

REGISTRATION FEE

Category	Indian Author (INR)	Foreign Author
Industry	Rs. 2500	\$100
Faculty, Ph.D/ PG Research Scholar	Rs. 2000	\$100

- Registration Fee includes Proceedings, Conference Kit, Lunch, Tea & Certificate

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Guidelines for Authors

- All submissions will be refereed by experts in the field based on originality, significance, quality and clarity.
- All contributions must be original, should not have been published elsewhere and should not be intended to be published elsewhere during the review period.
- At least one author of an accepted paper must register and present his/ her paper in conference.
- Conference kit will be provided to registered authors only.

Paper Format

- Authors are invited to submit manuscripts typed in 12 point-Times New Roman Font in English.
- Prospective authors are invited to submit paper(s) not exceeding 8 pages written in A4 size.
- Paper format can be downloaded from conference website.
- Portable Document Format (MS-Word) is acceptable.

Important Dates:

Full Paper Submission last date	:	April 25, 2019
Paper Acceptance	:	May 10, 2019
Conference Dates	:	June 21-22, 2019

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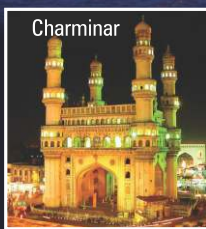
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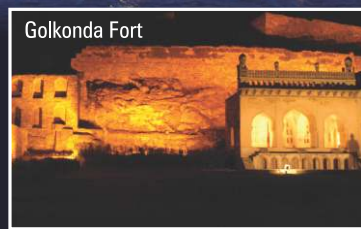
Birla Mandir



Hitec City



Charminar



Golkonda Fort

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.

HITEC 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(IIT), 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, 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 9001:2015.

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 9001:2015
- UGC 2f & 12(B) recognized institution, UGC New Delhi
- 9th Best B-School (Other than IIMs) in India for Academic Excellence by Silicon India Best B-School survey.
- MoU with Lincoln University, University in Lincoln, Malaysia
- MoU with University of New Orleans, USA
- MoU with University Malaysia Sarawak (UNIMAS), MALAYSIA
- MoU with ECPI University, USA
- MoU with Lincoln University College, MALAYSIA
- MoU with University of Highlands and Islands, Scotland, UK
- MoU with City of Glasgow College, Scotland, UK
- Recognized e.Gov Campus by Engineering Watch, Re-Engineering India.
- Granting of Permanent Affiliation status from JNTU, Hyderabad.
- MoU with National Aerospace Laboratories (NAL), Bangalore.
- Industry Institute Partnership Cell (IIPC)
- Indian World Record and special recognition in "Indian Book of Records" for outstanding performance of mastering the art of world largest painting – World's Earth Day.
- MRCET is a life member of NHRD Network
- CISCO International Certification Authorized Centre.
- MoU with ESOL Examinations (BEC) University of Cambridge, UK.
- Approved to admit Foreign Students/PIO's
- Nodal Center: IIT – Bombay/Kharagpur for Technology Transfer
- Microsoft Innovative Center.
- NASSCOM Nodal Center for NAC-Test Assessment
- JAVA Certification through Oracle Academy
- MoU with Zensar Technologies for the Technology Transfer
- MoU with Tech Mahindra
- Business Incubation Centre – MSME, Govt. of India
- Global Education and Career Counseling Centre

ICSBE - 2019

Conference Theme:

ICSBE: *Unlocking New Business Strategies*

The Education landscape is changing everyday. Technological change, Artificial Intelligence and Big Data are challenging the existing order of things. Discussion on these topics will become part of the knowledge base for the future managers.

This international conference focuses on emerging practices and latest innovations in the field of Business Management. It also provides a forum for discussion and collaboration of researchers, corporate executives, academicians and research scholars in different phases of Business and Society.

The conference provides an elaborative framework of innovative strategies for business firms to develop competitive advantage. The globalization process focuses on exploring contemporary and effective means of strategies to gain a momentum globally. The research findings that emerge in the conference will help the organization in all verticals to transform and sustain their business practices which create competitive advantage. The main objective is to explore the ideas for generating modern management tools and techniques which lead to the success of the organization.

Conference Topics

- Financial Risk Analytics Management
- Technology and Finance
- Social Media and Search Engine Analytics
- Start-up Finance
- Mergers & Acquisitions in Banking and Financial Services
- Financial Inclusion
- Risk & Return in Investment
- Strategic Business Sustainability
- Direct Ad Event Marketing
- Sustainable Retail Management and Strategies
- Impact of Culture and Technology on Service Sector
- Brand Positioning Strategies
- Performance Management and Employee Development
- Cross-Boundary Teaming for Innovation: Integration Research on Teams and Knowledge in Organizations
- The Influence of Technology on Future Human Capital Management
- Optimizing Team Conflict Dynamics for High Performance Team Work.

and any other area which is relevant to Management Science

