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Guidelines for Submission of Papers:

1. Authors should submit their Original, Unpublished Research Papers, which are not published with any other Journal, Seminar or Conference.
2. Length of the Paper should not exceed 10 Pages including Abstract (Abstract not exceeding 100 words) with key words.
3. Author and One Co-Author can be included in the Paper.
4. Only Soft Copy of the paper should be sent to the mentioned Mail ID.
5. The Abstract and Full Paper should have the Author(s) Name along with E-Mail ID, Mobile Number and official address
6. Oral presentation must be done either by author or co-author through virtual mode or in person
7. The Structure of the Paper should be as per the research article format. The papers are to be typed in MS-Word, Times New Roman, Font size - 12 and 1.5 Line Spacing.
8. The Paper should be free from Plagiarism.

Publication of Papers:

1. Qualified papers identified by the Expert Committee will be published in UGC Care listed Journal with ISSN Number (FEE IS APPLICABLE AS PER RESPECTIVE PUBLISHER NORMS).
2. Certificates will be issued.



P.G & RESEARCH DEPARTMENT OF MANAGEMENT STUDIES

BISHOP HEBER COLLEGE (AUTONOMOUS)

(NATIONALLY REACCREDITED WITH A GRADE BY NAAC WITH A CGPA OF 3.58 OUT OF 4)

RECOGNIZED BY UGC AS "COLLEGE OF EXCELLENCE"

AFFILIATED TO BHARATHIDASAN UNIVERSITY

TIRUCHIRAPALLI - 620 017.

HIMCON - 2021

Two Day

4th International Conference

on

BUSINESS & MANAGEMENT

: CHALLENGE THE

CHANGE

Date: 19th & 20th March 2021

Venue: Zoom

E-mail ID: himcon2021@gmail.com

Website : www.bhc.edu.in

Tel: +91 431 2770136, 2770158, 2770059

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About Us

The College with the spirit of a goodwill ambassador, has cut across boundaries to propagate its educational mission. In keeping with the present educational trend, the college has signed a number of MoU's with various universities, Colleges, institutions and other agencies of international repute. This fruitful endeavour helps in auguring an interface between institutions in order to promote exchange of information thereby facilitating and upgrading the quality of education offered by the College.

About the Department

The department of management studies was incorporated in the year 1988. The department flourishes as a unique entity offering quality management education for more than 25 years. The department has its unique slogan that says "towards excellence" and always aims at value addition to its students. Today the department has bloomed into a full fledged research department offering BBA, MBA, MPHIL and PhD programmes.

About Conference

Research culture has been a part of Heber community, As king Solomon says in the Bible, "To everything there is a season and a time for every purpose under the heaven", this is a time for discussing about challenges and issues which is affecting stock of things, intellectually, environmentally, quantitatively, qualitatively, individually and collectively the business and management world.

Objectives :

1. To understand the changes taking place across the diverse sectors of the economy
2. To examine the impact of the changes in terms of technology, man power, competition, product life cycle, financial resources etc.
3. To review the emerging trends in all vital sectors like manufacturing, retail sales, banking, insurance, telecom, financial markets, education & health care.
4. To discuss the strategies and approaches of the business enterprises to hit the challenges and explore the opportunities provided by the new environment.

SUB THEMES

Challenges and Issues:

❖ Business Management	❖ Insurance
❖ Finance	❖ Sustainable development
❖ Marketing Production	❖ Stock market
❖ Entrepreneurial Development	❖ Economy
❖ Human Resource	❖ Operation management
❖ Innovation	❖ Management Information System
❖ Banking	❖ Advancement in Health Care Sector
❖ Digital Marketing	❖ Supply Chain Management
❖ Data Analytics	

Paper Submission Guidelines APA style is recommended.

Important Dates

Registration starts on	: 25/02/2021
Abstract	: 05/03/2021 (Minimum 300 words)
Full Paper	: 11/03/2021 (Full Paper not more than 7 Pages)

Fee Details:

Students	- Rs.200/-
Scholars /Academicians	- Rs.250/-
In -Absentia	- Rs.300/-

Spot Registration is available

For Further Details Contact:

EVENT CO-ORDINATORS :

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