From: Dr. V. Tulasi Das

MBA, Ph.D.
Workshop Director

To:

Prof./Dr./Sri

UGC National Workshop on
Corporate Happiness

08 - 09 February, 2019

Nagpur, India
UGC Sponsored Two Day National Workshop on Corporate Happiness Management
08 - 09 February, 2019

Registration Form

PARTICIPANTS DETAILS
Name: Prof./Dr./Mr./Mrs. - -------------------------------
Designation: - ----------------------------------
Name of the Institution/Organization: - ----------------
Address: - ----------------------------------

Email: - ----------------------------------
Contact Tel. Ph. Number: Off. - ----------------------------------
Mobile: - ----------------------------------

PAPER DETAILS
Paper Title: - ----------------------------------

PAYMENT DETAILS
Bank Draft No. - -------------------------------, Dated -
Amount Rs. - ------------------------------- ( Rupees - ------------------------------- only)
Drawn on Bank: - ----------------------------------
Whether Accommodation Required: Yes/No
If Yes, No. of Persons Accompanying ( )
a) Arrival Date: - -------------------------------
b) Departure Date: - -------------------------------

Signature of the participant/s

Date: - -------------------------------
I am very happy to inform you that our Department of Human Resource Management, Acharya Nagarjuna University is organizing a Two Day - National Workshop on “Corporate Happiness Management”, during 08-09 February, 2019. In this context I request your valuable participation with a research contribution.

About the University

Acharya Nagarjuna University has completed three decades of its existence. It was inaugurated on 11th September, 1976 by the former President of India, Sri Fakruddin Ali Ahmed. Its jurisdiction was confined to Guntur and Prakasam Districts of A.P. and having 341 affiliated Colleges offering Undergraduate, Engineering, Education, Law, Pharmacy and Oriental Language courses. Now it has 55 P.G. Teaching cum Research courses in the Campus, while P.G. Campus at Ongole with 9 Courses and 71 affiliated Colleges offering P.G. courses. For the administrative convenience and student friendly, University Campus is divided into SIX Colleges, College of Arts, Commerce & Law, College of Sciences, College of Engineering, College of Architecture, College of Pharmacy and College of Physical Education. Our Department of Human Resource Management functioning under the faculty of Commerce and Management in the roof of College of Arts, Commerce & Law.

About the Department of Human Resource Management

Department of Human Resource Management was established in the year 1994 with an endowment donated by Bommidala International Trading Company, Guntur. Master of Human Resource Management (MHRM) is a 100% job oriented course designed to bridge the gap between potential growth factors and actual employment. The Department maintains excellent liaison with industrial organizations and all concerned Government offices, by providing onsite training to the students. MHRM students interact regularly with corporate managers through extension lectures, workshops, seminars organized by the Department.

About the Workshop

The business imperatives have undergone remarkable changes in the new millennium. The advent of liberalized economic environment and the opening up of the economy in India have brought about radical changes in all spheres of the corporate world. The deregulated economy has widened the scope for competition among the rivals. The logical growth of this process begets an obvious outcome that allows only “survival of the fittest”. The business and corporate entities in the world of globalization are thus quick fixed in the realms of standards and benchmarking. These change fueled by information technology, ICT, business technology, internet and generic recognition of human capital as the drivers of new economy. Change is today’s constant reality that comes with new challenges. The role of HR in today’s volatile business environment has become crucial. The unprecedented economic upheavals on a global scale have made it even clearer that all managers should be able to deal effectively with HR issues. Steadily, HR has evolved with changing global scenarios and expectations. HR is expected to lead in creating the vision for the organization, and in realizing it by understanding the context of the organization, creating opportunities and meeting challenges and tackling performance issues. Happy people are productive people. Organizational Happiness is the most important organizational metric. As per Martin Seligman, active in the scientific community as a promoter of the field of “positive psychology”, measure organizational happiness based on the PERMA model. Each of the five parts of the PERMA model is core elements of psychological well-being and happiness. The five elements of PERMA are Positive Emotions, Engagement, Relationships, Motivation and Accomplishment. In this context, the two day national workshop will be organized with an objective of exploring strategic interventions of Corporate Happiness Management. The outcome will be drawn on the above topic with interactions and discussions of various experts from industry and academia.

Objectives of the workshop:
1. To understand the holistic concept of Corporate Happiness Management
2. To know the factors influencing Corporate Happiness Management
3. To explore the interventions to Corporate Happiness Management and methodology in implementation.

Learning Outcomes:
After attending the workshop, the participants will be able to
a. Know the Corporate Happiness Management
b. Identify the factors influencing Corporate Happiness Management
c. Understand and create the strategic interventions for Corporate Happiness Management

Workshop Methodology:
It would be based on lectures, group discussions, plenary sessions, interactions, sharing experiences of industry and academia.

Sub - Themes:
- Managing Organizational Change for Corporate Happiness Management
- Business Communication and Corporate Happiness Management
- Human Resource Development (Employee Engagement, Quality of Work Life, Work Life Balance, Stress Management, Emotional Intelligence, etc.) for Corporate Happiness Management
- Compensation Management for Corporate Happiness Management
- Employee Welfare and Administration for Corporate Happiness Management
- Corporate Workplace Relations/Industrial Relations for Corporate Happiness Management
- Talent Management/Competencies Management for Corporate Happiness Management
- Issues and Challenges of Corporate Happiness Management for Corporate Happiness Management
- Corporate Social Responsibility for Corporate Happiness Management

Registration Fee:
There is provision of publish all research contribution in workshop volume/souvenir. The registration fee should be pay in the form of demand draft drawn on Andhra Bank, ANU Branch, Nagarjuna Nagar in favour of Dr. V. Tulasi Das, Director, UGC National Workshop, Dept. of Human Resource Management.

<table>
<thead>
<tr>
<th>Category</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Academicians &amp; Scholars</td>
<td>Rs. 400/-</td>
</tr>
<tr>
<td>Students</td>
<td>Rs. 200/-</td>
</tr>
<tr>
<td>Industry Representatives</td>
<td>Rs. 1000/-</td>
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</tbody>
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Note: Registration fee includes workshop kit, two day lunch and Certificate.

How to reach ANU:
Acharya Nagarjuna University is located beside Chennai-Howrah National Highway (NH 5) at a distance of 12 km from Guntur and 19 km from Vijayawada, A.P. Both the cities are well connected by rail and road. Buses ply round the clock in between these two cities. Nearest Air Port is at Gannavaram, Vijayawada.

Accommodation:
The delegates will be provided accommodation on payment at ANU Campus on first come first served basis. As limited accommodation is available, the delegates should send a request in advance through e-mail should reach Director latest by Feb 04, 2019.