

AICTE Sponsored  
**2<sup>nd</sup> INTERNATIONAL CONFERENCE  
ON INNOVATIVE MANAGEMENT  
STRATEGIES**  
6<sup>th</sup> & 7<sup>th</sup> March 2015

Venue : Fortune Select Grand Ridge Hotel, Tirupati, A.P. India

Organized by : Department of Management Studies



**Madanapalle Institute of Technology & Science**

(UGC - AUTONOMOUS)

Approved by AICTE, New Delhi & Affiliated to JNTUA, Ananthapuram

Accredited by NBA, An ISO 9001:2008 Certified Institution

Post Box No. 14, ANGALLU, MADANAPALLE - 517325, Chittoor (Dist.), A.P.

Ph: 08571-280255, 280706, Fax: 08571-280433

[www.mits.ac.in](http://www.mits.ac.in)



P-ISSN: 2349 - 1701  
e-ISSN : 2394 - 4161

**Publication Partners**



**Management Education &  
Research Consortium Global**  
*Empowering the Management Education & Research!*



**IOSR Journals**  
International Organization  
of Scientific Research

  
**IJRMBS**  
International Journal of Research in Management  
& Business Studies

International Journal of Advance Research in  
Computer Science And Management Studies

**IJARCSMS**

[www.ijarcsms.com](http://www.ijarcsms.com)

**Dr. C. Yuvaraj**  
Principal

**Sri. N. Krishna Kumar**  
Chairman

**Sri. N. Vijaya Bhaskar Choudary**  
Secretary & Correspondent



### **The Institute (UGC Autonomous)**

Madanapalle Institute of Technology & Science (MITS) started a stupendous journey of academic excellence imparting a host of programs under its umbrella in 1998 in midst of the majestic mountains and lustrous green field on a sprawling 30 acre campus on Madanapalle - Anantapur Highway (NH-205) near Angallu, about 10 km away from Madanapalle. Within a span of one and half decades, MITS has come up as an emerging school in engineering, IT and Management education at the national level. With the state-of-art infrastructure and its own resource and research base, it has collaborated with the institutions of national and international repute-International Society for technical Education, Institute of Electrical and Electronic Engineers, The Industry- Institute Interaction Cell- to name a few.



### **Mile Stones**

- Recognized Research Center for Engineering, Management, English, Mathematics, Physics, and Chemistry under JNTUA Anathapuramu
- Graded as 'AAA' by Careers-360 for year 2014
- Permanent affiliation to JNTUA Anantapuramu
- Receiving TEQIP-II funds under sub Component.
- NBA accreditation to ECE, EEE, ME & CSE courses Certified as Center of Academic Excellence in 2013 by Visvesvaraya Technological University, Belgaum, Karnataka & CANEUS, Canada
- Member of Bengaluru Management Association.
- Member of Confederation of Indian Industry (CII).
- An ISO 90001:2008 Certified Institution.
- Adobe be Certification Center.
- IBM Software Center of Excellence (IBM-COE)
- Member of FICCI-National Knowledge Functional Hub
- Member of Indo-US Collaboration of Engineering Education (IUCEE)
- Member of OCW Consortium.
- Center for Infosys Campus Connect Programme
- Center for Wipro Mission 10x Faculty Development Programme.
- Established unified Digital library with lectures of stanford, MIT, Caltech, IIT, IISc, etc.
- 100% of the faculty qualified with Ph.D. or P.G.Degrees
- Implemented LMS (Moodle Software)
- MOU with IIT Hyderabad for academic collaboration.
- Member of Management Teachers consortium.

## About the Department

The Department offers a full time Post Graduate MBA programme in 2004 & Dual Degree programmes (BM/BAM/MAM) affiliated to JNTUA, Anantapur governed by AICTE. The MBA programme started in the year 2004 & Dual Degree programmes has started in the year 2013. It takes pride in the very good infrastructure and an environment that is conducive for learning. It has been a hub of innovative activity and is constantly on the reach out for the opportunities to collaborate with the industry as well as the educational institutions around the globe. The Department also offers full time Ph.D. program under JNTUA. In pursuit of Research Excellence, the Department publishes a bi-annual Journal titled MITS International Journal of Business Research (MIJBR -p-ISSN-2349-1701.e-ISSN-2394-4161).

The department has been organizing a series of activities which include organization of NCIMS-2012, ICIMS-2014, CRESCENDO-2015 to name a few. The department has also collaborated with NISM for the certification Course to harness employability skills of the students opting a career in security market.

The department is equipped with well qualified doctorates and many of them are working on UGC funded Research Projects and other research works. The department is also equipped with SPSS Software, turnitin anti plagiarism Software. Nearly 80% of the students are placed each year.



**NCIMS-2012**



**ICIMS-2014**



**NISM**



**MIJBR**



**CRESCENDO**

## About the Conference

The search for new business ideas and new business models is hit-or-miss in most corporations, despite the extraordinary pressure on executives to grow their businesses. The management scholars have attributed for this failure to (a) out of box thinking; (b) the vision of the company without adequate processes or matrices to support business mission; and (c) Inability to foresee the mega trends of business that are underlying every aspect of business. Successful business enterprises evolve the innovation structure of business being driven by the Invisible business trends. Innovation structure combines both leadership and managerial skills for innovation and efficiency to execute innovative ideas. Organizations rely on exploring various organizational models to 'house' and execute innovation through research and development. Academics play a commendable role to support the industries which are the engines of economy of the nations.

This conference provides a platform in bringing together academicians, policy makers and practitioners around clearly circumscribed topics are engage them in fruitful debate and facilitates mutual understanding in sustaining innovations in the organizations. An additional goal of the conference is to provide a place for academicians and professionals with interdisciplinary/multidisciplinary interests related to Business Competitiveness and Organizational Dynamics, Corporate Governance to meet and interact with members inside and outside their particular disciplines.

### Themes

Topics of interest for submission include, but are not limited to: The domains of Marketing, Finance, HRM, Production, Stakeholder engagement, CSR, business sustainability and inclusive growth, Domestic and International business, policy decisions and strategies

## Call For Papers

ICIMS 2015 invites Professors/ Colleagues/ Management Practitioners/ Authors to submit their empirical, conceptual, research-in-progress, case studies for presentation in the Conference and also possible publication in international, peer reviewed, and scholarly and indexed journals having good impact factors with internationally recognized Editorial Board Members. Themes mentioned in the website are only indicative. The authors can also submit papers in the related areas. The authors are also requested to comply with the requisite format as per the guidelines before submission of the papers. For Submission Guidelines, Please visit: <http://mba.mits.ac.in/ICIMS2015/submissionguidelines.html>

## Submission Guidelines

All papers for the conference are subject to compliance to the guidelines laid down as per the provision of MITS Research Center. The participants are invited to submit online an abstract of 250 words with 3-5 key words. The abstract will be reviewed and notified to the participants within 3 working days which will be followed by a request to submit the full paper by 10th February, 2015 online in the conference website. <https://easychair.org/conferences/?conf=icims2015>

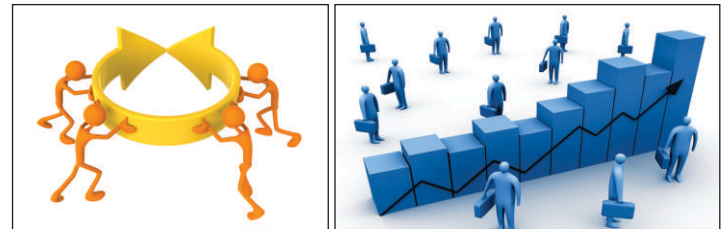
All submitted papers are subject to blind review by two experts on the functional domain. On satisfactory report by the reviewers, the participants will be sent a letter of confirmation to register for the presentation in the **ICIMS-2015**. Otherwise they may be asked to modify or edit certain portion of the manuscript as recommended by the reviewers. Please ensure that your paper is ready to go to press by the submission deadline, having thoroughly read the paper for errors.

To facilitate easier processing, reviewing, and publishing all submissions,

PLEASE follow this checklist:

- 12-point Times New Roman font in **MS Word Doc format**
- Single-spacing throughout the document.
- Double space (instead of indent) to designate a new paragraph or section.
- Page numbers at the bottom center of each page.
- 1 inch margin from all the sides.
- Cover page should include title, authors, their affiliation, their contact information, and the topic of the submission.
- The first page should have abstract of 250 words followed by 3-5 key words.
- The abstract should contain the objectives, methodology, originality and direction for further research.
- Manuscript not to exceed 5000 words (excluding tables, figures and references).

Papers can deal with theoretical, empirical and methodological approaches, implementation, and case studies. All accepted papers by the registered participants will be published in the **ICIMS 2015** in the journals published in conference publications partners : IOSR, MERC, IJRMBMS and IJARCSMS. The deadline for full conference payment for all presenters is **28th February 2015**.



## Important Dates

Abstract & Full Paper Submission Deadline	: 10th February, 2015
Confirmation of Paper Acceptance	: 12th February, 2015
Registration Deadline	
Early Bird	: 15th February, 2015
Regular	: 28th February, 2015
Conference Date	: 6th & 7th March, 2015

## Registration Fee

Per Participant	On or Before	After
	05th February 2015	06th February 2015
Academicians / Research Scholars	Rs. 3000	Rs. 4000
Corporate participants	Rs. 5000	Rs. 6000
Students / Alumni / Listeners	Rs. 2000	Rs. 3000
Overseas Participants	\$150USD (Rs.9300)	\$ 200 USD (Rs. 12400)
Additional Paper	Additional 50% of the registration fee per Paper	

Student Visitors Rs. 300/- Student Visitors are entitled to join the conference at 3.00 pm. on 6th March and take part in presentation and plenary sessions only.

## Registration fee for the conference includes:

1. Registrations and conference program preparation.
2. Seminar kit
3. Authors are allowed to submit more than one paper with full payment for the first paper and additional 50% fee for each additional paper, subject to the acceptance of the paper by the Board of reviewers.
4. Registered authors and other conference participants will receive the ICIMS-2015 proof of participation
5. Lunch for two days for conference participants.
6. Tea and snacks during session breaks.
7. All other expenses of the conference such as accommodation, travel expenses, pick-up and drop, breakfast and dinner, assistance for accommodation, post conference tour are not covered in the conference fees and will be borne by the authors or paper presenters and other participants.
8. Conference fee is non-refundable.



### Venue :

FORTUNE SELECT GRAND RIDGE HOTEL,  
TIRUPATI, Andhra Pradesh, INDIA



### Visa

An entry VISA is essential for all foreigners visiting India. As part of the VISA application process, the overseas delegates are required to submit a LETTER of INVITATION from the ICIMS 2015 Organizing Committee.

### STEERING COMMITTEE

Chief Patron

**Sri. N. Vijaya Bhaskar Choudary**  
Secretary & Correspondent

Patron

**Sri. N. Krishna Kumar**  
Chairman

Chief Co-ordinator

**Dr. C. Yuvaraj**  
Principal

Conference Chair

**Dr. D. Pradeep Kumar**  
Prof. & Head,  
Dept. of Management Studies

### Conference Co-Chairs

**Dr. Chandrakanta Sahoo**  
Assistant Professor

**Dr. K. Thulasi Krishna**  
Assistant Professor

### Members

Dr. G. Hampamma, Vice Principal

Dr. M.Raja Reddy, Dean, Academics

Dr. B.V.Raman, Dean, R&D

Dr. Ch. Rama Prasad Rao, Dean- Industry Institute Interaction Cell.

Dr. I. Gopinath, Asso. Dean- Industry Institute Interaction Cell.

Dr. Thulasi Ram Naidu, Asso. Dean, R & D and Head, Humanities

Dr. A.R.Reddy, Head, Electronics & Communications Engineering

Dr. K.V.R.B.Prasad, Head, Electrical & Electronics Engineering

Dr. S.Murali Krishna, Head, Computer Science & Engineering

Dr. G Harinath Gowd, Head, Mechanical Engineering

Mr. B. Sudhir, Head, Dept. of Computer Applications

Dr. Kameswar RAO, Head, Chemistry

Dr. S.Gouse Mohiddin, Head I/C, Mathematics

Dr. Victor Vedanayakam, Head I/C, Physics



## Host City

Tirupati is a major pilgrimage and cultural city in the Chittoor district of Andhra Pradesh. It is located at the foothills of the Eastern Ghats, at a distance of 349 kilometres (217 mi) from Vijayawada, 150 kilometres (93 mi) from Chennai, 250 kilometres (160 mi) from Bangalore and 550 kilometres (340 mi) from Hyderabad. It is one of the richest pilgrimage cities of any religious faith in the world.

Tirupati is famous for Venkateswara Swami temple dedicated to Lord Venkateswara, located about 20 kilometres (12 mi) North West of Tirupati in the Tirumala hills at an elevation of 853 metres (2,799 ft). One of the most important pilgrimage centers in the world, the temple draws millions of pilgrims and is the

busiest pilgrimage center in the world. Tirupati has several temples and is a major economical and educational hub in the southern region of the state. (Info. Regarding Renigunta Domestic airport)

**Sri City** If you are looking for a location for your new business venture that offers all that you need, this is it. Located along National Highway 5, about 55 km north of Chennai, Sri City is a world-class Integrated Business City spread over 100 sq km, and developed to offer holistic solutions for business and lifestyle. Situated in the State of Andhra Pradesh on the southern border abutting the State of Tamil Nadu in South India, Sri City's strategic location offers access to the best of both states. Its proximity to the business and commercial centre of South India, Chennai, gives Sri City a competitive edge over other locations.



## ORGANISING COMMITTEE

### Conference Chair

**Dr. D.Pradeep Kumar,**

Prof. & Head, Department of Management Studies

Mail: mbahod@mits.ac.in,

Mobile: +919160020787, +919849768124

### Conference Co Chairs

**Dr. Chandrakanta Sahoo,** Assistant Professor

Mobile: +918187876365

**Dr. K.Thulasi Krishna,** Assistant Professor

Mobile: +919959214048

### Members

Dr. N. GangiSetty, Associate Professor

Dr. R. Varadarajan, Associate Professor

Dr. D. Adinarayana, Assistant Professor

Dr. C.V Krishna, Assistant Professor

Dr. U. Raghavendra Prasad, Assistant Professor

Dr. R. Vara Prasad, Assistant Professor

Dr. P. Nagaraj, Assistant Professor

Sri. K.V.V. Raju, Assistant Professor

Sri. K.Srinivas, Assistant Professor

Sri. N.Seshadri, Assistant Professor

Sri. B.Sreekanth, Assistant Professor

Sri. S. Ismail, Assistant Professor



*Contact Us*

**ICIMS - 2015**

**MITS RESEARCH CENTRE,  
MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE**

MADANAPALLE – 517325, A.P. INDIA

Email : icims2015@mits.ac.in