



National Level E-Conference on “Recent Trends and Innovation in Business” (RTIB)

28th-29th January, 2021

Organized by
Department of Management Studies
K.G.R.L.COLLEGE (AUTONOMOUS):: BHIMAVARAM
DEGREE & PG COURSES
(Under the Management of The Bhimavaram Education Society, Regd.No.91/75)
Re-Accredited by NAAC with B+ Grade

(Affiliated to Adikavi Nannaya University, Rajamahendravaram & Approved by AICTE, New Delhi)

About Conference: The idea of the conference is for the faculty, scholars and students from the Universities/Colleges and the persons from industry to present ongoing research activities.

Invitation: This conference is organized by Dept. of Management Studies, K.G.R.L.College of PG Courses, Bhimavaram. This virtual conference serves as a multi-disciplinary forum for the exchange of information on research, development, and applications of all topics related to Business and its allied sectors. We invite you to attend this and submit research papers/ articles. Selected full papers will be published as hard copy of the book with ISBN number. **The scope of the conference includes, but is not limited to, the following topics.**

Themes

Maximum TWO authors are allowed to each Paper/Article.

<p>Entrepreneurship</p> <ul style="list-style-type: none"> • Innovation and creativity in information age • Entrepreneurship in emerging markets • Entrepreneurship: Problems, Opportunities and Challenges post Covid 19 • Marketing in times of corporate crises (covid 19) • Agpreneurship 	<p>Finance Management</p> <ul style="list-style-type: none"> • Sustainability: The Importance Of Sustainable Finance • Digital finance and NPA Management • Risk Management and Maintaining Liquidity • Financial Management practices of Commercial Banks • Green Banking
<p>Human Resource Management</p> <ul style="list-style-type: none"> • HR 360 • Building Resilience: your own and your work place • HR and Robotics • Recent trends in case law • Green HRM Marketing Management 	<p>Supply Chain Management</p> <ul style="list-style-type: none"> • Customer relationship management • E-Commerce & Digital Marketing • Bottom of Pyramid: Opportunities & Challenges • Green Marketing <p>All topics/themes related to Management</p>

Important Dates:

Last date to submit papers : **20-01-2021**

Last date to finish payment and registration for selected papers : **23-01-2021**

Registration Fee details:

Participation (without presenting paper) : 100-00 INR

Paper Presentation + one Hardcopy of the book (with ISBN) : 900-00 INR

Registration Link: <https://forms.gle/6nKwnNbek6ibjYWP6>

Submit your papers to: kgrlrtib@gmail.com

Contact for more details:

Dr.Ch.Vinoda Rao

Director-MBA Programme

9491375317, 8919676071,9885912763