

"A good company delivers excellent products and services and a great company does all that and strives to make the world a better place."

- William Ford Jr., Chairman, Ford Motor Co.

ISCSR-2017

UGC Sponsored
Three Day International Seminar
on _____

Corporate Social Responsibility

10th -12th March, 2017



Seminar Director
Dr. Nagaraju Battu



Organized by

Department of
Human Resource Management
ACHARYA NAGARJUNA UNIVERSITY
Nagarjuna Nagar, Guntur-522510, A.P., India



Venue

**Dr. H.H. Deichmann &
Dr. S. John David Auditorium**
Acharya Nagarjuna University

www.anu.ac.in



Prof. A. Rajendra Prasad
Vice-Chancellor
Acharya Nagarjuna University

About the University

The Acharya Nagarjuna University has completed 40 years of its existence. It was inaugurated on 11th September, 1976 by the former President of India, Sri. Fakruddin Ali Ahmed. The University was established under the Act 43 of 1976 of A.P. State Legislature and is governed by the Act 4 of 1991. The University is spread across sprawling 300 acres located on the NH16, within the Capital Region of Amaravathi, between the Vijaywada and Guntur. ANU offers post-graduate education in 47 courses. The University runs PG Campus at Ongole and has over 450 affiliated colleges in Guntur and Prakasam Districts.

University College of Arts, Commerce and Law

The University College of Arts commerce and Law was established on 1st November, 2010 consequent to the decision made by the university to divide the campus college into 6 colleges. Today, it has 16 departments and 8 research centers and all the Departments are equipped with Departmental Libraries, Computer Labs, Smart Classrooms, Seminar Halls, etc..

Dr. Bommidala Sri Krishna Murthy
Managing Director
Bommidala International, Pvt. Ltd



About the Department

Bommidala Department of Human Resource Management was established in the year 1994. Bommidala Charitable Trust, Guntur, donated Rs 20 lakhs as an endowment fund for the establishment of the HRM Department. MHRM is a job oriented course, both theoretically, practically planned under semester system, to provide professional orientation to the students. This course is intended to increase the tempo of industrialization, considering the growing importance of personnel function in industrial and business organizations and to address the need for trained personnel. The Department maintains excellent liaison with industrial organizations and all concerned Government offices by sending the students for field work and practical training. MHRM students interact regularly with corporate managers through extension lectures, workshops & seminars arranged by the department.



Glimpses of Four Day International Seminar
on
Industrial Relations and Human Relations in the Era of Globalization (IRHRG)
on 5th - 8th February, 2015

Organized by
Dr. Nagaraju Battu
Department of HRM, ANU



A group photo with Dignitaries, Foreign Scholars and Participants



A group photo with Dignitaries, Alumni, Scholars and Students

Dear Colleagues

We feel delighted in inviting you to the Three Day International Seminar on "Corporate Social Responsibility" (ISCSR - 2017), being held on 10th - 12th March, 2017. The conference aims at discussing CSR in the existing perspective and future outlook to focus on lighting up the challenges and the best practices in CSR.

Main Theme

Businesses play an important role in the society, impacting the communities, regions as well as the individuals and the environment. Corporate social responsibility is a contribution for sustainable development, implying the way a company balances its economic, environmental and social objectives while addressing stakeholder's expectations and enhancing shareholder's value. Every company small or big needs to practice and communicate their responsible business practices. There is a growing realization that long-term business success can only be achieved by companies only when they recognize CSR as part of the process of wealth creation and to provide a competitive advantage. CSR strategies encourage the company to make a positive impact on the environment and stakeholders including consumers, employees, investors, communities and others. More collaboration is necessary between industry and academia for this to happen. We do hope that this seminar will provide many thought provoking ideas for the industry and the academia to debate and deliberate, thus leading to a better society for us. I am sure that this three-day International Seminar will address many of the discussions that will brainstorm best practices as well as cutting edge ideas on CSR from participants and Industrial Representatives, NGOs, Social Enterprises, Academicians, Practitioners, Research Scholars etc. We hope that the participants will find International Seminar on CSR both valuable and enjoyable and this event will facilitate to debate on theoretical and applied aspects of CSR which will yield (out of the box) novel ideas to this burgeoning discipline.

Discussion Themes

1. CSR - International and National Benchmarking Practices
2. CSR - Business, Laws and Ethics
3. CSR - The role of Government, Employer and NGO's
4. CSR - Information Technology
5. CSR - Safety, Health and Environment
6. CSR - Public Sectors, Private Sectors and MNCs

The International Seminar is a platform for intellectual deliberations on Corporate Social Responsibility is open to:

- Company Chairmen, Directors, Presidents, CEOs, CFOs, CSR Professionals, Bankers, Fund Managers, Company Secretaries, NGOs, Investors, Chartered Accountants, Management Analysts, Financial Consultants, Academics, Researchers & Management Students.
- All stakeholders interested in protection of the well-being of society, generating profits and improving the quality of life.
- Legislators, Lawyers, Jurists and all those concerned with efficient and ethical conduct of corporate and good governance.
- Policy Makers, Political Leaders, Government Officials and Decision Makers in emerging and developed economies.
- Businesses - Corporate Large and Small & Medium Enterprises (SMEs)

Date of the event

10th - 12th March, 2017

Venue

Dr. H.H. Deichmann & Dr. S. John David Auditorium
Acharya Nagarjuna University Campus

Seminar Fee

Registration Category	Registration Fee
Students	Rs. 1,000/-
Academicians / Research Scholars / Foreign Students	Rs. 2,000/-
Corporate Delegates	Rs. 4,000/-
Foreign Delegates	Fee Exempted

Registration fee includes

- Admission to all sessions
 - Conference kit
 - Conference proceedings with ISBN Certificate
 - Tea & Snacks
 - Lunch & Dinner
- * Each author must register separately

Payment Details

Kindly send the registration fee to the State Bank of India A/c. No-36258643453, IFSC-SBIN0004793 or in the form of DD, Banker Cheque drawn in favour of The Director, ISCSR-2017, Branch code-04793, ANU Campus, Nagarjuna Nagar - 522 510, Guntur Dt. Andhra Pradesh, India.

Guidelines

Format- A4, 1 inch margin on four sides, 12 pt Times New Roman 1.5 line space and not more than 8 pages.

Review process

The research paper should be purely based on empirical study and free from plagiarism. Experts will scrutinize the paper. Copyright form should be submitted after the acceptance of the paper. Limited empirical papers will be published in Journal (ISSN) and Book (ISBN). The papers may kindly mail to iscsr2017@gmail.com csrhrm2017@gmail.com

Important Date

The deadline for submitting the full paper is 15th February, 2017

Accommodation

Accommodation will be provided as per the request of the delegates on payment basis. Please contact the Seminar Director.

Sightseeing

Interested participants can visit the New Capital Amaravathi, Mangalagiri and Vijayawada on the third day of the seminar.

Organizing Committee

Chief Patron : **Prof. A. Rajendra Prasad**, Vice-Chancellor, ANU

Patrons : **Prof. K.R.S. Sambasivarao**, Rector, ANU

Prof. K. John Paul, Registrar, ANU

Prof. S. Vijaya Raju
Principal, ANU College of Arts, Commerce & Law, ANU

Prof. Noor Basha Abdul
Vice-Principal, ANU College of Arts, Commerce & Law, ANU

Prof. A. V. Dattatreya Rao, O.S.D. ANU

Prof. K. Rosaiah, O.S.D. ANU

Members : **Dr. Nagaraju Battu**

Dr. V. Tulasi Das

Dr. K. Madhu Babu

Dr. M. Rama Satyanarayana

Dr. V. Naganirmala

For any further queries please feel free to contact

Dr. Nagaraju Battu

Seminar Director, ISCSR-2017

Cell: 9440022859

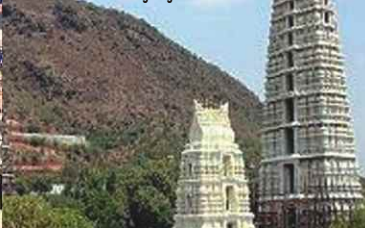
Seminar e-mail: iscsr2017@gmail.com

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Goddess Durga Temple, Vijayawada



Sri Lakshmi Narasimha Swamy Temple
Mangalagiri



Amaravathi Temple



Buddha Statue
Amaravathi



“Hands that help are holier than the lips that pray”