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Department of Commerce and Business Administration

**Acharya Nagarjuna University
Nagarjuna Nagar – 522 510, Guntur Dist., AP**

UGC National Seminar

on

**“Knowledge Management: Issues
and
Challenges for the 21st Century”**



On March 28-29, 2012

Knowledge Management (KM) has become vital in many organizations because “Intellectual Assets” dominate Physical Assets. Knowledge possessed by firms or people has overwhelmed the economic environment in many developing countries. Countries with Knowledge-based products, so called “Intellectual Assets”, such as Smart Phones, Automobiles, Robots for Automation, Defense Systems, Aeroplanes, Medical Equipment, Industrial Machines, Computers, Software tools, Surgical Methodologies, Legal Practices, Internet Search Techniques, Interactive Teaching Methodologies over distance are few, sweeping the technological power of KM framework among the firms for growth and sustainability. Airlines have reduced the time for delivery and communications systems with computers have processed information within few seconds and multinational firms have penetrated the globe with knowledgeable products as the top management has been keen on implementation of KM for efficiency and success.

Knowledge Management has been driven by People, Technology, and Process. Technology is a dynamic system with information, skills, and tools that are needed to sustain, develop, create, and innovate products and services across the country or globe. Knowledge process consists of few stages in creating products or services with better techniques or methods for higher quality while controlling operational effectiveness. Production, inventory and man power are the areas where “Knowledge Identification” with “Sharing” and “Application of Knowledge” brings

fundamental aspects of “Organization Learning.” Knowledge stored in People varies from “Individual” to “Individual” as well as “Group” to “Group” and “Department to Department.” This raises a serious look into “Organizational Learning” of any firm to sustain in the global competition. This is the area where the concepts of Explicit and Tacit Knowledge from individual to group come into picture for Knowledge based firms to launch products and services successfully just like Apple, Nokia, Sony, Google, IBM, ISRO, Infosys, Tata (Nano), Maruthi, RIM (Blackberry), Facebook, etc.

As human resources of India begin to rise in huge numbers, projected over 500 million by 2020, there has to be proper training and innovative methods to be implemented for greater use of this manpower for India to be one of the top three economies of the world. This needs sound implementation of Knowledge Management. Software and services, Cell phones, Broad band Connectivity, Education, Automobiles, Retail Markets, Air Traffic, Banking, Infrastructure growth are the few sectors where Knowledge Management plays pivotal role for sustainability in global competition. As educational field emerges, especially B-Schools, in a vibrant fashion, MNCs in India are poised to make **Knowledge Management as an integrated approach of creating, sharing and applying knowledge to enhance organizational productivity, profitability, growth and innovation.**

Call for Research Papers:

Knowledge Management has become one of the most “**Revered Research areas**” of Management Studies. This seminar invites papers from Technocrats, Managers from Industry, Academicians, Research Scholars and Students on the following themes for the two-day National Seminar sponsored by UGC on “**Knowledge Management: Issues and Challenges for the 21st Century.**”

- 1. Role of Knowledge Management in Higher Educational Institutions.**
- 2. Framework and Methodologies of Knowledge Management.**
- 3. Managing Tacit Knowledge – Case Studies.**
- 4. Implementation of Knowledge Management with Information Technology**
- 5. Knowledge Management in Learning and Sharing**
- 6. Implementations of Knowledge Management in Organizational Growth.**
- 7. Rise of Knowledge Economies across the globe**

8. Transformation of Knowledge Management into innovative products and services for rural areas

Technical Details and Format for Paper Presentations:

Abstract should reach the **Seminar Director** by 29th Feb. & **Full Paper** by 8th **March**, 2012, Format: A4, 1.5 line Space, 1” margin 4 sides, **Not more than 6 pages**, Font is Times New Roman, Regular Text in 11 pt, Title in 16 pt, Author(s) name in 14 pt, Designation and Organization details in 12 pt at the top of the paper. Please send a hard copy and a soft copy in MS Word format.

Registration Fee:

- Rs. 300/- for Scholars / Students (Submit proof),**
- Rs. 600/- for Academics**
- Rs. 1,000/- for Professionals from Industry**

Payment must be by a DD or Banker’s Cheque drawn in favour of “**Seminar Director – Knowledge Management 2012 ANU**”, payable at Andhra Bank, Code 1508, ANU Campus, Nagarjuna Nagar, Guntur Dist., AP.

About the University:

Acharya Nagarjuna University was established in 1976. It has been thriving and catering the educational needs of Guntur, Krishna and Prakasam districts, especially for the rural students. The University consists of 6 Constituent Colleges namely College of Arts, Commerce and Law; College of Science; College of Pharmacy; College of Physical Education; College of Architecture & Planning and College of Engineering with 39 academic departments. The University has 478 colleges affiliated to it. This University is regarded as a pioneering institution in developing Research Scholars, Post-Graduates and Under-Graduates for well over 35 years.

About the Department:

Department of Commerce and Business Administration was established in 1967 as part of the erstwhile AU PG Centre at Guntur. **MBA** programme is offered since 1978. The Department offers Doctoral (**Ph.D.**) and Master of Philosophy (**M.Phil.**) programmes in Commerce and Management besides **MBA** and **M.Com.** degree courses. There are sister programmes of **MBA** (International Business), **MBA** (Hospital Administration), Master of Human Resource Management, and Master of Tourism and Hospitality Management. The Department has 10 Professors and 4 Assistant Professors with more than a dozen visiting faculty and over 100 research scholars on rolls. The Department has produced some of the outstanding personalities that represent the university globally. The department has been playing its own humble role in carving a niche for Commerce and Business Administration studies throughout India during the last 35 years.