## Registration and Payment Details

Participants / Sponsoring authorities need to register for the programme by filling up the attached registration form. The form can also be downloaded from **www.ksom.ac.in/events/nmc.**
Registration fees include convention kit, lunch, dinner and light refreshments only during the course of the event. Accommodation can be arranged for a nominal charge, subject to availability.

| Delegate Category | Fees Per Delegate | |
| --- | --- | --- |
| | Early Registration Fees | Regular Fees |
| Corporate Executive | ₹ 2000 | ₹ 2500 |
| Academician | ₹ 1000 | ₹ 1500 |
| Research Scholar | ₹ 500 | ₹ 750 |
| Student | ₹ 500 | ₹ 750 |

The fee is to be paid in the shape of a Local or "at par" Cheque or a Demand Draft drawn in favour of "KIIT" payable at Bhubaneswar. To qualify for the "Early Registration" offer, participants have to register before **January 15, 2014**.

However, the last date to register for the event is **February 10, 2014**. Participants have to send both the registration form and the payment instrument by the above deadline.

### Important Dates

| | |
| --- | --- |
| Submission of Abstracts | December 10, 2013 |
| Intimation of Acceptance of Abstracts | December 31, 2013 |
| Early Registration | January 15, 2014 |
| Submission of Full Paper | January 15, 2014 |
| Registration | February 10, 2014 |
| Convention Dates | February 21-22, 2014 |

## Convention Contacts

| NMC Coordinator | Prof. Sumita Mishra Mob. +91 99386 58858 |
| --- | --- |
| Members | Prof. Biranchi Prasad Panda Prof. Rabi N.Subudhi Prof. Pooja Mohanty Prof. Debajani Ghosh Prof. Punyaslok Dhall Prof. Ipseeta Satpathy |
| NMC Executive | Ms. Ayushi Raychoudhury Ph. +91 674 2375760 |

### Address all Correspondence to:

NMC Coordinator
KIIT School of Management,
Campus-7, KIIT University,
Bhubaneswar, Odisha
Email: mail.nmc@ksom.ac.in
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**Flashback: 2013 NMC**



February 22-23, 2013

# KIIT School of Management, KIIT University

KIIT School of Management (KSOM) is a constituent unit of the KIIT University established under section 3 of the UGC Act, 1956. This is the 20th year of its existence. In several prestigious rankings – this includes those by Outlook, Careers360, Open-C Fore, MBAUniverse.com – KSOM has been consistently ranked among the top B-Schools in India and as one of the finest in Eastern India. It has been rated in A Grade by National Accreditation and Assessment Council (NAAC). The school is a SAP University Alliances partner and also has tie-up with Dassault Systemes, a world-leader in Product Lifecycle Management solutions.

## KIIT University, Bhubaneswar

With an impressive cluster of 21 academic campuses spread across 25 square kilometers, KIIT University today has the unique distinction of becoming the youngest educational institution in the country to be declared a University (U/S 3 of the UGC Act, 1956). However, the jewel in the crown has been Kalinga Institute of Social Sciences (KISS), where more than 20,000 children from lesser-known tribes are being provided free boarding, lodging, education and vocational training. It is education coupled with empathy that makes KIIT stand out from the rest.

## The Temple City of Bhubaneswar

Bhubaneswar, the capital of Odisha, is a city nestled amidst myriad of temples and lush greenery. While it is a planned cosmopolis offering all modern amenities including Star hotels, several quality eating joints, shopping malls and more, it also offers a spectacular view of the world gone by, boasting of exquisite temples such as Rajarani and Lingaraj, dating back to as much as 11th Century.

While the caves at Khandagiri and Udaygiri would serenade you with their poetry in stone, the Nandankanan zoo, one of the biggest homes for the awe-inspiring white tigers would leave you wanting for more. The world-heritage Konark Temple, Puri sea beach and the Puri Shri Jagannath Temple are only an hour-and-half's drive from the city. If you are adventurous enough, Chilka Lake, the largest salt water lake in the country would leave you breathless with its beauty in winter, with millions of migratory birds flocking to it from the distant Siberia.

## Major Hotels

- The Trident
- Mayfair Lagoon
- Sandy's Tower
- Swosti Premium
- Kalinga Ashok
- Pal Heights
- Swosti
- Sishmo
- New Marrion
- Grand Central
- Ginger

# KIIT School of Management, KIIT University

**7th National Management Convention**

# The Dynamics of Education to Employment Journey: Opportunities and Challenges

**February 21-22, 2014**

**KIIT UNIVERSITY**
**KIIT School of Management**
Bhubaneswar, Odisha, India
(Declared U/S 3 of UGC Act, 1956)

> "Education is the most powerful weapon which you can use to change the world."
> -Nelson Mandela

The two gigantic worlds of Academia and Industry have crossed their respective boundaries to work together for a common goal they share. Ruled by this common motive and in order to achieve equilibrium, educators have consciously paved a path for students to accommodate in different positions in employment. In a recent research conducted by McKinsey Centre, two parallel issues have been identified- first, the high rate of unemployment and second, a rising demand for skilled employees. Effective programmes around the world have elements in common such as treating the education to employment journey as a continuum rather than a linear sequence of enrolment or skill acquisition or employment. It is found that active engagement between employers and education providers, including industry input into curriculum development and courses offering ? industry placements is highly effective.

As employers, education providers and youth live in parallel universes, various challenges are faced by them to create more opportunities and scale the lengths and breadths of the concerned problems and find solutions for the same. The School of Management's annual National Management Convention, aims to discuss on issues like education-to-employment solutions that need to emerge by overcoming the challenges of financial constraints on tertiary providers, insufficient opportunities for hands on learning and the hesitance of employers to invest in training unless it involves specialized skills.

## KSOM's 7th National Management Convention on

## "The Dynamics of Education to Employment Journey: Opportunities and Challenges"
aims to address the above mentioned concerns and thereby to contribute to the bigger gamut of efforts being made by the educators, employers and the youth, through research papers, case studies, white papers, conceptual studies on the following subthemes:

## Sub-themes

- Challenges faced by Educators in Management/Technical Education/Sciences
- Challenges faced by Employers from Manufacturing and Services
- Developing viable talent management models in educational institutions
- Redefining the education to employment journey: Voices of the youth/students

## Who Can Participate

Professionals from the Corporate (for Case Studies), Academicians, Research Scholars, Consultants, Students and anyone else who has a specific interest in education.

Participants from the corporate are especially encouraged to participate with case studies relevant to the different subthemes of the Conventation.

## Submission of Abstracts

Selection of Papers would be based on abstracts detailing the purpose of the research, methodology, important conclusions / outcomes and key references. The guidelines for abstract submission are given below.

- The abstract should be submitted along with a Title Page and should not exceed 500 words, excluding the Title Page and References.
- The Title Page should clearly highlight the Author's name, Affiliation & Contacts (including Institute/Organization name, City and Postal Address) and e-mail address in Proper Case. It should have 3 to 6 Keywords.
- Except for the Title Page, the name of the Author(s) should not appear in any other page of the abstract.
- The Title page and the abstract should be typed in 'Times New Roman' style, with font size 12, 1.5 lines space between lines and 70 point margin on all sides.
- The abstract submission should be accompanied by a statement confirming that the work for which the abstract is being submitted represents the Author's original work.

A soft-copy of the abstract needs to be mailed to **mail.nmc@ksom.ac.in** so as to get delivered on or before **December 10, 2013**.

The abstracts would be blind-reviewed and the decision of the reviewing committee on papers to be selected for the Convention would be final. Decision of the reviewers on the acceptability of the abstract would be communicated by **December 31, 2013**.

## Submission of Papers

Both a PDF and a Microsoft Word version of the full paper selected for the Convention should be sent to **mail.nmc@ksom.ac.in** so as to reach on or before **January 15, 2014**. Following are the submission guidelines:

- The paper should not exceed 6000 words excluding Title Page, Illustrations and References.
- The Paper should be typed in 'Times New Roman' style, with font size 12, 1.5 lines space between lines and 70 point margin on all sides.
- For Papers to be included in the Convention proceedings, at least one of the authors must register for the Convention and present the paper.
- The papers should follow the following referencing style:

## Best Paper Award

Award for the best paper(s) will be chosen by a panel of experts. The Award will be announced on the last day of the Convention, **February 22, 2014**. Participation certificates will also be distributed on the same day.

## Criteria for Paper Review / Evaluation

- Relevance of Purpose: Is the purpose of the paper relevant to the industry?
- Depth of Research: How comprehensive is the study, including that of any previous work in the same area?
- Extent of Originality: How original is the idea?
- Practical Applicability: Are the conclusions practical? Can they be implemented?
- Justifiability of Conclusions: Do the study and discussion adequately justify the conclusion?
- Structure and Organization: Is the report properly and logically structured?
- Quality of References: Are the sources credible?
- Adherence to Guidelines: Has the report adhered to the guidelines laid out in this document?