



## Conference Objective:

The seminar will focus on key areas:

- brings together a distinguished panel of speakers from renowned Business Schools/ Universities/ Institutes, management thinkers, businessmen and researchers across the India to share their views on how critical issues should be resolved that foster every sector sustain for a long period of time competitively.
- Identify potential areas of research and consultancy.

## Who should attend Conference:

Students, research scholars and faculty members from various academic institutes, research organizations/ consultancy firms and delegates from the industries of nearby region. It is also equally important for the students of professional colleges who are seeking career in management.

## Thrust Area:

Original papers are invited for the conference in different domains of management and computer application. The sub themes may encompass:

- Intellectual Property Rights
- Micro & Macro Economics
- Branding and Brand Positioning
- Strategic Management
- International Marketing
- Corporate Social Responsibility
- E-Commerce and Entrepreneurship
- Adhoc Networking and Multicasting
- Retail Management
- Supply Chain Management
- GST and its effect on Indian economy
- Green Marketing Technology & Sustainability
- Technology Transfer
- Crypto currency
- MIS and Big Data
- Security in Mobile data-base System

- Venture Capital & Private Edgily
- Smart City Implementation strategies and mitigation

## Call for Papers:

Full length papers are invited from participants to be include in the conference for oral/ poster presentation. The abstract should not exceed 250 words. Full text of the paper is to be submitted in MS Word using Time New Roman, font size 12 and titles/ headings with font size 14 and margin of 1.5 inch all sides. Short listed papers will be published in the proceedings having ISSN Number.

## Important Dates (17<sup>th</sup> - 18<sup>th</sup> March 2018)

Last date for submission of abstract **26/02/2018**

Last date for submission of full paper **05/03/2018**

## Best Paper /poster award:

Best paper award will be given to the selected paper by the panel of jury members.

## Registration:

Academicians, Professional, Corporate, Research Scholar and Students: Rs: 300/- (Includes seminar kit, refreshments, certificate etc.)

**Note:** For out station participants accommodation will be provided free of cost on hostel/ guest house of the institute prior notice.

## Payments:

Dully filled registration form may be sent to **mpctconf18@gmail.com** along with appropriate Bank Draft/ Cheque drawn in favour of

**Principal, Maharana Pratap College of Technology  
Gwalior (M.P.)**

and for NEFT/ Online Transfer

## Punjab National Bank

Naya Bazar, Lashkar, Gwalior (M.P.)

A/C No.-0290002100051105

IFS Code- PUNB0029000.

## REGISTRATION FORM

### PAPER TITLE (IN BLOCK LETTERS)

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### NAME OF PARTICIPANT (IN BLOCK LETTERS)

Prof./Dr./Mr./Mrs./Ms.....  
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Category : Industry/ Academician/ Research  
Scholar's/ Students (Please Tick)

Designation: .....

Department: .....

Institute/ Company Name: .....

Address:.....  
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Contact No:.....

E-mail ID:.....

Accommodation Required : YES/ NO

Fee Detail: Cash/DD/Online Transfer:

**Note: Please mention your name, Address, and  
contact No. on back side of DD**