

Adikavi Nannaya University

Adikavi Nannaya University (ANUR) 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 Sarvatra Vidhyaya Vardhthe Praja, highlights the role of universal education. ANUR 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 breath 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.

Department of Economics

The Department of Economics has been commenced initially as 5year I integrated MS Economics in 2010. Later on in 2013 the MS Economics programme has been transformed into two year MA economics course. Currently the department has 5 faculty members all are with Ph.D. degrees in different specialization to cater to educational needs of the students. The faculty members are highly competent, experienced who are having specialization in the areas including Agricultural Economics, Industrial Economics, Financial Economics, Health Economics and Women Empowerment besides theoretical and Empirical research in these fields .The department has striving to conduct Socio economic surveys in the local area. Presently department is headed (I/c) by Prof.S.Teki, Principal, College of Arts and Commerce. The vision of department of economics is to become one of the leading Economics educations imparting institution in the State of Andhra Pradesh. The Department has been toiling to equip the students with emerging economic wisdom, which in turn make the students to face real life and career challenges effectively and efficiently. The department motivates the students towards preparing for the national and state level competitive examinations and enables them for further educational pursuits. The Mission of the Department is imparting quality education with high values and ethics. This department is committed to knowledge, skills and value based education that enables the students to actively integrate these attributes into their Professional careers. Balanced mix of basic and applied research that would enrich the advancement of knowledge and provide creative solutions to problems that exist in economy both government and private sectors.

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. Sri Kandukuri Veeresalingam, a renowned social reformer and many Great Personalities 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 and Other popular spots are the Papi Hills which has spectacular waterfalls, Pattiseema and Rampa known for film shootings and the Rallabandi Subba Rao museum which has an interesting collection of coins, sculpture, and pottery and Palm-leaf manuscripts.

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NATIONAL SEMINAR ON

**“Managing Change in Economic
Scenario of India”**

27th - 28th February, 2018



**Organized
By**

Department of Economics
Adikavi Nannaya University
Rajah Rajah Narendra Nagar
Rajamahendravaram-533 296

Visit us at www.nannayauniversityinfo.com

About the Seminar

The contemporary business environment in which organizations operate is dynamic and challenging. The global economic environment is undergoing transformation and there has been quantitative and qualitative shift in trade and business opportunities across nations. Furthermore, with the advent of liberalization and focus on FDI reforms, and innovations in information technology, there has been a significant increase in international mobility of human capital, knowledge, technology and materials. Concurrently, the volatility of socio-economic performance of economies has also increased. Globalization, economic and monetary integration as well as global financial crisis are the prominent factors affecting macro as well as microeconomic business environment. Due to competition and evolving market dynamics, business strategies and models in organizations are always in a constant state of flux and therefore the challenge to manage business requires new ways of thinking.

India has initiated various reforms and policies to facilitate ease of doing business both for domestic and foreign investors. Various initiatives such as, Goods and Services Tax (GST), Demonetization, Digital India, Skill India etc. are being viewed as economic game changers. In the above scenario there is requirement for critical thinking and a desire to question and seek creative answers and outcomes in order to create a healthy socio-economic system. Moreover, in spite of long history of introducing various initiatives, there is a challenge to sustain these initiatives over time. Thus, we need to focus not only on timely implementing change but also on managing it. In this context the conference provides opportunities to present and discuss issues dealing with changing economic and competitive environment from the perspective of managers, businesses, academicians, sociologists and economists.

Objective of the Seminar

The primary objective of the conference is to provide opportunity for academicians, industry experts, practitioners, professionals, researchers and policy makers from different fields to engage in discussion based on issues related to dynamic and challenging economic environment. It will also provide a platform to get acquainted with latest developments and trends in the economy and business environment coupled with their implications for the organizations. The forum will facilitate interaction among members inside and outside their own respective disciplines to enjoy the fellowship of other professionals and scholars in the field.

Call for papers

The seminar solicits original research papers to be presweetened in the technical sessions from academicians, researchers, industry and practitioners on the seminar theme and sub-themes. All the Papers will be published in edited volume with ISBN.

Sub Themes of the seminar

Macroeconomics, Monetary Economics & Growth
Environmental, Developmental & Agricultural
Corporate Culture & Neutrality Economics
Foreign Direct Investment Economics Internationalization
Stockholder Vs Stakeholders Approach to Management
Impact of Economic Environment of SMEs
Trends & Challenges in Banking & Financial Services
Changing Environment: Marketing, Distribution and Trade
Environmental Sustainability & Climate Change
Financial Inclusion: Challenges & Opportunities
Financial Reforms in Indian Economy
Indian Banking - Growth Prospective
Entrepreneurship and Innovation
Digitalization of India
Corporate Social Responsibility
Education and Health Perspectives
Emerging Needs of Efficient Manufacturing & Service Operations
Transformation & Structured Management Practices
Poverty and Health related Issues
GST & Demonetization
Make in India
Case Studies Converging with the Conference Theme

Guidelines for submission:

The abstract of 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 15 pages of length Paper must be typed clearly in the above format on A4 size paper with 1.5 line spacing with 1" margins all sides. The papers may kindly mail to **mcesi2018@gmail.com** on or before 20th February, 2018.

Registration fee

Industry and Policy makers and Practitioners	Rs.400
Academicians	Rs.300
Research Scholars	Rs.200
Students	Rs.100

Accommodation will be provided as per the request of delegates on payment basis. Further details please contact 9398223497, 9441393977

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Registration Form

NATIONAL SEMINAR

ON

“Managing Change in Economic Scenario of India”

Name (in Capital Letters):

Designation :

Institute/Organization :

Address :

Phone:

E-mail:

(Please send your Registration form on or before 22nd February, 2018)

Date: _____ Signature _____

Soft copy may be emailed at mcesi2018@gmail.com

For further details, please contact

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Seminar Venue:

SEMINAR HALL

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Rajah Rajah Narandra Nagar

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Andhra Pradesh, INDIA.