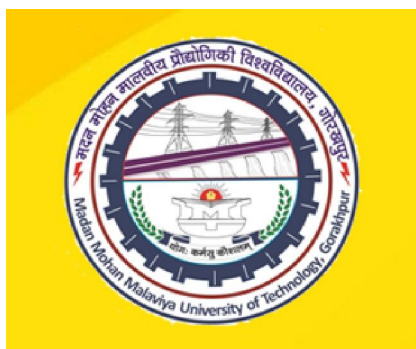


Information and call for papers

NATIONAL CONFERENCE
ON
**Role of Green Technology in
Indian Environment**

February 13-14, 2016



Organized by
Centre for Management Studies
Madan Mohan Malaviya University of
Technology
Gorakhpur-273010, U.P
Established by UP Act no-22 of 2013 by Govt.
(Formerly Madan Mohan Malaviya Engineering
College)

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**Paper Submission
Deadline** 30-01- 2016

**Acceptance of
Paper Deadline** 03-02- 2016

**Camera-Ready
Copy and
Registration** 5-02-2016

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PATRON

Prof. Onkar Singh

Honorable Vice-Chancellor

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Dr. A.K. Daniel	Chairman
Ms. Shweta Kabra	Convener
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Mohammad Kashif	Co-Convener
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Ms. Sneha Singh	Member
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CONFERENCE VENUE

CENTRE FOR MANAGEMENT STUDIES
MADAN MOHAN MALAVIYA
UNIVERSITY OF TECHNOLOGY
Gorakhpur-273010, Uttar Pradesh

IMPORTANT DATES

ABOUT THE CITY

Gorakhpur is well connected by road and rail to all major cities Lucknow (270Km), Varanasi (197Km) and Patna (220Km). Direct flights are also available from New Delhi to Gorakhpur. The MMM University of Technology is situated on Deoria road about 9 Km from Gorakhpur railway station and 5 Km from the Gorakhpur air port.

Gorakhpur has been an integral part of the erstwhile Empires of Mauryan, Shunga, Kushana and Gupta dynasties. Gorakhpur is named after saint "Gorakhnath", who is said to be an eminent propounder saint of "Nath Sampradaya". Gorakhpur is the headquarter of N.E. Railway and the main terminus of Kushinagar, Kapilavastu and Nepal

ABOUT THE University

Madan Mohan Malaviya University of technology, Gorakhpur has been established in year 2013 by Govt. of Uttar Pradesh in the form of a non affiliating teaching and research university after reconstituting the Madan Mohan Malaviya Engineering College, Gorakhpur which was established in 1962.



MMMUT offers undergraduate, postgraduate, doctoral level programmes in all major branches of engineering and technology as well as management.

ABOUT THE CONFERENCE

The word "Green Technology" is relative new. Having been adopted just over the last couple of decades, Green is the way to go today.

The field of "green technology" encompasses constantly evolving group of methods and materials, from producing eco friendly products to marketing and distribution, to mitigate the effect of business activities on environment and conserve resources.

In the nascent stages of its development, the future only promises to bring bigger and better things in this field. This National Conference on Role of Green Technology in Indian Environment aims to bring together researchers, academicians, scholars and experts from various backgrounds and application areas in Management .This conference will provide a platform for interaction to achieve exchange of ideas in adopting healthier ways towards life.

CALL FOR PAPERS

Original unpublished research works on the topics as mentioned below are invited in the conference. Authors are requested to submit their full text papers not exceeding 5 pages in .doc(.docx) and Pdf. format & send it to email id: greentechnology2016@gmail.com

Specific topics and areas include not limited but related to:

- ü Eco Friendly Marketing Techniques
- ü Green Banking
- ü Green Business for Sustainable Development
- ü Cause Related Marketing
- ü Use of CSR (Corporate Social Responsibility)
- ü Role of External Factor on Business Practices
- ü Go Green and Save Money
- ü E-Commerce & Environmental Factors
- ü Effective Ways to Develop Environment Friendly Organization
- ü Ecological Packaging
- ü Environment and Resource Management
- ü Change Management : Transforming Business to Green Business
- ü Role of Human Resource in developing ecological organizations
- ü Balancing Environment and Technology – Problems and Challenges
- ü Resource Management and Sustainable Development
- ü Managing Technology and Innovation Bringing Synergy in Supply Chain Management

REGISTRARION FORM (PHOTO COPY)

NATIONAL CONFERENCE ON

“Role of Green Technology in Indian Environment” 13 -14 Feb 2016

1. Name (in Block letters)
2. Designation
3. Affiliation
4. Mailing address.....
.....
Email
- Phone
5. Paper Id
6. Paper Title

Signature of Applicant