



## ABOUT SVMSM

Smt. Sarlaben Vasantbhai Malaviya School of Management is the only of its kind in Saurashtra having the background of 53 years of excellent contribution in the field of commerce. In the pious memories of Lt. Smt. Sarlaben Vasantbhai Malaviya this sister organization of P.D.Malaviya College of Commerce (NAAC accredited with A grade 3.34 CGPA) has started her journey of education in the field of management from June 2010.

It is to be affiliated with Gujarat Technological University and AICTE approved.

### ABOUT THE CONFERENCE

With the objective of student development and providing them a platform for research , communication and presentation the instituting is organizing the A State level Management Student Conference , Paper and poster presentation contest and the Industrial Fair for the industries of Rajkot in order to bridge the gap between Industries and academia.

### IMPORTANT DATES:

EVENT	DATE
Last Date for Submission of ABSTRACT & PAPER	08-10-2011
Confirmation and acceptance of paper / POSTER theme	10-10-2011
Last Date for Registration	14-10-2011

### Theme

The main theme of the conference is "MANAGEMENT AROUND"

Focuses the global changes and development in the world of management expanding horizons to every aspects and modes of life.

### SUB THEMES :

To accommodate the perspective of conference the sub themes are identified as

1. Impact of Millennium Development Goals
2. Technological Advancement and economy
3. Education and Industry
4. Development of Gujarat in 50 years
5. E-(management/Governance/Learning)
6. Changing from Local to Global
7. Green Marketing
8. Plastic Currency
9. RetailMarketing
10. How will I get job?
11. And the subject of your choice in Management

## MANUSCRIPT SUBMISSION GUIDELINES

The authors are responsible for their writings.

Send your manuscripts in .doc (MS WORD) format electronic copy in Times New Roman, 12 point double-spaced with margins 1 inch (2.5 cm) all around, left justified only.

The first page of the manuscript should include the title, author name and institute name. An abstract of 150 words should accompany each manuscript.

New paragraphs should be indicated by clear indentation. Quoted passages longer than 3 lines should be indented throughout. There should not be endnotes and footnotes. Single foreign words and phrases should be italicized.

Manuscripts should run between 2 and 5 pages in 12-point type. All selected papers will be published on E-Journal of PDM College "VINIMAY"

SEND YOUR PAPER ABSTRACT TO [managementaround@yahoo.com](mailto:managementaround@yahoo.com)

"If you pick the right people and give them the opportunity to spread their wings—and put compensation as a carrier behind it—you almost don't have to manage them."  
— Jack Welch

### Conference Committee...

General Chair : Dr. K.M. Jani  
Co. Chair : Prof. P.V. Jobanputra  
Secretary : Dr. Ratish Kakkad  
Jt. Secretary : Prof Sunil Mashru.

### Convineers

Conference committee : Sneha Sarani  
Admin. Committee : Ankita Gajera  
Publication Committee : Bhagavati Pipaliya  
Press Committee : Harpalsinh Gohil  
Menu Committee : Nilesh Khokhariya  
Registration Committee : Daxesh Patel

**“We look at education differently. For us, education does not lie in the quantification of knowledge. But it lies in the quality of knowledge that helps form the discipline & character of students.”**

**SVMSM**

### REGISTRATION FORM

1. NAME : \_\_\_\_\_
2. ADDRESS : \_\_\_\_\_  
: \_\_\_\_\_
3. CONTACTNO : \_\_\_\_\_
4. INSTITUTE NAME : \_\_\_\_\_
5. INSTITUTE ADDRESS : \_\_\_\_\_  
: \_\_\_\_\_  
: \_\_\_\_\_  
: \_\_\_\_\_
6. PRESENTING PAPER/ POSTER
7. IFYES, TITLE OF PAPER/ POSTER?
8. DEMAND DRAFT /CHEQUE NO: \_\_\_\_\_

Of Rs. 100/- In favour of **SMT.SARALABEN VASANTBHAI MALAVIYA SCHOOL OF MANAGEMENT** payable at RAJKOT

NAME OF BANK \_\_\_\_\_

PLACE : \_\_\_\_\_  
DATE \_\_\_\_\_ SIGNATURE \_\_\_\_\_

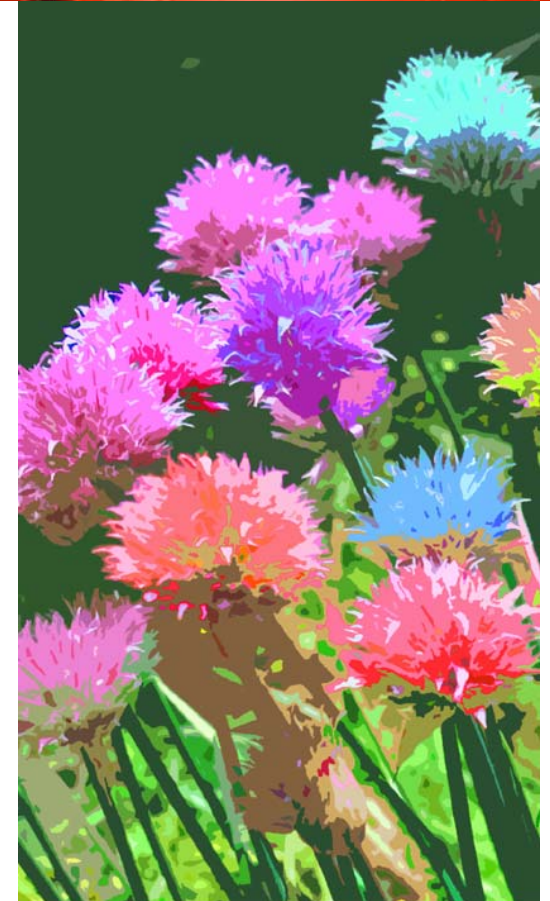
**Smt.Saralaben Vasantbhai Malaviya  
School of Management**

Shri P.D. Malaviya College Campus,  
Gondal Raod RAJKOT

[www.svmmba.com](http://www.svmmba.com)



Smt. Saralaben Vasantbhai Malaviya  
School of Management



**MANAGEMENT AROUND  
2011**

A State Level Student conference for  
Management Students  
On 9<sup>th</sup> Oct.2011  
At  
Smt. SVM School of Management,  
RAJKOT