

## Adikavi Nannaya University

Adikavi Nannaya University (AKNU) was established in March 2006 by an act of the Andhra Pradesh Legislature (Act 28) in March 2006 at Rajahmundry, E.G. Dt. A.P. The motto of the University is Spardhaya Vardhate Vidya, highlights the role of competitive spirit in knowledge creation- from competition in the din of the world to a constant striving within the self. AKNU has been striving to make India a knowledge society/economy. It offers students a remarkable range of academic courses that are paired with an extraordinary breadth of extracurricular activities and opportunities for research, independent study and public service. It is striving to be an active contributor to the ever expanding field of knowledge under the able guidance and vision of the Vice Chancellor (I/C).

### Department of Management Studies

AKNU, *inter alia*, promoted Department of Management Studies (DOMS) as one of the Departments of the University with a commitment to carve the Department as one of the premier business schools in Andhra Pradesh and impart management wisdom to the prospective efficient and energetic managers. The Department of Management Studies has been toiling to emerge as centre of excellence in management education. The mission of the Department is to contribute to the evolution and enrichment of management education, applicable in various walks of life through research, consultancy, teaching and constant industrial collaboration and interaction. It has succeeded in maintaining consistency in producing prospective managers in sync with industry requirements.

### About Rajahmundry:

The biggest attraction in Rajahmundry is the river [Godavari](#) with Asia's largest rail-cum-road bridge. Sir [Arthur Cotton](#) built an [anicut](#) (dam) in [Dowleswaram](#). Rajahmundry is also a place for great poets. The first poet of Telugu, 'Adikavi' Nannaya of the 11<sup>th</sup> century, hails from this city. Sri Chilakamarti Lakshmi Narasimha Pantulu, Vaddadi Subbarayakavi, 'Kavisarvabhowma' Sripada Krishnamurthi Sastry, Sri Madhunapantula Satyanarayana Sastry, Mallampalli Sarabheswara Sarma, Bulusu Venkata Rama Murthy, Kottapalli Satya Srimannarayana, Dr. Ravula Suryanarayana Murty are other poets of the 20<sup>th</sup> century are products of this city. Sri Kandukuri Veeresalingam, a renowned social reformer also belongs to this place. Rajahmundry is one of the main Hindu pilgrimages surrounded with ancient temples such as the [Markandeya](#), [Kotilingeswara](#), Annavaram and Bhadrachalam Devasthanams Other popular spots are the [Papi Hills](#) which has spectacular waterfalls, [Pattiseema](#), known for film shootings, and the Rallabandi Subba Rao museum which has an interesting collection of coins, sculpture, and pottery and Palm-leaf manuscripts. It is also known as the Cultural Capital of Andhra Pradesh State.

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Dr. A. Lavanaya Kumari, Academic consultant, MSEP

## NATIONAL CONFERENCE ON Emerging Challenges and Strategies for Service Sector

8<sup>th</sup> -10<sup>th</sup>, December 2011



Organized  
By

Department of Management Studies  
Adikavi Nannaya University  
Rajahmundry-533105

Visit us at [www.nannayauniversity.info](http://www.nannayauniversity.info)

### About the Conference

In advanced nations, major portion of the national income is accounted from the service sector and minimum from the product sector. Developing countries like India are also now experiencing boom in the service sector. Thus service sector is playing a vital role in economic development of nations. Those countries which have paid meticulous heed at service sector got developed by leaps and bounds, and those which have had turned deaf ear at service sector still remaining as third world countries. Hence, it is very essential to develop service sector through vivid strategies which will ultimately pave way for economic growth and prosperity. Especially with the emergence of World Trade Organization (WTO), services sector has been gaining more prominence. In fact, the current world is a services world. Indian economy has also undergone a sea change in its structure, policy and regulation, due to liberalization and globalization, since 1991. Markets for services are no exception to this. The contribution of services sector share in India's GDP factor cost (at current prices) increased rapidly: from 30.5 percent in 1950-51 to 55.2 percent in 2009-10. If construction is also included, then the share increases to 63.4 percent.

Service sector is playing the dominant role for the economic growth and development all round the globe. With the increasing competition and impact of globalization and technology achieving excellence in service has become a major issue. Quality service has become the main focus of every one. Delighting customers has become the need of the hour, hence the role of human resource has become very vital for the success of the service organization. The market today is posing serious challenges especially in service sector. There is a need for entrepreneurial solutions for addressing the cultural and socioeconomic complexities and for more innovations and strategies in the service industry. In this scenario we are organizing a National Conference on "Emerging Challenges and Strategies for the Service Sector". This Conference will provide an insight into various challenges faced by service organizations globally and also discusses various entrepreneurial initiatives and innovative solutions to meet these challenges. It will also serve as a platform for interacting with academicians and experts who will share their rich experiences and provide practical solutions

### Call for papers:

The Conference solicits original research papers to be presented in the technical sessions from academicians, researchers, and practitioners from industry on the conference themes.

### Themes of the Conference

Globalization challenges and strategies of service industry across different sectors such as hospitality, education, information technology, finance, healthcare, Retailing, telecommunication etc.

Innovative initiatives across various service sectors for achieving excellence

Impact of Technology on service sector

Cultural challenges and issues in Service sector

Emerging HR challenges and strategies in Service sector

Consumer Protection in services

Eco-tourism and livelihoods services

### Guidelines for submission:

The abstract of the paper should be about 150-200 words, typed in Times New Roman with font size 12, clearly mentioning Name of Author(s), Title of Paper, Affiliated organization, Contact Number and email-id of Author(s). Full paper may have 10 pages of length. Papers must be typed clearly in the above format on A4 size paper with 1.5 line spacing with 1" margins on all sides.

Registration fee	(Rs.)
Industry and Policy makers and Practitioners	1500
Academicians	800
Research Scholars	400
Accompanying person fee is	Rs. 300

Fee is inclusive of admission into conference for all sessions, conference kit, lunch, tea and **one day field visit to Maredumilli, Van Vihari, and Eco-tourism project**. Delegates are required to make their own travel and lodging arrangements to & from Rajahmundry.

### About Maredumilli Eco-Tourism project Vana Vihari

To appreciate the participants with hands-on exposure a one day (10<sup>th</sup> December 2011) field visit to Maredumilli, is arranged. This provides a golden opportunity to all participants to rejuvenate and refresh with the nature in the form of waterfalls, valleys, streams, bamboo gardens, endemic bamboo-chicken, tea plantations, and jungle trip. It gives care-worn urban busy people to delight nature beauty and tranquility. The entry into the project provides lap of the nature in the form of wild bananas, wide variety of orchids and sacred mangroves. It is situated 80 km from Rajahmundry on Bhadrachalam Road. ([www.vanavihari.com](http://www.vanavihari.com))

### Important dates:

Last Date for submission of abstract	: November 15 <sup>th</sup> 2011
Communication of acceptance	: November, 20 <sup>th</sup> , 2011
Last Date for submission of Full Papers	: November 30 <sup>th</sup> 2011



### Registration Form

## NATIONAL CONFERENCE ON Emerging Challenges and Strategies for Service Sector

8<sup>th</sup> -10<sup>th</sup> Decemr 2011

Name (in Capital Letters): -----  
Designation : -----  
Institute/Organization :-----

Address : -----  
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e: -----

E-mail: -----

Details of Demand Draft: (To be drawn in favor of Director, NCECSSS-2011, Payable at Rajahmundry-533105, E.G. Dt. A.P.

Amount: ----- DD No: -----

Date:-----Drawn on: -----

Name of the Bank:

(Please send your Registration form along with demand draft on or before November 30<sup>th</sup> 2011)

Date:

Signature:

Soft copy may be emailed at [teki9@rediffmail.com](mailto:teki9@rediffmail.com)

For further details, please contact

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