intricate finesse of the fort are breathtaking.

Birla Mandir

In close proximity to Hussain Sagar lies the famous Birla Mandir dedicated to lord Venkateswara. The temple is built on top of a hillock. This was constructed by the noted Industrialist GD Birla totally in marble stone. The temple attracts lot of tourists throughout the year.



About MRCET

Malla Reddy College of Engineering and Technology (MRCET) is a constituent college of Malla Reddy Group of Institutions (MRGI) founded by Mr.Ch. Malla Reddy noted educationist and Member of Parliament from Telangana State, India. At present there are 12 engineering colleges under MRGI with 30,000 students in the campus, making MRGI the largest group of institutions in Telangana, India. The MRGI is situated about 30 km from the International Airport, Hyderabad.

Malla Reddy College of Engineering and Technology (MRCET) is established in the year 2004, approved by AICTE, New Delhi and permanently affiliated to JNT University, Hyderabad. The MRCET College is offering B.Tech and M.Tech Programmes in the areas of Computer Science and Engineering, Electronics & Communication Engineering, Information Technology, Aeronautical Engineering, Mechanical Engineering, Civil Engineering, Mining Engineering and Master in Business Administration (MBA). The college also has UGC Autonomous status for both Engineering and Management Programs. The college also is accredited by National Board of Accreditation (NBA) and NAAC with 'A' Grade. The Institution is certified with ISO 9001:2008.

Special Achievements:

- UGC Autonomous Institution, Govt. of India.
- Accredited by NBA, AICTE, New Delhi.
- Accredited by NAAC-A Grade, UGC, Govt. of India.
- Institute has been certified with ISO 9001:2008
- Ranked 'AAA' among India's Best Engineering Colleges - 2015, Survey by Careers360.
- Ranked 4th Among the Top Engineering Colleges of Excellence in Telangana Competition Success Review (CSR) -2014
- 9th Best B-School (Other than IIMs) in India for Academic Excellence by Silicon India Best B-School Survey.
- Ranked as one of the Best Engineering Colleges in India – Survey conducted by Outlook Magazine.
- Granting of Permanent Affiliation status from JNTU, Hyderabad.
- MoU with National Aerospace Laboratories (NAL), Bangalore.
- MoU with National Remote Sensing Agency (NRSA), Hyderabad.
- Grant of about Rs. 100 Lakhs sanctioned by AICTE, Govt. of India for various projects under Research & Development.
- Industry Institute Partnership Cell (IIPC)
- MRCET is a life member of NHRD Network
- Global Education and Career Counseling Centre to promote International Education.
- CISCO International Certification Authorized Centre.
- MoU with ESOL Examinations (BEC) University of Cambridge, UK.
- Approved to admit Foreign Students/PIO's
- Remote Center: IIT – Bombay/ Kharagpur for Technology Transfer
- Microsoft Innovative Center at Campus to expose the students in the latest technologies.
- MoU with Zensar Technologies for the Technology Transfer
- NASSCOM Nodal Center for NAC-Test Assessment
- JAVA Certification through Oracle Academy
- MoU with Tech Mahindra
- Business Incubation Centre – MSME, Govt. of India



Industry-Academia Interface

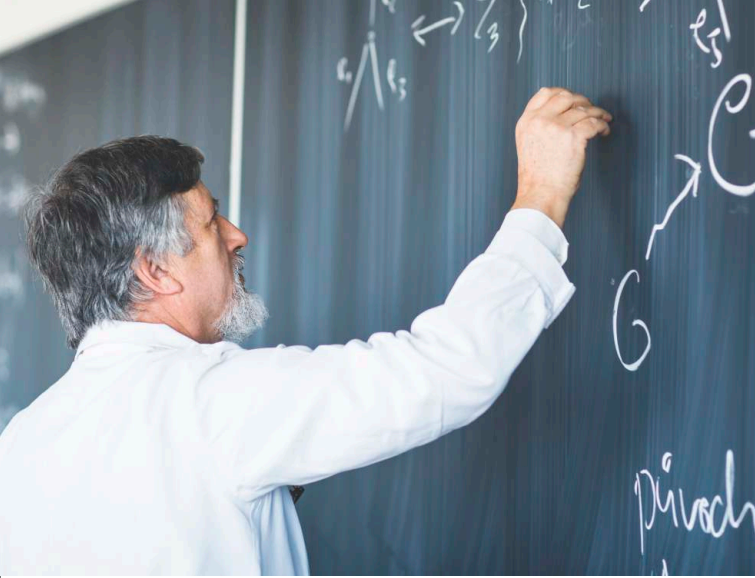
Industry institute partnerships were formulated to make the students aware of industry requirements for developing matching skills and also for seeking higher education opportunities.

- CISCO Systems Inc., India.
- Northern Arizona University, USA
- University of 'Highlands and Islands', Scotland, UK
- International Technological University, Silicon Valley, USA.
- City of Glasgows College (COGC), U.K
- University of New Orleans, USA
- Advanced Centre for Atmospheric Sciences, S.V.University, Tirupathi (Sponsored by ISRO, Govt. of India.)
- National Aerospace Laboratories (NAL), Bangalore
- National Remote Sensing Agency (NRSA), Hyderabad.
- Mentor Insight India Pvt.Ltd., Hyderabad
- Serveen Software Systems Pvt. Ltd.,
- Datapoint Info Solutions Pvt. Ltd., Hyderabad.
- IIT – Bombay for Technology Transfer
- IIT – Kharagpur for Technology Transfer
- MoU with Microsoft Dynamics Package.
- MoU with Zensar Technologies
- MoU with Tech Mahindra
- O'Brien Associates Education Consultancy, Ireland

Member of National Management Forums

The Department is a member of National Associations like SEBI, NHRD, MSME, NEN, ICSI and HMA to impart skills and knowledge in the faculty and students segment to face the challenges of the Global business. These associations organize many development and Training programmes to faculty & Students across the country. Our membership strength in these associations is above 3000, who actively participate in Organizational development activities.





Faculty:

- Faculty comprising of learned Academic institutions/Universities and reputed R&D Organizations.
- Aiming stimulating learning environment beyond the lecture hall.
- Problem Based and Application Oriented Teaching
- Faculty aims at developing human values, business etiquettes, emotionally balanced and recreation in the stressful achievement oriented curriculum.

Training & Placement Cell

- The college has taken initiative to enhance the employability skills of students through organizing Group discussion, personal & technical interviews and soft skills to suit the requirements of Multi National Organizations.
- Emphasis on training on Analytical, Reasoning, Logical, Verbal and Softskills with external experts.
- Organizing certification courses such as Aviation Management, CISCO, .Net, JAVA, CATIA, Pro-E, MATLAB etc.,
- ESOL Examinations (BEC) University of Cambridge, UK.
- Career guidance and counseling for Engineering and Management higher education.
- Conducting workshops, seminars on Business Etiquette and Industrial visits to nurture young managers.
- .Net Certification by Microsoft.
- Zensar - employability Development Program

ICSBE - 2015

Conference Theme:

International Conference on Strategies for Business Excellence: Challenges & Opportunities (ICSBE-15) aims at Inculcating Innovative strategies in business to face global Challenges. The pace of drastic change in business world has picked up as a result of rapid technological innovation and globalization and has induced hyper competition. The Edge in Information Technology integrated with corporate strategies conquer the present Era of Global Business.

It is to provide an academic platform to researchers of various management fields and an important reference for the advancement and dissemination of research results that support high level learning, teaching & research in the fields of HR, Marketing, Information Technology, and Finance.

The concepts, processes that emerge in the conference will help the organizations in the field of Finance, Marketing, Human Resource and Operations Management to transform & sustain their business practices and in return create value for their stakeholders. The main objective is to explore the ideas for generating the strategic human resources and modern management tools and techniques which leads to the success of the organization.

Conference Topics:

- Risk and Financial vulnerability of On-line Banking transactions
- Financial Inclusion vis-a-vis other Countries
- Mergers, Acquisitions, and Corporate Restructuring
- The Impact of FDI in Developing Economies like India
- Capital Adequacy norms and their impact on Global Banking.
- Green & Sustainable Marketing
- Social Media Marketing
- Digital Marketing
- HR Planning in Mergers and Acquisition.
- HR Management in 21st century challenges for the future.
- Impact of IT on HR management: Opportunities & Challenges.
- Organisation based Verses Outsourcing Recruitment.

Paper Format:

Authors are requested to submit the research paper based on their original work in IEEE format. An abstract of the paper not exceeding 150 words and full paper not exceeding 5 pages should be sent to the organizing secretary indicating the names and address of the authors. Email your full paper to mbamrceticon2015@gmail.com

At least one author of accepted paper must register for the conference with the registration fee before deadline. Paper will be published in the conference proceeding, only after receiving the registration fee.

Note: Conference proceedings will be released on **ISBN: 978-93-83038-42-8**

Important Dates:

Full Paper Submission last date	: December 01, 2015
Paper Acceptance	: December 09, 2015
Registration on or before	: December 12, 2015
Conference Dates	: December 18-19, 2015

Registration Fee:

Category	Fee
Foreign Delegates	\$ 100
Industry Delegates	Rs. 2000
Faculty/Ph.D Scholars	Rs. 1500
PG Scholars	Rs. 1000



Online Transactions:

Account No	: 06967630001142
Name of the Bank	: MRCET Technical Fund
Bank Name	: HDFC BANK
IFSC Code	: HDFC0000696
Branch	: Petbasheerabad

Accommodation & Transportation

Accommodation can be provided to outstation delegates on payment basis on prior request in Hotels / Guest Houses situated at a convenient distance from Malla Reddy College of Engineering & Technology.

Address for Correspondence

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Department of Business Management

MALLA REDDY COLLEGE OF ENGINEERING & TECHNOLOGY

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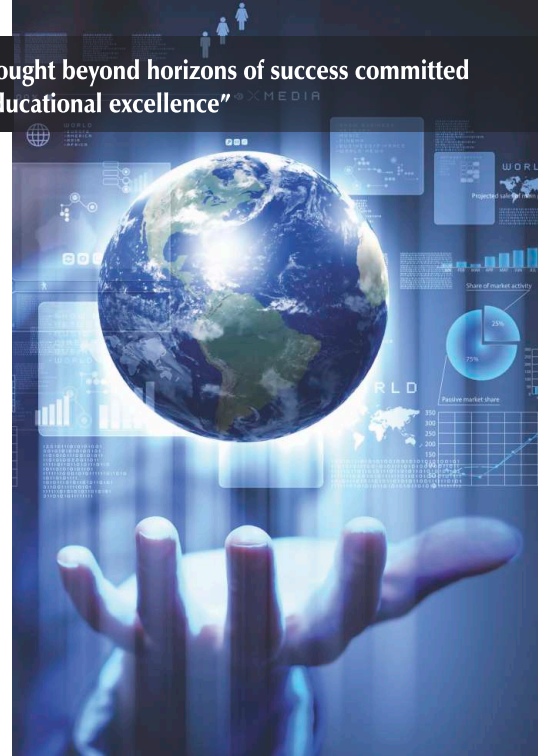
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