

Workshop on Microsoft Excel

Department of Management Studies has organized one day workshop on “Microsoft Excel” on 18-09-2019 for 3rd Semester, MBA students by Prof Sanjay Nayak from ECE Department, KSSEM. This training program encompasses many features that are useful for inputting and analyzing data such as pivot tables, cells, calculation functions, graphing tools, charts, and more.



Workshop on Microsoft Excel.

Department of Management Studies has organized one day workshop on “Microsoft Excel and advance excel” on 14-08-2019 to 16-08-2019 for 2nd year MBA students by Prof Sanjay Nayak from ECE Department, KSSEM. This training program includes many features that are useful for inputting and analyzing data such as pivot tables, cells, calculation functions, graphing tools, charts, and more.



REPORT OF WORKSHOP ON CV WRITING

Workshop was conducted on “CV Writing” on 15.09.19. The resource person for the workshop was Prof. Shaheen Shariff, Department of management studies, BMS college of Engineering Bangalore.

OBJECTIVES

- The main objective is to understand the importance of creating CV.
- To help students build an understanding of how to write an impactful CV, as well as the types of information they should include based on their transferable skills, interests and experience.
- The Workshop covers the standard CV information requirements and to achieve stand out-an identity you want an employer to see.
- The main Purpose of this workshop is to assist student participants to improve their resumes in order to be free of grammatical errors and to be of a standard and format preferred by employers.

FLOW OF SESSION

Resource person stated that, CV is a marketing tool that is used to try and entice an employer into meeting you face to face where you can sell yourself properly. It needs to be professional, eye catching, and has to show you off in every way possible.

The sessions focused on the following aspects:

- What are the key components in a CV
- Concept of keywords in a CV
- CV Writing Tips
- How to apply for Online Applications
- How to use LinkedIn for Professional needs

Participants write an introductory Personal Profile paragraph for a CV provided by resource person. A resource person led group discussion follows to compare and contrast individual's results.



<http://kssem.edu.in/mba-department-activities/>

OUTCOME

- CV Workshops can help to improve students' confidence and teach them valuable skills in developing a CV and cover letter. By meeting with a real-life business leader, students can ask questions and develop their understanding of what is required.
- This contributes to an overall improvement in their CV and cover letter, ultimately increasing their chances of securing future employment, apprenticeships or further study.
- A CV Workshop puts this into a real-life context and provides young people with vital skills to be successful in the world of work.

K S SCHOOL OF ENGINEERING & MANAGEMENT**Department of Management Studies****Workshop on CV writing**

Attendance list of student on 15/09/2019

Sl.No	USN	Name of the Student	Sign
1	1KG18MBA01	A HEMANTH	Hemant
2	1KG18MBA02	ABHISHEK B	Abhishek
3	1KG18MBA03	AMRUTA	Amrutha
4	1KG18MBA04	ASHWITHA	Ashu
5	1KG18MBA05	AVINASH G	Avinashg
6	1KG18MBA06	AYESHA SHEEZA	Ayesha
7	1KG18MBA07	BATTA SAICHARITHA	Chithra
8	1KG18MBA08	BHAVYA K	Bhavya
9	1KG18MBA09	BINDUSHREE D	Bindu
10	1KG18MBA10	BODI TRIVENI	Triveni
11	1KG18MBA11	BUSHARA FATHIMA	Fathima
12	1KG18MBA12	CHETHAN S	Chethan
13	1KG18MBA13	DADDALA BALACHANDU	Chandu
14	1KG18MBA14	DEEPAK RAJ S	Deepak S
15	1KG18MBA15	DEEPU K N	Deepu
16	1KG18MBA16	DILIPKUMAR T S	Kumar
17	1KG18MBA17	DINESH M	Dinesh
18	1KG18MBA18	GORRIPAATI MOUNIKA	Mounika
19	1KG18MBA19	HARSHINI G	Harshini
20	1KG18MBA20	HARSHITH K	Harshith
21	1KG18MBA21	JANCY AMALODBHAVI PINTO	Jancy
22	1KG18MBA22	JEEVITHA M	Jeevitha
23	1KG18MBA25	KAKARLA MANOJ KUMAR	Manoj

24	1KG18MBA26	MAHESHA S	Maheisha
25	1KG18MBA27	MAMATHA BAI B	Mamatha
26	1KG18MBA28	MANJIRA	Manjira
27	1KG18MBA29	MEGHA D P	Megha
28	1KG18MBA30	MEGHA J	Megha
29	1KG18MBA31	MOUNISH M	Mounisha
30	1KG18MBA32	MANCHU RUPIKA	Manchu
31	1KG18MBA33	MYTHRI N	mythri
32	1KG18MBA34	NAGAVENI D	Nagavani
33	1KG18MBA35	NAGESH B S	Nagesha
34	1KG18MBA36	NAMINENI CHANDANA	Namini
35	1KG18MBA37	NAMITHA K V	Namith
36	1KG18MBA39	NIKHITHA S	Niki
37	1KG18MBA40	PANTRA SRAVANI	P. Sravani
38	1KG18MBA41	PAVANKUMAR	Pavan
39	1KG18MBA42	PICHUKULA KRISHNA GOPAL	Pichukula Gopal
40	1KG18MBA43	POORNIMA M	Poornima
41	1KG18MBA44	PRAKRUTHI S	Prakruthi S
42	1KG18MBA45	PRIYANKA C	Priyanka C
43	1KG18MBA46	PUNITHKUMAR C S	Punith CS
44	1KG18MBA47	RAMYA R	Ramya R
45	1KG18MBA48	RAMYA T	Ramya T
46	1KG18MBA49	RESHMA N	Reshma
47	1KG18MBA50	SHIVADARSHAN D L	Shivadarshan
48	1KG18MBA51	SOWMYASHREE M	Sowmyashree

49	1KG18MBA52	SUSHMITHA M	Sushmitha M
50	1KG18MBA53	SUSHMITHA R	Sushmitha R
51	1KG18MBA54	TAMMINENI RAJESWARI	<u>T. Rajeswari</u>
52	1KG18MBA55	UDAYASHREE G	Udayashree G
53	1KG18MBA56	VAISHALI Y N	<u>Vaishali</u>
54	1KG18MBA57	YOGEETHA V	<u>Yogeetha</u>

Workshop on Interview Skills and Digital Marketing

One day workshop conducted on “Interview Skills and Digital Marketing” by Satish Khode, Alliance Manager, Oracle India Pvt. Ltd., on 11/05/2019 to I year MBA students. Students acquired the knowledge of interviews, presentation etiquettes.



Workshop On Employment and Employability

Workshop was conducted on“ Employment and Employability” on 15.12.18.

The resource person for the workshop was Mr. Pradeep,Head-HR & Admin,Nabler Web Solutions. The employability workshop encompasses all the things that enable people to increase their chances of getting a job, staying in and progressing further in work. Employability is more than about developing attributes, techniques or experience just to enable a student to get a job, or to progress within a current career.

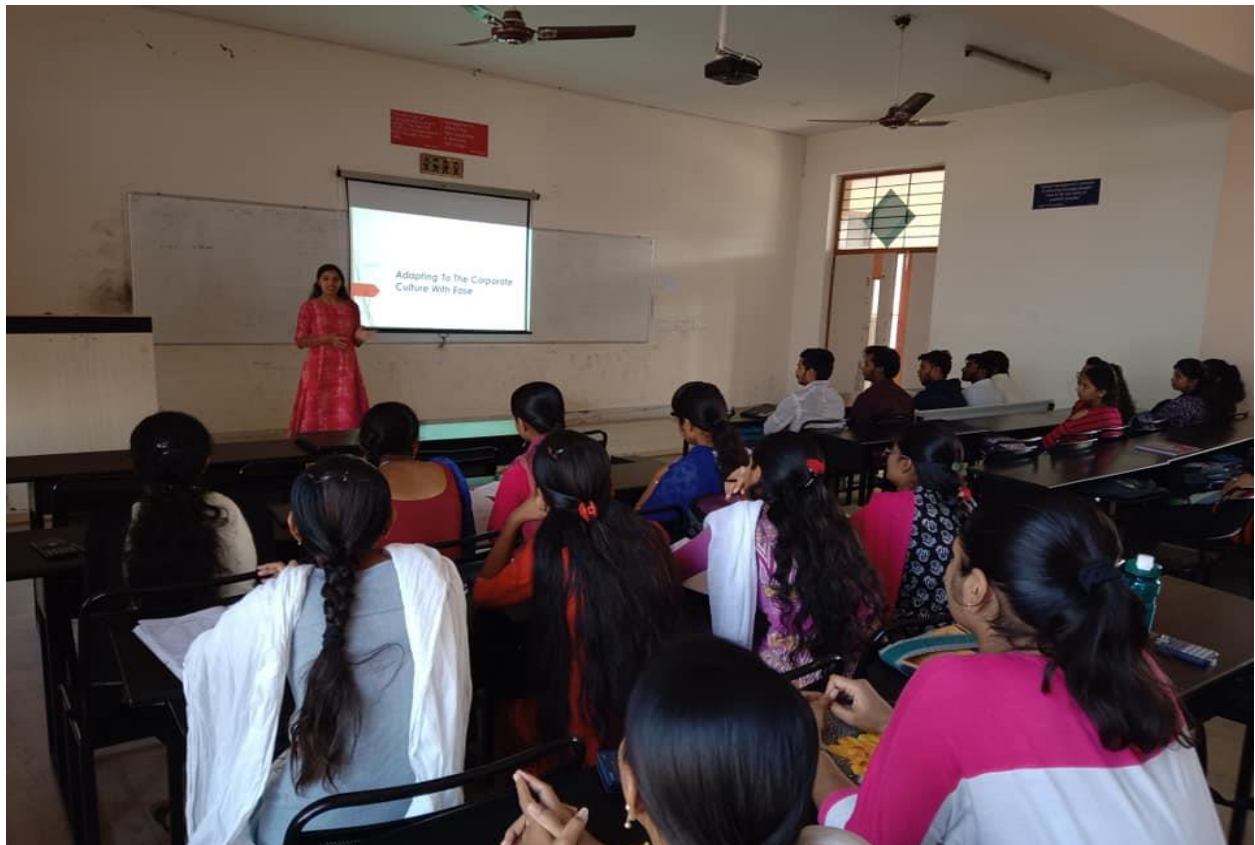
It is about learning and the emphasis is less on ‘employ’ and more on ‘ability’. In essence, the emphasis is on developing critical, reflective abilities, with a view to empowering and enhancing the learner.



Workshop on Adapting to Corporate Culture with Ease

Workshop on “Adapting to corporate culture with ease” was held on 22/12/18. The resource person for the workshop was Ms Priyanka Shet, Junior Analyst, Credit Access Grameen Limited, Bengaluru.

It is therefore concluded that organizational culture is characterized by a number of qualities which are shared among employees, can be learned, and can be passed on to new employees. It is important to recognize that no organization's culture is exactly like the culture of another, even if they are operating in the same sector. Every organization's culture develops along many different dimensions. For example, organizations differ with respect to the age of the organization; patterns of contacts; work systems and procedures; the process of the exercise of power; leadership style; and values and beliefs.



Workshop on Micro Analysis of Financial Statement

One day Workshop on “Workshop on Micro Analysis of Financial Statement” was delivered by Prof Chandrasekhar, Ex Associate Vice President of ING Vysa, for second year MBA students on 11/09/2018. It was arranged by Prof.Manjunatha .S.

Objectives

The course will enable the participants to:

- To Define the general financial objectives of the company
 - Profitability
 - Healthy cash flows
 - Financial stability



Workshop On Employment and Employability

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It is about learning and the emphasis is less on ‘employ’ and more on ‘ability’. In essence, the emphasis is on developing critical, reflective abilities, with a view to empowering and enhancing the learner.



Workshop on Opportunities and Challenges in Micro Finance Company

Department of Management had organized a guest lecture on opportunities & challenges in Micro Finance Company in India for the students of MBA–II Year and MBA–I year and II Year on 16 December'2017. The Speaker for the lecture was Mr Sudindra, who is presently working with Regional head, L&T Microfinance.

This programme is organized by Management department, as it gives a platform to access the knowledge & gain prowess on opportunities & challenges in Micro Finance Company in India. The objective of the guest lecture is to discuss and debate on the various emerging trends of micro finance, e.g. self help groups, woman empowerment, rural development & financial inclusion are the recent trends in the micro financial services in India. The SHG concept and its impact on their socio-economic conditions of its members in North-east. These discussions will be helpful to remove vicious circle of poverty and unemployment in various part of India.



Workshop on Stock Market Trading

One day workshop organized on Stock Market Trading held on 06-5-2016 by Sudindra V R, where students gained knowledge on opening Dmat account, stock market and its working principles. Where students had an overview of the stock markets, to understand the various jargons uses and the need of technical and fundamental analysis.



Registration Fees (Includes one copy of ISBN Publication Book)

Category	In-Presentia*		In-Absentia*	
	Single author	Two or more	Single author	Two or more
Corporate Executives/ Professionals/ Entrepreneurs/ Consultants	Rs. 1000	Rs. 1600	Rs. 1200	Rs. 2000
Academicians/ Research Scholars	Rs. 800	Rs. 1200	Rs. 900	Rs. 1400
Students	Rs. 500	Rs. 1000	Rs. 700	Rs. 1000

* Delegate fee includes conference kit, proceeding book with ISBN, Lunch & High-Tea.

Participation and Registration: To be paid in cash, Cheque or Demand Draft. Drawn in favor of **"K S SCHOOL OF ENGINEERING AND MANAGEMENT"**, payable at Bangalore.

Important Dates

- Submission of Abstract : 20th April 2016.
- Submission of Full Paper : 25th April 2016.
- Confirmation of Acceptance : 29th April 2016.

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Department of MBA

NATIONAL CONFERENCE ON RECENT TRENDS IN MANAGEMENT

NCRTM - 16

Friday, 6th May 2016



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ABOUT KAMMAVARI SANGHAM

The Kammavari Sangam, established in the year 1952, is a non-profit oriented voluntary service organization. The organization was created with the objective of providing charitable service to the community and society. The Sangham has diversified its activities since its establishment over five decades ago. Now it has expanded its horizons to include community-strengthening ventures, providing education, mechanical and financial support to the society.

ABOUT K.S.S.E.M

K.S. School of Engineering and Management (KSSEM) was established in 2010 by Kammavari Sangham (R) with the objective of providing quality education in Engineering and Management. KSSEM offers BE in Civil, Computer Sc, Electronics and Communication, Electrical and Electronics and Mechanical Engineering in addition to MBA. PG Programmes are also offered in Civil, Computer Sc, Electronics and Communication and Mechanical Engineering. All the courses are affiliated to VTU, Belagavi, and approved by AICTE, New Delhi.

Within a short period from inception, KSSEM has been recognised as one of the good institutes offering Engineering and Management courses in Bengaluru. The overall growth is emphasised in all actions of KSSEM and programmes have been incorporated to inculcate humanity and leadership qualities in students. Our students have participated in many University and State level Sports and Cultural events and have won prizes. The alumni of KSSEM have occupied chairs in good corporates and industries. KSSEM encourages research in every field of studies. It has published about 360 research Papers in leading Journals and conference proceedings and has bagged research fund of worth Rs. 60 lakh within the short period of four years of its inception. In continuation of the spirit of encouragement of research in various fields, KSSEM has organised a chain of National Conferences on all Science, Engineering, Library Science and Physical Education streams.

ABOUT DEPARTMENT OF MANAGEMENT STUDIES

Department of Management Studies at KSSEM was established in the year 2010 offers MBA program affiliated to Visvesvaraya Technological University. The objective of the program is designed to develop analytical and strategic decision making skills and to make the students proactive, innovative and competitive to face challenges in the environment and develop a vision and plans for achieving goals.

OBJECTIVES OF CONFERENCE

Management is evolving with the change of technology and time. The conference covers a wide range of present market concepts to which we have to adapt, learn and utilize them as path towards corporate and personal excellence. A plethora of knowledge is at your disposal; an opportunity to get acquainted with the Recent Trends in Management before stepping the actual market scenario.

INVITATION FOR PAPER PRESENTATION

The main theme of the conference is 'Recent Trends in Management'. Following are the sub-themes around which, we invite thought leadership ideas, case studies, student's research and academic researches. We encourage submission of case studies and research papers that exhibit effective ground level integration with the industry.

THEMES FOR CONFERENCE

This conference aims at sharing the latest trends prevailing in the management. Hence the listed sub themes are indicators more than explicit domains which the conference aims to cover. Hence the participants can also send related papers if the ideas are emerging and not indicated in the list below.

Sub-Theme 1 Finance	Sub-Theme 2 Marketing	Sub-Theme 3 HR	Sub-Theme 4 General Management
Mergers& Acquisition and Value Creation. Financial Inclusion. Private Equity. Financial Derivatives. Micro Finance. Transfer Pricing. Retail Banking. Project Financing/ Infrastructure Financing. Investment Banking/ Securitization. Carbon Accounting. Green Banking/ Core Banking. Disclosure and Impact on Share price. Latest Trends in Finance.	Direct Marketing Opportunities. Social network marketing. Internal marketing. Integrated marketing. Marketing personalization. Marketing accountability. Retail Marketing. Advertising and Sales Promotions. Socially responsible marketing. Mobile marketing. Rural Marketing/ Niche Marketing. Brand Building/ CRM. Latest Trends in Marketing	HR's role in maximizing organizational effectiveness. Strategic HR and business performance. International HRM. Labour relations and HRM. Managing Intellectual Capital. Stress Management. Talent management. Organizational Development and Change Management. Employee Engagement&Retention Strategy. Learning and talent development. HRD HR and Technology. Latest trends in HR.	Work ethics. Total Quality Management. Soft skill. CSR. Benchmarking. Creativity. Supply chain Management. Key Success Factors. Carrier development and Counseling.

Paper Submission Guidelines:

Word Limit for full paper: 5000 words. Page limit: Not more than 10 pages (A4 size). Referencing style: APA style. Format: MS Word, Font Times New Roman, Font size 12, 1.5 Line Spaced. No. of authors: Up to 3 authors for each paper. Author/ Authors Affiliation: Correct name, designation, e-mails ID of corresponding author. Abstract should not be more than 500 words. Copyright declaration: A letter should be provided from the corresponding author stating that the work is an original one and does not violate copyright. Registration will be done based on paper. All the papers accepted for the conference will be published with ISBN No. The book will be released on the same day.

Best Paper Awards will be declared for both Delegate and Student category

Who can attend the conference:

Academicians/ Corporate Executives/ Professional/ Entrepreneurs/ Consultants/ Research Scholars/ Students.



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Department of MBA
NATIONAL CONFERENCE ON
RECENT TRENDS IN MANAGEMENT

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Friday, 6th May 2016

To.

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Department of Management Studies

National Conference on Recent Trends in Management

NCRTM - 2016

May 6th, 2016



This is to certify that Prof./Dr./Mr./Ms. Pradeep
of K. S School of Engineering & Management has presented
a paper / attended the National Conference on "Recent Trends in Management" held on 6th May, 2016,
conducted at K.S. School of Engineering & Management.

Prof. Kishore M N
Convener

Prof. Manjunatha S
Conference Secretary

Dr. S.N. Sridhara
Conference Chair

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PROCEEDINGS

National Conference on Recent Trends in Management (NCRTM - 2016)

May 6, 2016

Department of Management Studies

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INSTITUTIONAL PROFILE

K.S. School of Engineering and Management (KSSEM) was established in 2010 by Kammavari Sangham (R) with the objective of providing quality education in Engineering and Management. KSSEM offers B.E. in Civil, Computer Science, Electronics and Communication, Electrical and Electronics and Mechanical Engineering in addition to MBA. PG Programmes are also offered in Civil, Computer Science, Electronics and Communication and Mechanical Engineering. All the courses are affiliated to VTU, Belagavi, and approved by AICTE, New Delhi. Within a short period from inception, KSSEM has been recognized as one of the good institutes offering Engineering and Management courses in Bengaluru. The overall growth is emphasized in all actions of KSSEM and programmes have been incorporated to inculcate humanity and leadership qualities in students. Our students have participated in many University and State Level Sports and Cultural events and have won many prizes. The alumni of KSSEM have occupied chairs in good corporate and industries. KSSEM encourages research in every field of studies. It has published about 360 research Papers in leading Journals and Conference Proceedings and has bagged research fund of worth Rs. 60 lakhs within the short period of five years of its inception. In continuation of the spirit of encouragement of research in various fields, KSSEM has organized a chain of National Conferences on all Engineering, and Management streams.

MISSION

To establish Engineering and Management Institute of International repute and serve the society through community development by knowledge dissemination.

VISION

K.S. School of Engineering and Management will be an outstanding centre for learning and development of human resource, contributing to mankind by dedicating professionally excelling engineers and managers and providing solution to industrial problems through research, consultancy and knowledge dissemination.

About Department of Management Studies

Department of Management Studies at KSSEM was established in the year 2010 offers MBA program affiliated to Vishveshvaraya Technological University. The objective of the program is designed to develop analytical and strategic decision making skills and to make the students proactive, innovative and competitive to face challenges in the environment and develop a vision and plans for achieving goals. The department is ardently focusing on preparing the students to face the strong competition in the corporate. Personality development programs, management events and value added programs are being conducted from time to time in order to enrich the communication skills of students. The students are being sent to other colleges for various activities Like paper presentation, case analysis presentations, national and international conferences and Management events.

REPORT
On
National Conference on Recent Trends in Management

KSSEM organized National Conference on Recent Trends in Management on 6th May 2016. In this era of knowledge, the higher education institutes are not restricted just to knowledge transfer from teachers to students, but are also involved in knowledge assimilation, knowledge generation, and knowledge dissemination. The conference was well attended by eminent academicians, faculty members and students from reputed technical and educational institutions from different parts of the Bangalore & other states. The main objective of the conference is to cover a wide range of present market concepts to which we have to adapt, learn and utilize them as path towards corporate and personal excellence. A plethora of knowledge is at your disposal; an opportunity to get acquainted with the Recent Trends in Management before stepping the actual market scenario.

The conference was inaugurated by Sri.Y. Ramachandra Naidu, President of K S Group of Institution on Friday 6th May. He lauded all the academicians, Participants & faculty members for hosting national conference in the institute.

Principal Dr. S. N. Sridhara in his address highlighted the importance of research in the field of academics. He highlighted the various research programs undertaken by KSSEM and its wider scope. The inaugural session began with a prayer song by students followed by lighting of the lamp by the dignitaries.

The inaugural session was followed by the paper presentation sessions in which saw papers being presented by researchers in field of General management, Marketing, HR and Finance concepts. The session was chaired and co-chaired by eminent academicians from different institutes from Bangalore and outside the city.

The Conference Proceedings CD was released by the Sri. K. Venkatesh Naidu, Secretary of K S Group of Institutions on the occasion and the certificates to the participants too were given away.

A few participants who gave their feedback on the conference praised the institution for hosting its first ever conference in such an impeccable manner and said that they were overwhelmed by the hospitality offered by the organizers. After the valedictory program, high tea was served and the conference came to an end, leaving fond memories in the minds of the guests and delegates and a

great sense of satisfaction and accomplishment in all members of the faculty and staff and student volunteers who were associated with its preparation and organization.



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organized by the **Department of Management Studies** on 29th May 2014 held at **K. S. School of Engineering & Management**.

Paper Title :.....
.....

CHIEF COORDINATOR

Prof. Shazia Kausar, Asst. Professor & HOD, Dept. of MBA

CONVENER

Dr. S. N. Sridhara, Principal / Director



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CONVENER

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Paper Title: _____

CHIEF COORDINATOR

Prof. Shazia Kausar, Asst. Professor & HOD, Dept. of MBA

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K. S. SCHOOL OF ENGINEERING AND MANAGEMENT

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(Approved by AICTE, Affiliated to Visvesvaraya Technological University)

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Department of MBA

NATIONAL CONFERENCE ON RECENT TRENDS IN MANAGEMENT

NCRTM - 15

Thursday, 28th May 2015



ALL CORRESPONDENCE SHALL BE MADE TO

Department of Management Studies
K.S. SCHOOL OF ENGINEERING & MANAGEMENT
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ABOUT KAMMAVARI SANGHAM

The Kammavari Sangam, established in the year 1952, is a non-profit oriented voluntary service organization. The organization was created with the objective of providing charitable service to the community and society. The Sangham has diversified its activities since its establishment over five decades ago. Now it has expanded its horizons to include community-strengthening ventures, providing education, mechanical and financial support to the society.

ABOUT K.S.S.E.M

K.S. School of Engineering and Management (KSSEM) was established in 2010 by Kammavari Sangham (R) with the objective of providing quality education in Engineering and Management. KSSEM offers BE in Civil, Computer Sc, Electronics and Communication, Electrical and Electronics and Mechanical Engineering in addition to MBA. PG Programmes are also offered in Civil, Computer Sc, Electronics and Communication and Mechanical Engineering. All the courses are affiliated to VTU, Belagavi, and approved by AICTE, New Delhi.

Within a short period from inception, KSSEM has been recognised as one of the good institutes offering Engineering and Management courses in Bengaluru. The overall growth is emphasised in all actions of KSSEM and programmes have been incorporated to inculcate humanity and leadership qualities in students. Our students have participated in many University and State level Sports and Cultural events and have won prizes. The alumni of KSSEM have occupied chairs in good corporates and industries. KSSEM is encourages research in every field of studies. It has published about 360 research Papers in leading Journals and conference proceedings and has bagged research fund of worth Rs. 60 lakh within the short period of four years of its inception. In continuation of the spirit of encouragement of research in various fields, KSSEM has organised a chain of National Conferences on all Science, Engineering, Library Science and Physical Education streams.

ABOUT DEPARTMENT OF MANAGEMENT STUDIES

Department of Management Studies at KSSEM was established in the year 2010 offers MBA program affiliated to Vishveshvaraya Technological University. The objective of the program is designed to develop analytical and strategic decision making skills and to make the students proactive, innovative and competitive to face challenges in the environment and develop a vision and plans for achieving goals.

OBJECTIVES OF CONFERENCE

Management is evolving with the change of technology and time. The conference covers a wide range of present market concepts to which we have to adapt, learn and utilize them as path towards corporate and personal excellence. A plethora of knowledge is at your disposal; an opportunity to get acquainted with the Recent Trends in Management before stepping the actual market scenario.

INVITATION FOR PAPER PRESENTATION

The main theme of the conference is 'Recent Trends in Management'. Following are the sub-themes around which, we invite thought leadership ideas, case studies, student's research and academic researches. We encourage submission of case studies and research papers that exhibit effective ground level integration with the industry.

THEMES FOR CONFERENCE

This conference aims at sharing the latest trends prevailing in the management. Hence the listed sub themes are indicators more than explicit domains which the conference aims to cover. Hence the participants can also send related papers if the ideas are emerging and not indicated in the list below.

Sub-Theme 1 Finance	Sub-Theme 2 Marketing	Sub-Theme 3 HR	Sub-Theme 4 General Management
Mergers& Acquisition and Value Creation. Financial Inclusion. Private Equity. Financial Derivatives. Micro Finance. Transfer Pricing. Retail Banking. Project Financing/ Infrastructure Financing. Investment Banking/ Securitization. Carbon Accounting. Green Banking/ Core Banking. Disclosure and Impact on Share price. Latest Trends in Finance.	Direct Marketing Opportunities. Social network marketing. Internal marketing. Integrated marketing. Marketing personalization. Marketing accountability. Retail Marketing. Advertising and Sales Promotions. Socially responsible marketing. Mobile marketing. Rural Marketing/ Niche Marketing. Brand Building/ CRM. Latest Trends in Marketing	HR's role in maximizing organizational effectiveness. Strategic HR and business performance. International HRM. Labour relations and HRM. Managing Intellectual Capital. Stress Management. Talent management. Organizational Development and Change Management. Employee Engagement&Retention Strategy. Learning and talent development. HRD HR and Technology. Latest trends in HR.	Work ethics. Total Quality Management. Soft skill. CSR. Benchmarking. Creativity. Supply chain Management. Key Success Factors. Carrier development and Counseling.

Paper Submission Guidelines:

Word Limit for full paper: 5000 words. Page limit: Not more than 10 pages (A4 size). Referencing style: APA style. Format: MS Word, Font Times New Roman, Font size 12, 1.5 Line Spaced. No. of authors: Up to 3 authors for each paper. Author/ Authors Affiliation: Correct name, designation, e-mails ID of corresponding author. Abstract should not be more than 500 words. Copyright declaration: A letter should be provided from the corresponding author stating that the work is an original one and does not violate copyright. Registration will be done based on paper. All the papers accepted for the conference will be published with ISBN No. The book will be released on the same day and extra fee will be charges for the same.

Who can attend the conference:

Academicians/ Corporate Executives/ Professional/ Entrepreneurs/ Consultants/ Research Scholars/ Students.



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K. S. SCHOOL OF ENGINEERING AND MANAGEMENT



Department of MBA
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RECENT TRENDS IN MANAGEMENT

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Thursday, 28th May 2015

To.

Organized by :
DEPARTMENT OF MBA
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NATIONAL CONFERENCE ON RECENT TRENDS IN MANAGEMENT

NCRTM - 15

28th May 2015

Department of Management Studies

This is to certify that*prof. p. nadeep*..... of
.....*K. S. School of Engineering & Management Bangalore*..... has
Published and Presented a paper entitled ...*Leveraging Secondary Brand Association*
.....*to Build Brand Equity*.....
in the National Conference on Recent Trends in Management held on 28th May 2015.



Prof. Brijesh Singh
Chief Co-ordinator


Prof. Kishore M.N.
Co-ordinator


Dr. S.N. Sridhara
Convener

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PROCEEDINGS

NATIONAL CONFERENCE ON RECENT TRENDS IN MANAGEMENT (NCRTM 2015)
May 28, 2015



Department of Management Studies
Editor

Prof. Brijesh Singh,
Associate Professor & Head

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CHIEF COORDINATOR'S MESSAGE

Our institution is synonymous with commitment to academic excellence which includes, among other things, a keenness to promote, and even celebrate knowledge. We believe that knowledge is an affirmation of our humanity and an exercise in social health.

Our institution has a real hunger for knowledge –both human and spiritual. Hence we strongly believe that it is our firm commitment to promote knowledge through research. Hence, I should say that this conference exactly suits our vision of education.

The goal of NCRTM-15 is to sharpen the minds of participants and equip them with the skills they need in their academic pursuits. I am sure that this conference has high quality paper presentations to deliberate on various issues relating to latest developments and will succeed in ensuring the production of innovative ideas in the days to come so that all the participants feel proud of participating in the conference.

I would like to thank Management of K S School of Engineering & management for providing such a great platform to researchers from industry and academia. I would also like to thank the program chairs, organizing committee members for their hard work. We hope that NCRTM -15 will be successful and enjoyable to all the participants. We hope to convene many such scholarly events in future in the campus and look forward to your active participation in future events.

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Institutional Profile

The K.S.School of Engineering & Management established in 2010, is the Kammavari Sangham's latest venture in the field of technical education. The institution was established with the objective of providing higher technical education, and research opportunities to the student community. With a prominent research hub, the college has opportunities for the students to pursue their studies in the fields of engineering and management.

K.S.School of Engineering & Management provides BE, M.Tech and MBA courses, and is in the process of developing its postgraduate facilities. K. S. School of Engineering & Management provides an opportunity for students to pursue their BE in five different disciplines: Computer Science, Electronics and Communications Engineering, Electrical and Electronics Engineering, Civil Engineering and Mechanical Engineering.

The campus, nestled in a quiet location off the Kanakapura Main Road, close to the KSIT campus, provides quality facilities like well-equipped laboratories, sports facilities, library, and a state-of-the-art conference hall for seminars, an airy auditorium for gatherings, etc.

The institution provides teaching and support from dedicated, hard-working, well-qualified faculty, led by our eminent Principal, Dr. S.N. Sridhara. The management committee, comprised of successful experienced achievers from many different fields, provides invaluable support, suggestions and direction to the institution. The modern infrastructure provided by the management, has been crucial for all the world-class facilities provided by the institution for its students. Realizing the importance of technical education, the energetic, dedicated and visionary members of the Kammavari Sangham, under the leadership of our President, Sri. K. Subramanyam Naidu, are executing their responsibilities sincerely for the growth of the institution since its establishment.

MISSION

To establish Engineering and Management Institute of international repute and serve the society through community development by knowledge dissemination.

VISION

K.S.School of Engineering & Management will be an outstanding center for learning and development of human resource, contributing to mankind by dedicating professionally excelling engineers and managers and providing solution to industrial problems through research, consultancy and knowledge dissemination.

About the Department

Department of Management Studies at KSSEM was established in the year 2010 offers MBA program affiliated to Visvesvaraya Technological University. The objective of the program is designed to develop analytical and strategic decision making skills and to make the students proactive, innovative and competitive to face changes in the environment and develop a vision and plans for achieving goals.

**A Report on
National Conference on Recent Trends in Management**

Organized By

Department of Management Studies, KSSEM, Bangalore

A one day National Conference on Recent Trends in Management (NCRTM-2015) was held at department of Management Studies, KSSEM on 28th May 2015.

The conference was inaugurated by Sri.Y. Ramachandra Naidu, President of K S Group of Institution on Friday 6th May. The conference witnessed a participation of nearly 150 delegates including academicians and business executives from various Institutions around the country like Pune, Maharashtra, Karnataka, Hyderabad, Bangalore He lauded all the academicians, Participants & faculty members for hosting national conference in the institute.

Principal Dr. S. N. Sridhara in his address highlighted the importance of research in the field of academics. He highlighted the various research programs undertaken by KSSEM and its wider scope. The inaugural session began with a prayer song by students followed by lighting of the lamp by the dignitaries.

The inaugural session was followed by the paper presentation sessions in which saw papers being presented by researchers in field of General management, Marketing, HR and Finance concepts. The session where chaired and co-chaired by eminent academicians from different institutes from Bangalore and outside the city.

All the participants were provided conference kits which include the backpack, writing pad, conference proceedings, pen along with a lunch coupons.

The Conference Proceedings CD was released by the Sri. K. Venkatesh Naidu, Secretary of K S Group of Institutions on the occasion and the certificates to the participants too were given away.

A few participants who gave their feedback on the conference praised the institution for hosting its first ever conference in such an impeccable manner and said that they were overwhelmed by the hospitality offered by the organizers. After the valedictory program, high tea was served and the conference came to an end, leaving fond memories in the minds of the guests and delegates and a great sense of satisfaction and accomplishment in all members of the faculty and staff and student volunteers who were associated with its preparation and organization.



**REPORT
OF
WORKSHOP ON SALES & PROMOTION BY HUWAI TECHNOLOGIES**

One day workshop organized by department of Management studies on Sales & Promotion by Huawei Technologies on 9th March 2014. The Huawei company executives shared the knowledge and concept of sales promotion & its importance in current market. They also shared the importance of sales promotion in achieving success and attracting people in market.

OBJECTIVE

- To understand the concept, need, importance, utility of advertising, sales promotion and sales management.
- To develop the skills of students to face the modern world of Advertising.

FLOW OF SESSION

The session started with the brief introduction of sale and promotion of Huawei Technologies. They shared many Marketing Strategies, importance of re-positioning, importance of 4 P's. They showed many video clippings related to marketing that how actually they attracted their customers and what are the strategies they were using at the time of sales. Students interacted in the session with keen interest and raised questions about how to make career in the field of sales. In the end, Huawei company executives responded to the questions of students.



OUTCOME

- It helped to understand the importance of promotion in sales of the company product.
- Student understood the concept, need, importance, utility of advertising, sales promotion and sales management.
- Students learnt a lot and understood more about the marketing/promotional strategies used in Huawei technology and other companies.

K S SCHOOL OF ENGINEERING & MANAGEMENT
Department of Management Studies
Workshop on sales & Promotion
Attendance list of student on 09/03/2014 Batch (2013-2015)

Sl.No	USN	Name of the Candidate	Sign
1	1KG14MBA01	ABHISHEK K R	Abhishek
2	1KG14MBA02	ANKEPALLI HARI KRISHNA	A. Hanke Krishna
3	1KG14MBA03	ASHWINI M	Ashwini M
4	1KG14MBA04	BANDARU SUMAN	B. Suman
5	1KG14MBA05	BELLAMKONDA VENKATESH LAVANYA	B.v. Lavanya
6	1KG14MBA06	GOWLLA ANILKUMAR	G. Anil
7	1KG14MBA07	HEMA R C	Hema
8	1KG14MBA08	JEEVITHA B	Jeevitha
9	1KG14MBA09	JONNAGADDLA RUPESH BABU	Rupesh Babu
10	1KG14MBA10	KANDIBILLA YASHWANTH	AB
11	1KG14MBA11	KILARI NIKHIL	Nikhil
12	1KG14MBA12	KOMALA K	Komala K
13	1KG14MBA13	KOTTIDI SREENIVASULU	K. Sreenivasulu
14	1KG14MBA14	M SUNIL DATH	Sunil Datt
15	1KG14MBA15	MAMDIPALLI PAVAN KUMAR	M. Pavan
16	1KG14MBA16	MANNI PAVAN KUMAR	Pavan Kumar
17	1KG14MBA17	N HARISH	N. Harish
18	1KG14MBA18	NIDHI KUMARI	Nidhi Kumari
19	1KG14MBA19	P C PRASANTH	P.C. Prashant
20	1KG14MBA20	PRIYANKA GANESH SHET	Priyanka shet
21	1KG14MBA21	PRIYANKA RANI	Priyanka Rani
22	1KG14MBA22	RAKSHITHA T M	Rakshitha
23	1KG14MBA23	REDDYCHARLA NARESH KUMAR	Narish Kumar
24	1KG14MBA24	ROHITH KUMAR THAMMINEEDI	Rohith.
25	1KG14MBA25	SATHISH R	Sathish R
26	1KG14MBA26	SOUMYA NAIK	Soumya Naik

27	1KG14MBA27	SUMA R	Suma R
28	1KG14MBA28	THOKALA RAKESH	T. Rakesh
29	1KG14MBA29	USHA V	Usha V
30	1KG14MBA30	VINAY V	Vinay V
31	1KG14MBA31	YAMINI S	Yamini S