

About College

Ramireddy Subbarami Reddy Engineering College was established by the auspicious Ramireddy Subbarami Reddy Educational Trust under the leadership of Sri Ramireddy Pratap Kumar Reddy, Founder & Chairman, Dr. K. Raja Reddy, Director and Dr. A.S. Rao, Principal who are the instrumental in developing this college of repute in SPSR Nellore Dt in the year 2008. It is affiliated to JNTUA, Ananthapuramu. This college offers five B.Tech courses in the specialization of ECE, EEE, CSE, Civil and Mechanical Engineering and one Post Graduate course: Master of Business Administration.

About the Department of MBA

The MBA Program was started in the academic year 2009 – 2010, which is affiliated to JNTUA, Ananthapuramu with an intake of 60 and offering different specializations i.e., Finance, Marketing and HR. Department has got a unique flavor which is cherished by the eminent faculty members with industrial and academic experience, with the constant improvement in the academic practices.

The department organises various activities to improve the managerial skills and update knowledge in current business world such as debate, group discussions, seminars, management games, business quiz and guest lectures. In addition to developing academic curriculum, sessions on skill development & case studies are also included in time table.

In addition to above, industrial visits are conducted to interact with industrial, business personalities and understand business operations.

About Kavali

Kavali is a town in SPSR Nellore district in Andhra Pradesh of India. It is one of the major municipality and the second largest town in the district. The Sea Coast is 8 km away from the town. Father of Andhra State Sri

Potti Sriramulu is from Kavali Division. Kavali is very famous for Cloth business and is popularly known as Andhra Bombay. The town is situated on Kolkata-Chennai Highway (NH-5) at a distance of 225 km from Chennai as well as Vijayawada. It has a population of about 1.05 Lakhs. The college is located at the foot steps of Sri Prasanna Vekateswara Swamy Temple (Bilakuta Kshetram) Konda Bitragunta.

About Seminar

The digital economy, the network organization and the dematerialized management has placed many challenges in front of us. However, the forecast seems to become reality: we have to accept the fact that our old organizations are dying and that opens a new era in the life of organizations.

Challenges:

- Be nomadic but remain collective
- To create new ways of leadership
- Create value, and not simply be profitable
- The production of collective knowledge
- Learn the reality of the virtual

The objective of the seminar is to discuss and enhance the knowledge about management practices in the digital era.

Themes:

1. Contemporary issues in Marketing, Finance, Human Resource Management
2. Operations and System Management.
3. Supply Chain Management
4. Role of government in Entrepreneurial Development
5. Role of small scale industries in India
6. Challenges of Business in Demonetization
7. Green Marketing

Publication Details:

All selected papers will be published in a book with ISBN.

Best papers Award

Two best papers among presented will be awarded with prizes.

Important dates

Submission of Abstract: 09th March 2017

Acceptance of Abstract: 14th March 2017

Full Paper Submission: 20th March 2017

Guidelines to Authors

1. The abstract should consist of maximum of 200 words
2. Papers should be 2000 to 3500 words
3. The Paper should contain different sections such as Introduction, Review of Literature, Objectives, Research Methodology, Findings, Conclusion and APA style of References
4. All submissions should be Times New Roman with font size of 12
5. Submissions should be made in soft copies and to be sent by email.

Submission of Paper

Kindly submit your abstract and full paper in word document to nsbm.cid.rsrec@gmail.com. Full paper should be submitted along with the registration form and fees.

Registration fee

Category	(Participation / Presentation)
Academicians / Corporates	Rs.500
Research Scholars	Rs.400
Students	Rs.200

***Note:** In absentia participation is also accepted on payment of Rs.500.

Registration fee includes Seminar Kit, Certificate, Lunch and Refreshment during the day of Seminar.

Mode of payment: Payment may be made in the form of DD/Cheque drawn in favour of Principal, RSR Engineering College payable at Kavali.

*One Day
National SEMINAR on Business and
Management CONTEMPORARY
ISSUES IN DIGITAL Era*

“NSBMCID 2K17”

25th March 2017

Registration Form
(Capital Letters only)

Full Name

Gender: Male / Female

Designation:

Organization:

Address:

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Mobile No.:

E-Mail:

D.D / Cheque No.:

Amount: Date:

Declaration: The information provided is true to the best of my knowledge. If selected, I agree to abide by the rules and regulations of the course and attend the course for the entire duration.

Place:

Date: **Signature of the Participant**

Chief Patron

Er. R. PRATHAP KUMAR REDDY

Founder and Chairman

Patrons

Dr. K.RAJA REDDY

Director

Dr. A.S. RAO

Principal

Convener

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Associate Professor & HOD

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Asst. Professor,

Mr. B. SRIKANTH

Asst. Professor

Mr. K. RAMAMOCHAN REDDY

Asst. Professor

Ms. N. DIVYA RASME

Asst. Professor

Ms. S. LILLY PETRICIA

Asst. Professor

Advisory Committee

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Mr.V. Suneel Reddy, HOD-ECE Department

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Mr. V. Yashwanth Kumar, HOD-Civil Department

Mr. B.Radha Krishnaiah, In charge of Exam Section

Mr. T. Ramesh Reddy, Office Superintendent

Estd. : 2008

The Best Choice



**RAMIREDDY SUBBARAMI REDDY
ENGINEERING COLLEGE**

Approved by AICTE & Affiliated to JNTU Anantapur

*One Day
National Seminar on Business
and Management Contemporary
Issues in Digital Era*

“NSBMCID 2K17”

25th March 2017



*Organized by
Department of MBA*

RSR ENGINEERING COLLEGE

**NH5, KADANUTHALA, KAVALI,
SPSR NELLORE DISTRICT-524142, A.P.**

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