

International Conference  
On  
Challenges and Emerging Trends in Management AND Technology

**ICCEMT-2015 Report:**

The School of Management Sciences of Nalla Narasimha Reddy Education Society's Group of Education Society, an Integrated Campus, Chowdariguda (V), Ghatkesar (M), Ranga Reddy District, Hyderabad, Telangana, India has organized an International Conference on "Challenges and Emerging Trends in Management and Technology" (ICCEMT) on Saturday, the December, 12, 2015 in the premises of the Integrated Campus, in collaboration with two referred journals, viz., "International Journal of Business Quantitative Economics and Applied Research Management" (IJBEMR), & "International Journal of Core Engineering and Management" (UCEM), with a basic objective to bring together academicians and experts from different parts of the country and abroad to exchange and share knowledge and ideas in the crucial areas of Management and Technology.

**About the NNRG:**

Nalla Narasimha Reddy Education Society's Group of Institutions (NNRESGI), popularly known as NNRG, is an integrated campus having three schools viz. School of Management Sciences (SMS), School of Engineering (SOE) and School of Pharmacy (SOP). This Society is established and registered with a primary objective of educating young men and women to prepare them for fast changing national and international requirements to fund the needy and promote research in the areas of Science and Technology. The Integrated campus consists of MBA, M.Tech, M.Pharm, B.Tech and B.Pharm Courses. Having more than 2000 students in various disciplines on the campus, the institution encourages multi-disciplinary research by providing the state of art infrastructure, library and lab facilities along with the committed and dedicated faculty.

**About the Journals:**

(1) IJBEMR ISSN: 2349-5677: The International Journal of Business Quantitative Economics and Applied Management Research (IJBEMR) is an online indexed peer reviewed journal. All accepted Management papers will be published in a special issue of the journal.  
(For more details [www.ijbemr.com](http://www.ijbemr.com))

(2) UCEM-ISSN: 2348-9510: International Journal of Core Engineering and Management (UCEM) is scholarly, online international journal which aims at publishing peer reviewed original research oriented papers in the fields of Engineering and Management. All Technology and Engineering papers will be published in a special issue of the journal.  
(For more details [www.ijcem.in](http://www.ijcem.in))

Both the journals are referred journals with high impact factors having more than 50 indexing like Google Search, J-Gate, Open J-Gate, Ulrich Web Periodical etc. The Special issues of the journals will be released on the day of conference with their respective ISSN Online.

The Advisory Board consists of the following dignitaries:

1. Dr. Manzoor Hussain, JNTUH, Hyderabad, India
2. Dr. N.R.K.Reddy, Synergy Business School, Hyderabad, India

3. Dr. B.Ratan Reddy, Ratan Global Business School, Hyderabad, India
4. Dr. Javier Diaz Bay, Ibero-American Faculty of Education, Madrid, Spain
5. Dr. Mihai Antonescu, Spiru Haret University and DGRFP, Craiova, Romania
6. Dr. Jatin Trivedi, International School of Business & Media, Pune, India
7. Dr. Samuel Applah, St. Thomas University, Miami, Florida, USA
8. Dr. Mile Vasic, Slobomor P. University, Bijeljina, RS, Bosnia and Herzegovina
9. Dr. Dimitrios Asteriou, Hellenic Open University, Patras, Greece
10. Dr. Ramona Blrau, Constantin Brancusi University of Targu Jiu, Romania
11. Dr. Syed Mohd Rizwan, Caledonian College of Engineering, Sultanate of Oman
12. Prof. Kaustav Bhowmick, National Institute of Technology, Sikkim, India
13. Dr. Bjoy Kumar Panigrahy, Indus International University, UNA
14. Dr. Poonam Singh, National Institute of Technology, Rourkela, India
15. Dr. Saket Jain, Entrepreneur, Dental Technology, India

**The following is the Organizing Committee for the International Conference:**

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|---|----------------------|
| 1. Sri Nalla Narasimha Reddy, Secretary, NNRG     | Chief Patron         |
| 2. Dr. C.V.Krishna Reddy, Director, NNRG          | Patron               |
| 3. Dr. B.Gopal Reddy, Director, Academics, NNRG   | Patron               |
| 4. Dr. M.Vijetha, Dean, SoMS, NNRG                | Convener             |
| 5. Dr. G.Janardhana Raju, Dean, SoE, NNRG         | Co-convener          |
| 6. Dr. C.Krishna Mohan, Dean, SoP, NNRG           | Co-convener          |
| 7. Ms. B.Pramoda Holly star, Associate Professor, | Co-ordinator         |
| 8. Mr. Suresh Kumar Naik, Associate Professor     | Co-ordinator         |
| 9. Mr. M.Narsing Rao, Associate Professor         | Co-ordinator         |
| 10. Ms. T.Aravinda, Asst. Professor               | Co-ordinator         |
| 11. Mr. P.Raja Sekhar Reddy, Asst. Professor      | Co-ordinator         |
| 12. Mr. K.Srikanth, Asst. Professor               | Co-ordinator         |
| 13. Mr. A.Sudheer, Asst. Professor                | Co-ordinator         |
| 14. Mr. L.Srikanth, Asst. Professor               | Co-ordinator         |
| 15. Mr. V.Kiran Kumar, Asst. Professor            | Website Co-ordinator |

Research papers have been invited from the industry practitioners, Faculty, Entrepreneurs, Technology Experts, Bureaucrats, Research Scholars and Students in Management and Technological areas.

Contributions have also been invited in all areas of Management, Engineering and Technology, including but not limited to:

- Emerging Challenges and Trends in Management in the fields of General Management, Organizational Behaviour, Strategic Management, Financial Management, Marketing Management, Human Resource Management, Operations Management, E-Commerce, Entrepreneurship, Knowledge Management, Business Communication, Pharmaceutical Management and any other allied subject.
- Emerging Challenges and Trends in Engineering and Technology in the fields of Electronics, Communication, Electrical, Mechanical, Computer Science, Civil, Pharmaceutical Technology, and any other allied subject.

Directors of Medarex Inc., and Global Affairs Board of the National Academy of Sciences and the Policy Board of the Office of Health Economics in London. She has been an Associate Editor of the American Economic Review, the Journal of Health Economics and the International Journal of Health Care Finance and Economics. She has published widely in scholarly Journal on broad range of subjects related to Health Care, Pharmaceuticals, Bio-technology, Insurance and the Economics of Law. She served as Section Editor in "The Bio-Pharmaceutical and Medical Technology Industries" in Elsevier's Encyclopedia of Health Economics (2014) and co-edited the Hand book on the Economics of the Bio-pharmaceutical Industry (2012) for Oxford University Press.

2. Dr. Seoyoung Kim, Asst. Professor, Leavey School of Business, Santa Clara University, Silicon Valley, California, USA.

Dr. Seoyoung Kim is an Assistant Professor of Finance at Santa Clara University, where she joined the Leavey School of Business in Fall 2012. Her research interests include executive compensation, turnover, and performance evaluation as well as broad composition/structure and the unintended by products of regulatory changes thereof. Her more recent work involves structured financial instruments, fixed-income pricing, and the optimal restructuring of distressed debt, and she has provided consulting expertise and litigation support with regard to the structuring, Management and Liquidation of various special purpose vehicles issuing collateralized debt obligations and asset backed securities. Her scholarship has been published in leading academic journals and she has been an invited speaker at Financial Institutions, Government functions and Universities both domestic and abroad. Prior to joining Santa Clara University, she held a faculty appointment at Purdue University. She holds a B.A in Mathematics from Rice University and Ph.D in Finance from Emory University.

International Conference commenced at 10-30 AM with National Song. About 200 delegates from various parts of the Country and abroad attended the Conference.

Dr. M.Vijetha, Dean, School of Management Sciences of NNRG has welcomed the Chief Guest, Distinguished guests, Dignitaries, Delegates, Participants, Deans, HoDs of School of Management, Engineering and Pharmacy to the conference and informed that there was a tremendous response from various States in the country and abroad. About 160 Papers were presented by various delegates have been registered for the Conference.

Dr. C.V.Krishna Reddy, Director, NNRG in his address has appreciated the efforts taken by the Dean, School of Management Sciences and her team of members of the Faculty to organize the International Conference.

Dr. Patricia M.Danzon, Chief Guest and Key Note Speaker has launched and released the two journals i.e., IJBEMR, and IJCEM with whom collaboration, the NNRG has organized the International Conference on the Challenges & Emerging trends in Management and Technology.

Dr. Seoyoung Kim, Key Note speaker in his address to the delegates has emphasized the need and significance of Technology in human life.

Dr. Patricia M.Danzon, In her address to the delegates and participants has explained the concepts of International Health Care and Management Technologies and the importance of the Insurance to every individual with special reference to the US. She desired that Insurance has to be selected according to the status position of the health of every individual.

Specific guidelines for submission of Papers have been given for the guidance of the authors and communicated through the College website.

The following schedule of time line for submission of papers and registrations, also mentioned:

Last date for submission of Abstract	November 15, 2015
Last date for submission of Full Length paper	November 20, 2015
Last date for payment of Registration Fee and Publication Fee	November 25, 2015
Last date for Registration of Participation without Paper	December 05, 2015
<b>Registration Fee &amp; Publication Fee</b>	

Type of Participation	Type of Delegate	Indian Author/ Foreign Author
Registration Fee per each author for Presenting Paper in Conference	Industry/ Faculty	INR 1500/ USD \$50
	Research Scholar/ Student	INR 1000/ USD \$40
Online Journal Publication Fee per paper and Hard Copy of Journal	Industry/ Faculty / Research Scholar/ Student	INR 1000/ USD \$40
Participation Fee Without Paper	Industry/ Faculty/ Research Scholar/ Student	INR 500/ USD \$20

**KEY NOTE ADDRESS GIVEN BY THE FOLLOWING DIGNITARIES:**

1. Dr. Patricia M. Danzon, Professor of Health Care Management, from Wharton Business School, Wharton University of Pennsylvania, USA

Dr. Patricia Danzon is a Professor at the Wharton Business School, University of Pennsylvania, who received B.A. from Oxford University, England and a Ph.D holder in Economics from the University of Chicago. She held Faculty positions at Duke University and the University of Chicago. She was an international recognized expert in the fields of Economics of Health Care, the Biopharmaceutical Industry and Insurance. She was also a member of the Institute of Medicine and the National Academy of Social Insurance and Research Associate at the National Bureau of Economic Research. She served as a Consultant to many Governmental Agencies, NGOs and Private Corporations in the US and internationally. She served on the Board of

Sri N.Narasimha Reddy, Secretary of NNRG, in his address welcomed all the dignitaries, delegates and participants to the International Conference and appreciated the efforts taken by the Dean, School of Management Sciences and her team for their tremendous work and pains taken to organize the International Conference with true letter and spirit and dedication. He also stated that the present Conference will become a good platform for the participants for presentation of papers in future and to improve the managerial techniques in their professional career and life.

Dr. M.Vijetha, Dean School of Management Sciences has announced that the Paper Presentations of the delegates will be taken place in the III Floor of the Institution and requested all the Dignitaries, Delegates and participants to move to Sessions Room in the III Floor for the commencement of the proceedings of the Conference.

The Inaugural Session of the International Conference has been concluded by the Vote of Thanks by Dr. M.Vijetha, Dean, School of Management Sciences, NNRG.

All the delegates and participants have been scheduled to present their papers in separate halls with the active supervision of the Heads of the Departments concerned. The proceedings commenced and continued up-to 5-00 PM on 12-12-2015 with the lunch break from 1-00 PM to 2-00 PM. Paper Presentations have been made by the registered and attended participants through PPTs.

Total No. of Abstracts/Papers Received	: 222
No. of Papers Published/Presented	: 160
No. of Authors	: 150
No. of Doctorates	: 51
Countries Participated	: India, Mexico, UK, Africa (Zambia)
States Participated	: Telangana, Andhra Pradesh, Tamil Nadu, Karnataka, Maharashtra, Odisha, Madhya Pradesh, Chattisgarh etc
Universities Participated	: Osmania University, JNTUH, Acharya N. G. Ranga Agricultural University, Kakatiya University, JNTUK, JNTUA, Nagarjuna University, Sambalpur University, Andhra University, GITAM, Vignan University, Sri Krishnadevaraya University, Bangalore University, Satavahana University, K L University, University of Madras etc

Journals Released: All accepted Engineering( Technology) Papers were published in Special Issue of IJCEM and All Management Papers in Special Issues of IJBEMR Volume I & Volume II.

#### Distinguished Chairs of the Panels:

The sessions divided into Six Panels which were chaired by the following eminent academicians:

1. Dr. A.V.S.S.K.S.Gupta, Professor and Controller of Examinations, JNTUH, Hyderabad.
2. Dr. B.Ratan Reddy, Director, RGSB
3. Dr. N.R.K.Reddy, Director, Synergy School.
4. Prof. M.L.Sai Kumar, former Dean, IPE
5. Dr. S.S.Prasad Rao, Director, HBS, GITAM
6. Dr.CV Krishna Reddy, Director, NNRG

All presentations were made in highly professional and competitive environment.  
List of papers under Panel-I to VI are enclosed in a separate sheet.

### Valedictory Ceremony:

In the evening at 5-00 PM, valedictory function has been conducted with all the Panel experts, Secretary of the Society, Director, Deans, HoDs and all the delegates and participants. Dr. C.V.Krishna Reddy, Director has thanked all the delegates and participants for successful conduct of the International Conference with their co-operation and commitment. Dr. M.Vijetha, Dean, School of Management Sciences and Convener of the Conference has expressed her sentiments and feelings on the successful organization of the International Conference with immense help of her team of Members of Faculty of School of Management Sciences, other Heads of Departments who have rendered a sincere helping hand to her to meet the various requirements for the conduct of the International Conference, especially, the HoD of Civil Engineering Department who co-ordinated with the Team for successful organization.

She has given her commendations to every one for their contributions and performance in the International conference including Ms. Kiranmayi, Ms. Gayatri and Ms. Archana who has rendered an excellent anchoring.

Sri N.Narasimha Reddy, Secretary of the Society, in his concluding remarks has appreciated the Dean, School of Management Sciences and the Convener of the Conference and her team members for their tremendous work and contribution towards the successful organization of the International Conference first time in the history of NNRG. Lastly, he has congratulated all the delegates and participants for their contributions in the International Conference.

The International Conference was concluded at 6-15 PM on 12-12-2015.



DEAN

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