

### **ABOUT KADAPA**

Kadapa city is one of the oldest cities in Andhra Pradesh. It is located in the centre of Rayalaseema geographically. It is well connected to other cities by both bus and train facilities. It lies on Chennai Tirupati-Hyderabad-Bombay railway line and between Hyderabad-Chennai NH-18

### **THE UNIVERSITY**

Yogi Vemana University (erstwhile SVU PG Centre), is an emerging and leading State University established in 2006. The University is moving with the motto of "Creation and Dissemination of Knowledge, attainment of enlightened wisdom through advancement of learning and progress, prosperity of people and social enrichment". The main campus of the university is located 15 Km away from Kadapa city on the Kadapa-Pulivendula Road. The University has adequate infrastructural facilities viz., buildings, laboratories with sophisticated instruments and hostels with modern amenities in a serene atmosphere. The University has at present 27 departments with highly qualified and experienced faculty. The university is moving forward with its aim of creation and dissemination of knowledge, attainment of enlightened wisdom through advancement of true learning, teaching, research and service.

### **THE DEPARTMENT OF COMMERCE**

The Department of Commerce is started at the erstwhile SVU PG Centre, Kadapa in the year 2003 to offer two year full-time Master's degree in Commerce. The department has a commendable record of imparting Commerce education at post graduate level, which is designed to sensitise the role and responsibilities of a manager in a fast changing business environment both at the national and global level. The Seminar, it is needless to say how important the service sector in the national

economy in terms of its contribution to the GDP. More than 50% of the GDP is now accounted for by the service sector. Though the service sector is gaining prominence in terms of its dominant role at the national level as an important contributor to GDP, much thought has not been given by the academics and policy makers in terms of improvement in the quality and measuring the efficiency and effectiveness in providing service. A service is an act or performance offered by one party to another.

### **OBJECTIVES OF THE SEMINAR**

To provide a forum to eminent national academia and experts to deliberate on issues of national & international importance through their invaluable thought, concepts & experiences. To organize research based seminars with the help of participating organization and publication of papers.

### **THEME OF THE SEMINAR**

In the 21st century, dimensions and direction of economies all over the world are undergoing a transition. The Indian economy is also undergoing a rapid transition with the service sector becoming the highest powered sector. Fast growth in service sectors like banking, IT, financial services, transport, telecom, communication, education, health etc. has sky rocketed from 15% of GDP in 1950 to 55% of GDP in 2007. This sector provides numerous opportunities, yet it is faced with certain threats and challenges. These aspects should be analysed and strategies devised so that India achieves the status of a developed nation through this service-led growth. The Conference is designed to offer a platform to address these critical issues. The interaction of experts and professionals will provide an excellent opportunities for innovation, increased productivity and growth of service sector.

### **SUB-THEMES**

Emerging Trends in Services sector- Issues & Challenges.  
Emerging Markets : financial sector.  
HR Trends in service sector.  
Impact of globalization on service sector.  
Regulatory role of the Government and service sector.  
Social services : Opportunities And Threats  
Service sector growth and rural economy.  
Service sector and sustainable socio-economic Development  
Marketing of Services  
Managing Human Resources in Service Sector  
Managing I T and I T Enabled Services  
Tourism ( Eco Tourism, Medical Tourism etc) and Hospitality  
Financial Services (Insurance, Banking etc)  
Telecommunication and Transportation Services  
Retailing Issues and e-tailing Healthcare Services etc.

### **CALL FOR PAPERS**

The abstracts and full papers are invited in the form of oral and poster presentations. Those desirous of presenting papers in the seminar are requested to submit abstract (200-250 words) which has original contributions of their research work along with completed registration form and send to Convener. Format of abstract will be as, title (14 font size, bold), followed by author's names (12 font size), and full address and text (11 font size). The name of presenting author should be underlined and abstract should be prepared in MS-word using Time New Romans font. Last date for submitting abstract and full paper: 18.03.2015  
Date of Seminar: 20.03.2015

### **ADDRESS FOR CORRESPONDENCE**

**Dr. G. Haranath**, Convener- Convener-NCETSS-2015  
Dept. of Commerce, Yogi Vemana University,  
Vemanapuram, KADAPA – 516003, Andhra Pradesh.  
E-mail: ncetss@gmail.com Contact No: 9440734132.

## **REGISTRATION FORM**

U.G.C. Sponsored One Day  
National Conference  
On

***Emerging Trends In Services Sector In India***

On 20<sup>th</sup> March, 2015

1. Name :
2. Designation :
3. Gender :
4. University/College/ Orgn. :
5. Address :
6. Contact No. :
7. E-mail :
8. Presenting a Paper : **Yes / No.**
9. Title of the Paper :
10. Particulars of Registration Fee : **300/-**  
(Spot Registration)  
Venue : **Sir. C.V. Raman Science Block**  
Room No. 180, Y.V.U. Campus.

***All accepted papers will be published in the form  
of edited book with ISBN.***

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**Prof. B. SYAMA SUNDAR,**  
Vice-Chancellor,  
Yogi Vemana University, Kadapa

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**Prof. M. Venkateswarlu,** SVU  
**Dr. K. Jayachandra Reddy,** SVU

## **NATIONAL CONFERENCE on EMERGING TRENDS IN SERVICES SECTOR IN INDIA**

20<sup>th</sup> March 2015



ज्ञान-विज्ञान विमुक्तये  
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DEPARTMENT OF COMMERCE  
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Convener

**Dr. G. Haranath**

Assistant Professor & Coordinator