

## Registration Form:

Name :  
Department :  
Designation :  
Institution Address :  
Telephone No. :  
Mobile No. :  
Email :  
Whether contributing  
a paper to conference : Yes / No  
If Yes, Title of the Paper :  
DD. No. :  
Date :  
Bank :  
Amount :

Signature

## Transport Facilities :

Adequate Transport facilities are available to the College from various parts of Chennai, Thiruvallur and Kancheepuram and details may be had from our Website: [www.rectransport.com](http://www.rectransport.com) or you may also contact Mr.Kannan (Mobile No:9962871299).

## Who will Attend :

All Interested Faculty Members, Research Scholars and Students of Department of Management Studies and Business Schools

## Last Date for :

- ★ Registration of Participants : 25th February, 2010
- ★ Full Paper Submission : 8th February, 2010

LCD Projector & OHP will be made available for presentation.

## Programme Co-ordinator :

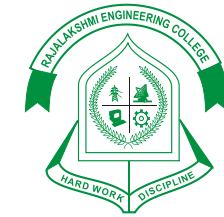
**Prof. C. Ramalingam**

Dept. of Management Studies  
Rajalakshmi Engineering College  
Chennai - 602 105.

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# RAJALAKSHMI ENGINEERING COLLEGE

Accredited by NBA, NAAC and ISO 9001:2000 Certified  
(Approved by A.I.C.T.E. & Govt. of Tamil Nadu and Affiliated to Anna University)

Rajalakshmi Nagar, Thandalam, Chennai - 602 105.  
Phone : 91 44 2715 6750 / 51 / 52 / 53 Fax : 91 44 2715 6640 / 41  
Email : [services@rajalakshmiengg.org](mailto:services@rajalakshmiengg.org)  
website : [www.rajalakshmi.org](http://www.rajalakshmi.org)

## National Level Conference

on

**Role of Professional Managers  
In the Current Economic Resurgence in India**

## Date & Time :

25th February 2010, 8.30 a.m.

## Venue :

**Mini Seminar Hall  
RAJALAKSHMI ENGINEERING COLLEGE**  
Rajalakshmi Nagar, Thandalam, Chennai - 602 105.



## Rajalakshmi Engineering College

Rajalakshmi Educational Trust, with the noble vision of educating the youth, particularly those hailing from financially challenged backgrounds has established Rajalakshmi Engineering College in 1997 with the approval of Govt. of Tamilnadu and All India Council for Technical Education, New Delhi. The college is affiliated to Anna University, Chennai.

The college has been awarded the ISO 9001: 2000 certification for maintaining high academic standards and quality systems and procedures by the TUV SUDDEUTSCHLAND AB, Germany in 2002. Our College has also been accredited by the National Board of Accreditation, New Delhi in 2003 and NAAC in 2007.

### Programmes Offered :

#### U.G. Programmes :

B.E. - Aeronautical  
B.E. - Automobile  
B.E. - Bio-Medical  
B.E. - CSE  
B.E. - ECE  
B.E. - EEE  
B.E. - Mechanical  
B.Tech. - IT  
B.Tech. - Bio-Technology  
B.E. - Civil

#### P.G. Programmes :

MBA  
MCA  
M.E. - CAD/CAM  
M.E. - Software Engineering  
M.E. - Power Electronics and Drives  
M.E. - Computer Science and Engineering  
M.E. - Communication Engineering  
M.Tech. - Bio Technology

All the departments are headed by Eminent Experts who are engaged in R&D activities in their respective fields. The infrastructure includes spacious classrooms, Seminar Halls, Well equipped workshops and Laboratories, well stacked library and net connected computer labs. Sports and Extra curricular Activities get equal importance apart from ensuring academic excellence. Student Services Department is dedicated to provide Counseling, Personality Development Programmes, Arranging variety of Guest Lectures, Industrial Visits, Training & Placement Facilities etc.

### Programme Theme :

Many Governments have responded to the global economic crisis with timely stimulus packages. The major economies are still grappling with spiralling recession and unemployment rates continue to be unacceptably at high levels.

However in India, the Economy seems to have turned for the better at a relatively faster pace. Still there is considerable uncertainty and volatility in the economy. Under such circumstances the professional managers are expected to play a major role in managing the current situation and rejuvenate the economy.

### Objectives :

- ◆ To discuss and deliberate the role of Professional Managers in the current phase of Economic Recovery.
- ◆ To discuss various milestones in the path of Indian Economic Recovery
- ◆ To identify the areas of weaknesses in the Indian Model of Economic Resurgence
- ◆ To discuss and deliberate how the business schools will adopt the lessons of melt down and integrate the same into the Management Curriculum.

### Resource Persons:

Eminent Academicians and Industry Experts with strong conceptual background and extensive Experience will be the resource Persons.

### Content and Format of Paper for Submission :

**Papers in all Functional Areas (HR, Marketing, Finance, Systems etc.) relevant to the Conference Theme to be submitted.**

**Paper should be around 1500 words printed neatly in A4 size paper in Times New Roman with Font Size 12 and one hard copy and soft copy containing specific Topic / Game / Case Study to be sent by post along with registration fees.**

The soft copy is also to be e-mailed to :

**recdoms@gmail.com (or)**  
**ramalingamgi@yahoo.com (or)**  
**ramalingamji@gmail.com**

### Registration Fees:

Registration Fee for participation is Rs.300/- (for faculty members and Research Scholars) and Rs.200/- (for MBA Students). The amount is to be paid by way of Cheque / D.D. in favour of Rajalakshmi Engineering College, Payable at Chennai.