



RAJIV GANDHI COLLEGE OF ENGINEERING AND TECHNOLOGY

PONDY-CUDDALORE MAIN ROAD, KIRUMAMPAKKAM
PUDUCHERRY - 607 403



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INTERNATIONAL CONFERENCE ON ADVANCES IN MANAGEMENT STUDIES

ICAMS - 2k24 on 05th April 2024

“Elevate & Integrate : Synergies in Contemporary Management Paradigms”

ORGANIZED BY
DEPARTMENT OF MANAGEMENT STUDIES



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ABOUT THE COLLEGE

Rajiv Gandhi College of Engineering and Technology is one of the most reputed engineering colleges in the Union Territory of Puducherry, India. The college which was started in year 1999 stands as one the first private sector initiatives for Technical Education in Puducherry.

Popularly known as "RGCET", it is located on the Pondicherry- Cuddalore Main Road. "RGCET" is a Private Engineering College totally funded by Sri Balaji Educational and Charitable Public Trust. It has the fourth largest student population among all Engineering Colleges located in Puducherry.

Since 1999, RGCET has evolved into a prestigious College, offering a comprehensive spectrum of programs with gifted Professors, dedicated staff members, and sincere students. The college seeks excellence in all programs and activities and this challenge for high achievement creates a dynamic atmosphere. The college offers education in latest technological subjects with a strong professional touch that could meet the ever increasing challenges and demand for high caliber engineers in various fields. To ensure that the quality is maintained, college has implemented unrivalled quality assurance and academic audit systems.

Nearly 5000 Engineers around the world hail from Rajiv Gandhi College of Engineering and Technology as their alma mater.

ABOUT THE DEPARTMENT

The department of management studies, introduced in the academic year 2005-2006 prepares students for the prestigious Master's Degree in Business Administration. The department aims in harnessing and sharpening the managerial skills and analytical talents of students for a successful managerial career through

modern pedagogical methods and participatory opportunities. Spread over 2 years (4 semesters), the students are exposed to the basics of management in all functional areas. Enriched with the foundational basics and practical exposure, the students enter the second year of the program, wherein they can select their specialization to enhance their career options and trans-specialization perspectives. The curriculum is supplemented with guest interventions and updates through industrial interventions. The Department guides the students to facilitate their entry for projects in organizations and in their final placements.

ABOUT THE CONFERENCE

In the ever-evolving landscape of business, it is imperative to stay ahead which necessitates a strategic approach that goes beyond traditional management paradigms. The phrase "Elevate & Integrate" encapsulates a forward-thinking strategy that aims to not only elevate individual components within an organization but also to integrate them seamlessly for maximum synergy.

Elevation in this context refers to the continuous improvement and enhancement of individual facets of management, be it leadership skills, employee engagement, or technological infrastructure. Organizations must consistently elevate their capabilities to remain competitive and adapt to the dynamic business environment.

Integration, on the other hand, emphasizes the importance of cohesion and collaboration. It involves breaking down silos within an organization, fostering cross-functional communication, and aligning various departments towards shared goals. This integration ensures that different components of the organization work harmoniously, leveraging each other's strengths.

The synergy between elevation and integration is where the real power lies. Elevating individual aspects of management, when coupled with effective integration, results in a collective strength that is greater than the sum of its parts. For instance, a company with elevated leadership skills, integrated communication channels, and a technologically advanced infrastructure is better positioned to navigate challenges and seize opportunities in the contemporary business landscape.

Contemporary management paradigms recognize the interdependence of various organizational elements. The 'Elevate & Integrate' approach encourages a holistic view of management, breaking down traditional barriers and fostering a culture of adaptability and innovation. As businesses face unprecedented challenges and opportunities, this synergistic approach becomes a cornerstone for sustainable success.

In conclusion, "Elevate & Integrate: Synergies in Contemporary Management Paradigms" represents a strategic mindset that propels organizations beyond conventional management practices. By continuously elevating individual components and integrating them cohesively, businesses can navigate the complexities of the modern business landscape with agility and resilience.

CONFERENCE THEME

The conference provides a platform for the participants to substantiate their research paper on various functional areas of management as seen below:

- General Management
- Marketing
- Human Resources Management
- Finance
- Entrepreneurship

PAPER SUBMISSION GUIDELINES

- The submitted research paper should be an original and unpublished work. At the time of submission, submitted papers must not have been previously presented/published or scheduled for presentation / accepted for publication. Note that plagiarized articles will be rejected (Must be below 15% excluding references). Intellectual honesty and integrity (research) are essential in all scholarly work.
- The recommended length of the abstract is between 200 and 300 words. The Recommended length of the research paper is between 3000 and 6000 words.
- Tables, illustrations, charts, figures etc. should be clearly numbered and duly acknowledged. Sources of the data need to be given below each table.

PUBLICATION

All the papers presented will be published in the conference proceedings with ISBN number. Selected reviewed and accepted papers will be published in UGC care group 1 journals with additional article processing fee. Registration fee includes participation certificate and proceedings softcopy.

Important Dates

Abstract submission date - 18-03-2024.

Full paper submission date - 28-03-2024.

Last date for Registration - 01-04-2024.

Abstract and full paper can be submitted to the following email id:

icamsmbargcet@gmail.com

CONFERENCE COMMITTEE

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Chairman, Sri Balaji Educational
and Charitable Public trust

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Keynote Speakers



Aara Krishna, Founder & CEO: Cellurion Energy,
TranscendDentz Financial Business Group,
TranscendDentz Leadership Development Institute
Music Producer-Composer-Singer-
Musician-DJ-Band Owner
Charlotte Metro, North Carolina, USA



Elizabeth SantanaKumar
Transformation Manager
Shell

Registration fee details - Offline

Faculty - Rs. 2000/-
Research Scholars - Rs. 1500/-
Student - Rs. 750/-

Registration fee details - Online

Faculty - Rs. 1500/-
Research Scholars - Rs. 1000/-
Student - Rs. 500/-
Foreign Participants - Rs. 5000/-

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