

VIKRAMA SIMHAPURI UNIVERSITY



IN ASSOCIATION WITH

MILLENNIUM UNIVERSITY

MALAWI, AFRICA.



Organizes

**INTERNATIONAL SEMINAR ON
IMPACT OF GLOBALIZATION ON
MSMEs – PROSPECTS, CHALLENGES AND
POLICY IMPLICATIONS ON NATIONAL GROWTH**



ORGANIZED BY

**DEPARTMENT OF BUSINESS MANAGEMENT
VIKRAMA SIMHAPURI UNIVERSITY, NELLORE
29th March to 31st March 2019**

Industry partners



**KRISHNAPATNAM
PORT**

India's Largest Port on the Horizon



Vikrama Simhapuri University (VSU)

Vikrama Simhapuri University, Nellore came into being, fulfilling the long-cherished dream of the people of Nellore district, Andhra Pradesh, India, re-christened Potti Sriramulu Nellore District since 2008, by G.O.Ms. No. 89, Higher Education (U.E.II) Department, dated 25.06.2008. This GO makes history in the field of Higher Education in Andhra Pradesh since it paves the way for the establishment of six new Universities in six districts in Andhra Pradesh. Vikrama Simhapuri University (VSU), Nellore, in its seminal role as a higher institute is grooming the careers of the youth to create a think-tank of resourcefulness for macro stakes in nation-building. The University is currently offering eleven programmes keeping in view the resources of the region and the employability of the graduates. VSU has PG Programmes, placement linked certificate programmes and diploma programmes as per the needs of the industry. VSU has 145 affiliated colleges offering various Undergraduate and Postgraduate programmes. Also it offers research programmes in Sciences, Arts and Management. The university also has research funding from various research institutions.

Millennium University, Malawi, Africa

Millennium University is a multidisciplinary high quality tertiary education provider- registered with the Government of Malawi through the National Council of Higher Education- NCHE. Millennium University offers 13 Undergraduate Degree Programmes, and Post Graduate Programmes with a blend of academic and practical approaches in Business and Management, Electronic Commerce, Business Information Technology, Graphic Design and Di-gital Media, Economics, Social Work, and Education. Millennium University aims to become a leading multidisciplinary high quality tertiary education provider in Malawi.

DEPARTMENT OF BUSINESS MANAGEMENT, VSU

The Department of Business management, VSU has been setting the learning stage for the budding managers' right from its inception in 2008. It provides the right environment for them with a blend of teaching and practical activities like group discussions, seminars, role-plays, case-studies, in-basket exercises etc. The students have bagged prizes in all the man meets conducted by other colleges. Also the students organise the events like internal man meet-BIZGITA and external man meet - The FOUNTAINHEAD. The students of the department won prizes and appreciations of prominent leaders including the Chief Minister of Andhra Pradesh. The staff members are known for their research and publications.

About the Seminar

Globalization is the process of integrating various economies and societies of the world without creating any hindrances for the free flow of goods and services, technology, capital and human capital. Globalisation along with information technology brought paradigm shifts in economic and social spheres particularly Medium, Small and Micro-Enterprises (MSMEs). Multi-perspective influence of globalisation on MSMEs includes intensified competition, greater awareness and reactions to customer need, economies of scale, location flexibility, access to bigger markets and associated cost advantages. The international seminar brings a common platform for academicians, practitioners, social scientists and policy makers to discuss various challenges posed by globalisation to and consequent threats and problems encountered by MSMEs, opportunities provided by globalisation to MSMEs, consequent implications, need for and the creation of avenues for redesigning existing policies and designing innovative policies in order to enable MSMEs to play their constructive role in the enhanced globalised environment for the greater good of the globe.

Objectives of the Seminar

The Seminar is an attempt to bring academicians, professionals and practitioners in the area to discuss and develop practical implications for the policy makers.

The main objectives of the Seminar are

- ◆ To study the impact of Globalization on MSMEs;

- ◆ To analyze the impact of globalization on challenges faced by and opportunities to MSMEs;
 - ◆ To understand the enhanced role of MSMEs in global economic and social growth;
 - ◆ To critically assess the existing policies related to MSMEs, and assess their policy implications on growth; and
 - ◆ To suggest modifications to current and designing innovative policies that enable MSMEs to play enhanced role in the globalised environment for the greater good of the globe
- Papers covering the above objectives are invited for presentations.

Extended Abstract

An Extended Abstract upto 1000-1500 words may be submitted on or before 10th March 2019. The submissions may be sent to icmsme2019@gmail.com. Full Paper Submissions can be sent to the same on or before 25th March, 2019. Seminar proceedings with full papers will be published later with ISBN. The papers will be scrutinised by the committee and all submissions will be subjected to plagiarism check (15 % similarities allowed (Turnitin))

Important Dates

10th March, 2019	Extended Abstract Submission
25th March, 2019	Full Paper Submission
Seminar Registration	On or before 27th March 2019

Spot Registrations for participation is also accepted with a late fee of Rs. 200

Registration Fee

Students	Rs 500 (Indians) or US\$ 75 (foreign nationals)
Research Scholars	Rs 750 (Indians) or US\$ 100 (foreign nationals)
Academicians	Rs 1500 (Indians) or US\$ 125 (foreign nationals)
Industry Delegates	Rs 2000 (Indians) or US\$ 150 (foreign nationals)

Registration fee includes seminar kit, lunch, tea, snacks on three days and a certificate of participation. Moderate accommodation will be provided with additional and reasonable payment

Organizing Committee

Chief Patron:	Prof. R Sudarsana Rao, Vice Chancellor, VSU
Co-Chief Patron	Prof. P. Subba Rao, Vice-Chancellor, Millennium University,
Patrons:	Prof. A Durgaprasada Rao, Registrar, VSU
	Prof. Anand Prasad, Principal, VSU College and Dean of Sciences .

Seminar Convener: Prof. Suja.S. Nair, Head, Dept. of Business Management, VSU

Seminar co-ordinators:

Dr J Vijetha, Asst. Professor, Dept. of Business Management, VSU
 Dr P C Reddy, Asst. Professor, Dept. of Business Management, VSU
 Ms G SaiSruvanthi, Asst. Professor, Dept. of Business Management, VSU

International Advisory Panel:

Friday Jumbe, Director - Academic Affairs, Millennium University, Blantyre, Malawi, Africa.
 Mr. Bala Subramanyam Idimadakala, Vice-President (Credit), State Bank of India, Park Avenue, New York
 Mr. Gase Motshewa, Director, Corporate Affairs, Millennium University, Blantyre, Malawi, Africa.
 Mr. Kumar Mohit, Vice-President (Syndications), State Bank of India, Park Avenue, New York
 Mr. Bhaskar Burra, Vice President (Retail & Trade Finance) State Bank of India, Canada
 Ms. K. Rajalakshmi, Vice President (Trade) State Bank of India, Park Avenue, New York.

Advisory Committee

Prof. M. Chandraiah,
Dean, Commerce & Management
Prof. NRV Ramana Reddy, Dean of Arts
Prof. G.VijayAnand, Dean, CDC
Prof. KVSN Jawahar Babu,
Dean Examination,
Prof. P. VenkataRao, SO, VSU PG Centre
Prof. P.R. Sivasankar
Prof. Ch.Ramu, HOD
Prof. Ch. Srinivasa Rao, HOD
Dr. Ch.Vijaya, Head, HOD
Dr. T Veera Reddy, HOD
Dr. K Suneetha, HOD
Dr. R.Prabakar, HOD
Dr. M. Suseela, HOD

Mr. Anil Yendluri, Director & CEO,
Krishnapatnam Port Company Limited
(KPCL)

Mr P.Mukund Reddy, Director, SRICITY

Mr.Thalasetty Rajendra Prasad,
Senior GM, KPCL

Mrs Aruna Mantena, Deputy Director,
Confederation of Indian Industry, Hyderabad.

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Director, Vgaint Capital, Tirupathi

Conference Committee

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Registration Form

Name of the Participant:

Category of Participant: Students/ Research Scholars/ Academicians'/ Industry Delegates

Designation and Organisation:

Address for communication:

Phone No:

Mail Id:

Topic of Presentation:

Accommodation :Yes/No (Twin sharing on payment basis)

Registration Fee Payment Details:

(Payable by bank transfer to Account: 38158555804, Bank: SBI fathekhanpet,nellore :,
IFSC:SBIN0001344)(Bank name, Branch, Transaction Id, Date and Amount to be given)

Hard copy of the Registration form signed by the participant or scanned copy with proof of
fee details (screenshot of fund transfer should be sent to the seminar mail id.)

For any Queries Contact:

Prof.Suja S Nair

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