### About MPCT

Maharana Pratap College of Technology, Gwalior, a premier Institute of the region established in 1996 was founded by Pratap Vahini Samaj Kalyan Sansthan. In a span of twenty years, the Institute has developed to a premier engineering college of the region. It draws its strength from its up to date facilities and highly qualified faculty. The MPCT students placed in India and abroad speak for its quality education. Society has established first dental college of the region in 2003, which again has set new dimension in the field of medical education. Society went on to promote and establish nursing college, allied science college and management institute.

### About Gwalior

Gwalior is a city with a blend of old and modernity. It has many iconic buildings like fort, palace, museum and temples. It has rich cultural heritage and host many events of national repute. It is well connected by rail, road and air. Gwalior junction lies in North Central Railway zone and lies on North South corridor of NHAI golden quadrilateral road project. Generally, weather is pleasant during April with temperature ranging from 23 - 36°C

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#### (for registration form & research paper submission)

#### Venue

### MAHARANA PRATAP COLLEGE OF TECHNOLOGY

Putali Ghar Road, Near New Collectorate Gwalior, (M.P.) PIN-474002 Telephoone No.:- 0751-2381900,0751-6519111 FAX: 2381916

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# National Conference

Frontier Issues & Challenges in the Business & Management

# (17<sup>th</sup>~18<sup>th</sup> March 2018)







# MAHARANA PRATAP COLLEGE OF **TECHNOLOGY, GWALIOR, M.P.**

## **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 ٠
- International Marketing
- Corporate Social Responsibility ٠
- 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

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