

## REGISTRATION FORM

(To be filled in Block Letters)

**Managerial Effectiveness through Managing  
Expression and Actions: Issues and Challenges.**  
19<sup>th</sup> April 2017

### Details of Delegate

Name: Prof/Dr./Mr./Ms. ....

Designation: .....

Institutional Address: .....

.....

Mobile: .....

E-mail: .....

Contribution of Paper (Yes/No) .....

If Yes, Title of paper .....

.....

Registration Fee Amount: Rs. ....

Receipt No. ....

Registration Fee for the delegates can be deposited at BBA

(IB) department in Cash or Demand Draft drawn in favour

of "Principal, Sri JNPG College", payable at Lucknow

**Date:** .....

**Signature:** .....

Book Post

To

Prof. S.D. Sharma  
Principal  
Sri Jai Narain P.G. College  
Lucknow – 226001 (U.P.)  
Ph. – 9415046216

From,  
Ms. Shivangee Sharma  
Organizing Secretary  
Department of B.B.A (IB)  
Sri Jai Narain P.G. College  
Lucknow – 226001 (U.P.)



National Seminar  
on

**MANAGERIAL EFFECTIVENESS THROUGH  
MANAGING EXPRESSION AND ACTIONS :  
ISSUES AND CHALLENGES**

19<sup>th</sup> April, 2017



Organized by  
Faculty of Commerce  
Department of BBA - International Business  
Centre for Management & Foreign Languages

Sri Jai Narain P.G. College, Lucknow  
(Accredited 'A' Grade by NAAC)  
Website : [www.jnpg.org.in](http://www.jnpg.org.in)

**Venue:** Chandra Shekhar Azad Auditorium,  
Sri Jai Narain P.G. College, Lucknow

<p align="center"><b>About the College:</b></p>	<p>Present National Seminar will try to devise methods of learning managerial effectiveness through managing individual's expression and actions thereby gaining strategic advantage in global competitive world. Original research papers or articles are invited specifying the objectives of paper and its contribution on any of the sub-theme of the seminar.</p>	<p align="center"><b>Registration Fee:</b></p>																
<p><i>Founded in 1917, as Anglo-Sanskrit School, upgraded to a middle school in 1918, high school in 1920, Intermediate college in 1923 and a full fledged degree college in 1946. Sri Jai Narain P.G. College (formerly known as KKC) is one of the premier institutions of higher education associated with the University of Lucknow. Accredited with grade 'A' by the National Assessment and Accreditation Council in 2015. The college currently enrolls nearly 10,000 students at graduate and post-graduate levels in Arts, Science, Commerce, Law, B.Ed., BBA(IB) and B. P. Ed. with a staff of over 300. The founder secretary manager Late Raisahib Pt. Jai Narain Misra (Kakaji) a philanthropist and a patron saint was the principal architect and father figure of this institution. In fact it was his perseverance, confidence and matchless devotion to the cause of education that has shaped the college into what it is today, a premier institution not only of U.P. but of India as well. Besides providing quality education to its students, the college has also earned its reputation in the field of sports culture and social service.</i></p>	<p align="center"><b>Sub-Themes of the Seminar:</b></p> <ul style="list-style-type: none"> <li>● Tools &amp; techniques of Managerial Effectiveness.</li> <li>● Cross cultural communication in Global Management.</li> <li>● Role of communication in Managerial Effectiveness.</li> <li>● Gaining global competitive advantages through managing different expression and actions.</li> <li>● Regulating false claims and misleading advertisements in India.</li> <li>● Gaining Managerial Effectiveness through human values.</li> </ul>	<p>Teachers &amp; Professionals: Rs. 500/- Research Scholars &amp; Students: Rs. 250/- Research paper and abstract will not be published without registration. Selected papers will be published in seminar proceedings.</p>																
<p align="center"><b>Theme of the Seminar:</b></p>	<p align="center"><b>Guidelines for Contributors:</b></p> <ul style="list-style-type: none"> <li>● Abstract should be sent along with registration form in about 300-400 words.</li> <li>● Paper should be sent through e-mail on A4 size paper format with line spacing 1.5.</li> <li>● The font should be in Times New Roman, 12 font size for English and in Kruti Dev 10, font size 11 for Hindi along with institutional affiliation and contact details to the e-mail <a href="mailto:seminar.jnpg@gmail.com">seminar.jnpg@gmail.com</a></li> </ul>	<p align="center"><b>Seminar Schedule:</b></p> <table border="0"> <tr><td>Registration (on spot)</td><td align="right">08:00 A.M</td></tr> <tr><td>Inaugural Session</td><td align="right">09:00 A.M</td></tr> <tr><td>Tea Break</td><td align="right">10:30 A.M</td></tr> <tr><td>Technical Session</td><td align="right">11:00 A.M</td></tr> <tr><td>Lunch</td><td align="right">01:30 P.M</td></tr> <tr><td>Technical Session</td><td align="right">02:00 P.M</td></tr> <tr><td>Tea Break</td><td align="right">03:30 P.M</td></tr> <tr><td>Valedictory</td><td align="right">04:00 P.M</td></tr> </table>	Registration (on spot)	08:00 A.M	Inaugural Session	09:00 A.M	Tea Break	10:30 A.M	Technical Session	11:00 A.M	Lunch	01:30 P.M	Technical Session	02:00 P.M	Tea Break	03:30 P.M	Valedictory	04:00 P.M
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<p>Management is pervasive to all. The principles of management apply not only to organization but also in management of individuals' life. Effective manager becomes a role model for number of people. It is generally believed that managerial effectiveness cannot be learned as it is an inherent quality of executives, but the reality is different. Perseverance and continuous practice of managing individuals' expression and actions directs him towards managerial effectiveness.</p> <p>Individuals become more positive and productive by learning the managerial effectiveness which is the product of managing expression and actions. It has been proven that right expression and balanced actions are the strong indicators of managerial behaviour effectiveness.</p> <p>The medium through which expression and actions are transferred from one individual to another is communication. To gain competitive advantage through managerial effectiveness is possible when indicators like right expression, balanced action and proper communication are incorporated in the behavior of individual through learning.</p>	<p align="center"><b>Important Dates:</b></p> <ul style="list-style-type: none"> <li>● Last date of Registration: 11<sup>th</sup> April 2017.</li> <li>● Last date of abstract submission- 12<sup>th</sup> April, 2017.</li> <li>● Full paper submission- 17<sup>th</sup> April, 2017.</li> </ul>	<p align="center"><b>Chief Patron:</b> Shri V.N. Misra (Hon'ble President) Shri G.C. Shukla (Secretary Manager)</p> <p align="center"><b>Chairman:</b> Prof. S.D. Sharma (Principal)</p> <p align="center"><b>Convener:</b> Dr. Sahil Chandra Dr. A.K. Awasthi</p> <p align="center"><b>Co-Convener:</b> Dr. Saman Khan Mr. Vijay Raj Srivastava</p> <p align="center"><b>Organizing Secretary:</b> Mrs. Shivangee Sharma</p> <p align="center"><b>Coordinator:</b> Mr. Sharad Kumar Chaturvedi</p> <p align="center"><b>Enquires &amp; Correspondence:</b> Dr. A.K. Awasthi – 09415467396 <a href="mailto:drawasthi.anil@gmail.com">drawasthi.anil@gmail.com</a> Mr. Vijay Raj Srivastava- 09450275577 Phone No (O): 0522- 2635563 E-mail: <a href="mailto:seminar.jnpg@gmail.com">seminar.jnpg@gmail.com</a></p>																