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**ACHARYA NAGARJUNA UNIVERSITY
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ज्ञान-विज्ञान विभूषणे

UGC

Two-Day National Seminar

on

**“VALUE BASE MANAGEMENT:
GLOBAL PERSPECTIVE”**

23rd & 24th March, 2021.

Director

Dr. B. PADMAJA

MBA., MHRM., M.Phil., Ph.D.,

Organized by

**Department of Commerce & Business
Administration**

Venue:

Seminar Hall, 2nd Floor, Main Block

Two - Day National Seminar On

VALUE BASE MANAGEMENT: GLOBAL PERSPECTIVE

Dear Sir/Madam, I am delighted to announce that the Department of Commerce and Business Administration, Acharya Nagarjuna University Ongole Campus, Ongole, is going to organize Two-Day National Seminar on "Value Base Management: Global Perspective" on 23rd & 24th March, 2021. As regards this I beseech you to partake of the seminar and present a paper culled from the themes of the seminar. I shall be pleased to know your assent at your earliest convenience.

About Acharya Nagarjuna University Ongole Campus

Acharya Nagarjuna University is a state university established in 1976 has been constantly striving towards achieving progress and expansion during its existence for over four decades, in terms of introducing new courses in the university colleges, affiliated colleges and professional colleges. ANU Ongole Campus established in 1993 with 4 Post Graduation courses. At present 9 courses are in the campus. Research Programmes like M.Phil., and Ph.d are also available in this campus since 13 years.

Objective of the Seminar

The global business environment is growing ugly and without values. Value based business dealings are scarcely recognized as a formal concept in Latin America and many developing economies. In some countries bribes and kickbacks are fill a way of business and a way of life

Many countries like Japan, China, Italy, nations in the Arab would view gifts, payoffs and bribes as a merely a cost of business. During the recent years we have seen many changes in the social responsibilities of business. With the success of Japanese corporate, the idea of Japanese management was borne, Japanese demonstrated that it is possible to create world class business organizations by combining western technology with Japanese cultural and moral values. India has demonstrated that world class institutions come to built by combining country's knowledge seeking ethos "with the latest development in the field of information technology.

The objective of the seminar is to highlight the evolution of management thought in the global context, focusing on limitations of western thought and explaining how the western thought cannot be translated in Indian organizations.

The aim of the seminar is to conglomerate academicians, research scholars, professionals from all over the country for deliberations, besides exchange of views for professional excellence.

Broad areas:

1. Value Base Management: Strategic thought
2. Value Base Management: Role of Indian Thought
3. Application of values of executives of small and large organizations
4. CRM is the key of value Base Management practices
5. A step forward towards modern management philosophy.
6. Value Base Management: Role of Trade Unions.
7. Value Base Management: The role of PSUs, NGOs and emerging public-private partner ships.

8. Government role on Value Base Management.
9. Value Based Management For Competitive Advantage
10. Corporate Governance And Value Based Management
11. Value Based Management And Human Development

Besides, any other contribution relevant to the main themes are also highly solicited. The seminar covers the invited lectures and discussion in technical sessions.

Call for papers:

Abstracts and full papers are invited for presentation covering the areas mentioned above. The Abstract should not exceed 200 words. The text should be typed in Times New Roman Font Size 12 Points, with single spacing in MS-Word file format. It must carry names, designation and address of the authors. The research paper can be sent to the following e-mail id: commerceseminaranuongole@gmail.com on or before 10th March, 2021

Registration fee

Category	Registration
Students	200*
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* Paper Presentation Only

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