

Adikavi Nannaya University

Adikavi Nannaya University (AKNU) was established in March 2006 by an act of the Andhra Pradesh Legislature (Act 28) in March 2006 at Rajahmundry, E.G. Dt. A.P. The motto of the University is Spardhaya Vardhate Vidya, highlights the role of competitive spirit in knowledge creation- from competition in the din of the world to a constant striving within the self. AKNU has been striving to make India a knowledge society/economy. It offers students a remarkable range of academic courses that are paired with an extraordinary breadth of extracurricular activities and opportunities for research, independent study and public service. It is striving to be an active contributor to the ever expanding field of knowledge under the able guidance and vision of the Vice Chancellor (I/C).

Department of Management Studies

AKNU, *inter alia*, promoted Department of Management Studies (DOMS) as one of the Departments of the University with a commitment to carve the Department as one of the premier business schools in Andhra Pradesh and impart management wisdom to the prospective efficient and energetic managers. The Department of Management Studies has been toiling to emerge as centre of excellence in management education. The mission of the Department is to contribute to the evolution and enrichment of management education, applicable in various walks of life through research, consultancy, teaching and constant industrial collaboration and interaction. It has succeeded in maintaining consistency in producing prospective managers in sync with industry requirements.

About Rajahmundry:

The biggest attraction in Rajahmundry is the river Godavari with Asia's largest rail-cum-road bridge. Sir Arthur Cotton built an anicut (dam) in Dowleswaram. Rajahmundry is also a place for great poets. The first poet of Telugu, 'Adikavi' Nannaya of the 11th century, hails from this city. SriChilakamartiLakshmiNarasimhaPantulu, Vaddadi Subbaraya kavi, 'Kavisarvabhoma' Sripada Krishnamurthi Sastry, SriMadhunapantula SatyanarayanaSastry, Mallampalli Sarabheswara Sarma,Bulusu Venkata Rama Murthy, Kottapalli Satya Srimannarayana, Dr.Ravula Suryanarayana Murty are other poets of the 20th century are products of this city. Sri Kandukuri Veeresalingam, a renowned social reformer also belongs to this place. Rajahmundry is one of the main Hindu pilgrimages surrounded with ancient temples such as the Markandeya ,Kotilingeswara, Annavaram and Badrachalam Devasthanams Other popular spots are the Papi Hills which has spectacular waterfalls, Pattiseema, known for film shootings, and the Rallabandi Subba Rao museum which has an interesting collection of coins, sculpture, and pottery and Palm-leaf manuscripts. It is also known as the Cultural Capital of Andhra Pradesh State.

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TWO DAY

NATIONAL CONFERENCE

ON

Work Life Management in the Era of
Globalization

1st -2nd December, 2016



**Organized
By**

**Department of Management Studies
Adikavi Nannaya University
Rajahmahendravram-533296**

Visit us at www.nannayauniversityinfo.com

About the Conference

Human resource is the most potential and versatile resource. Its effective utilization is a sine qua non of the rate of growth of any economy regardless of the structure and system of economy and the governance. No society and no nation can be proud of its human resource unless there is a systematic and sustainable development of capabilities of its people and convert the human resource into human capital.

Human resource management is the process of managing the people of an organization with a human approach. Human resource approach to manpower enables the manager to view his people as an important, if not the most important resources. It is benevolent approach to develop and effectively utilize the manpower not only for the benefit of the organization but for the growth, development and self satisfaction of the concerned people.

Work-life balance is essential to combat stress, ensuring both individual and company success. The stress associated with unbalanced lifestyles is costly; it damages productivity and increases individual health risks. Employees who have the tools to balance their professional and personal lives are happier, healthier, and more productive. In addition to improving performance, many younger employees place a high value on work-life balance. Companies that include work-life balance as part of their culture will be able to better attract qualified candidates.

Work-life balance is an effective tool to increase morale and improve company culture. Employees seek out companies that support healthy work-life balance. The only factor more important than balance to job seekers is compensation. According to several surveys, work-life balance improves happiness and overall job satisfaction. Additionally, employees are more invested in companies that support their work-life balance. Work-life balance typically translates to employees who work harder and are more productive.

Many behavioral scientists found out from their research studies that money alone is not a motivating factor. An employee needs good working climate, remuneration, better interpersonal relationship, personal growth and autonomy, understanding and appreciation from his colleagues and superiors. Many researchers have been conducted impressive research studies glorifying the virtues of different aspects in human resource management, but, quite surprisingly not on the area of work-life balance. In this scenario this Seminar is being organized

Themes of the Seminar

1. Management of Stress
2. Issues and Challenges in Work Life Balance
3. Challenges for Women Employees
4. Role of Corporate, Govt and other Institutions for quality of Work Life
5. Impact of Work Life on Family and Job Performance and Economy
6. Strategies for Balanced Work Life
7. Role of Technology for effective Work Life Balance
8. Role of Performance, Knowledge and Talent Management in the era of Globalization

The above themes are not necessarily exhaustive but only indicative, any other pertinent topic will also be considered for presentation.

Guidelines for submission:

The abstract of the paper should be about 150-200 words, typed in Times New Roman with font size 12, clearly mentioning Name of Author(s), Title of Paper, Affiliated organization, Contact Number and email-id of Author(s). Full paper may have 10 pages of length. Papers must be typed clearly in the above format on A4 size paper with 1.5 line spacing with 1" margins on all sides.

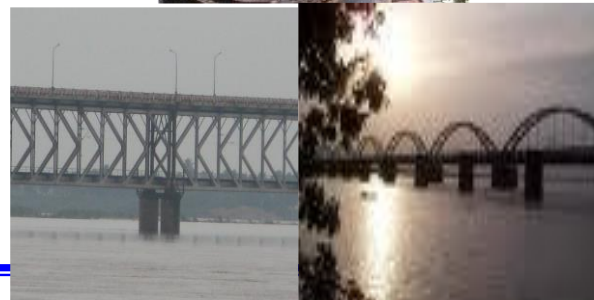
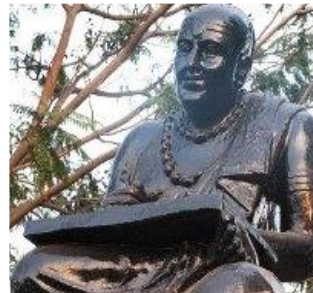
Registration fee	(Rs.)
Industry and Policy makers and Practitioners	1500
Academicians	800
Research Scholars	400

Accompanying person fee is **Rs. 300**

Fee is inclusive of admission into conference for all sessions, conference kit, lunch and tea. Delegates are required to make their own travel and lodging arrangements to & from Rajahmundry.

Important dates:

Last Date for submission of abstract: 5th November 2016
Communication of acceptance : 20th November 2016
Last Date for submission of Full Papers : 30th November 2016



Registration Form

NATIONAL CONFERENCE

ON

Work Life Management in the Era of Globalization

1st -2nd December, 2016

Name (in Capital Letters): -----

Designation : -----

Institute/Organization : -----

Address : -----

Phone: -----

E-mail: -----

Details of Demand Draft: (To be drawn in favor of Head, DOMS, Payable at Rajahmundry-533296, E.G. Dt. A.P.

Amount: ----- DD No: -----

Date:-----Drawn on: -----

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(Please send your Registration form along with demand draft on or before 20th December 2016)

Date:

Signature:

For further details, please contact

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