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**National Conference on
'Go Green Innovation in 21 st Century'
April – 03, 2019**

REGISTRATION FORM

Name of Participant/Delegate :

Designation :

Category (tick as applicable) :

Industry delegates []

Academicians []

Research scholars []

Student delegates []

Title of the Paper:

Name and Address of the Organization /
Academic Institution:

Mobile No. :

Email :

Date :

Signature



**Dr. M.G.R.
EDUCATIONAL AND RESEARCH INSTITUTE
(Deemed University)**

Maduravoyal, Chennai - 600 095, Tamilnadu, India.

(An ISO 9001:2015 Certified Institution)

University with Special Autonomy Status



National Conference

on

**“Go Green Innovation
in 21st Century”**

Organized by

Faculty of Management Studies

Date: 03rd April, 2019

Venue:

**Faculty of Management Studies
Conference Hall,
Adayalampattu Campus**

About the Conference

In the 21st Century, Green Innovation (GI) is the need of the hour to retain our environment in the global warming scenario. Every firm is working hard to sustain safe and better operations. Green innovation is fundamental for the transition of city towards eco-city. The GI has seen major impact in the society. GI in society will improve efficiency and effectiveness such as using recycle, reusable, reduce waste and optimize cost, Building a green environment leads to reduce the overall cost. Green innovation has major impact on green technological innovation, green institutional innovation and green business-model innovation. Under each type of innovation, we go further to analyse the working mechanism and the effect to construction of eco-city.

About the University

Aiming to bring about change and progress through education, the Tmt. Kannammal Educational Trust was constituted in 1985 and started Thai Moogambigai Polytechnic College. Within three years of its inception, Dr. M.G.R. Engineering College was founded in 1988, and the Thai Moogambigai Dental College was started in the year 1991. Both the colleges acquired Deemed University status in 2003 as Dr. M.G.R. Educational and Research Institute as per the orders of the University Grants Commission, New Delhi and the Union Ministry of Human Resources and Development, Government of India, New Delhi.

About the Department

The Faculty of Management Studies was started in 1993 initially affiliated to the University of Madras and subsequently to Anna University. In 2003, the college was awarded Deemed University status and the Department started functioning as an independent entity.

Faculty of Management Studies with is accredited with AICTE, UGC, NAAC, NBA and ISO.

The Department is offering 14 electives and value added courses with skill based training having tie up with NSDC, TCS and BOSCH. In addition to this Students Exchange Programmes with various Foreign Universities. Department is connected with Industry institute coalition for hands on Training and Internship.

SUB THEMES

- | | |
|-------------------------------------|---|
| 01. Business Model Innovation. | 10. Green Economy |
| 02. e-Market | 11. Green Computing |
| 03. e-Governance | 12. Green Environment Accounting |
| 04. Make in India | 13. Hospitality Management |
| 05. Start up India | 14. Green Concept in Health Care |
| 06. Green and Smart city | 15. Organic Farming |
| 07. Go Green Innovation in Business | 16. Green HRM |
| 08. Digital Marketing | 17. Green Marketing |
| 09. Eco Tourism | 18. Any other topic relevant to the conference theme are welcome. |

GUIDELINES FOR PAPER SUBMISSION

1. Papers should be original contribution.
2. Articles should contain the abstract, keywords and references must.
3. The article may be submitted either by single author or jointly with co-authors subject to maximum of three including the main author.
4. The authors are requested to submit full paper in Times New Roman – font size 12, 1.5 lines spacing, softcopy of the full paper must be sent by mail.
5. Articles length should be Maximum 4 pages only
6. All Articles will be double blind review system and selected papers will be published in UGC and Scopus indexed journals.

Important dates

- | | |
|---|---------------------------------|
| ➤ Full Paper | 28 th February, 2019 |
| ➤ Acceptance by | 10 th March, 2019 |
| ➤ Registration formalities to be completed by | 15 th March, 2019 |
| ➤ Conference on | 03 rd April, 2019 |

Registration Fees

Industrialists	₹ 2,000.00	Academicians	₹ 600.00
Research Scholars	₹ 500.00	Students	₹ 200.00

- Individual registration for each author is must.
- Registration fee includes conference kit and refreshment.
- Selected papers will be published in SCOPUS / ICTACT Journal. (Depends upon Author's choice)
- Publication charges are as per journal guidelines.