



**Seminar on  
Management Principles of Peter F. Drucker and Its relevance in  
the Era of Globalization**

**On the occasion of Birth Day of Peter F. Drucker on 19th November**

**Organised by  
Department of Commerce and Management Studies  
Dr.B.R.Ambedkar University, Srikakulam, Andhra Pradesh**

**Convenor: Prof. G. Tulasi Rao**

**Co-convenor: Prof. T. Kama Raju**

**About the Seminar**

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**Peter Ferdinand Drucker** was born on 19<sup>th</sup> November 1909 in Vienna and was educated there and in England. He took his doctorate in public and international law while working as a newspaper reporter in Frankfurt, Germany. Drucker is a writer, teacher, and consultant specializing in strategy and policy for businesses and social sector organizations. He has consulted with many of the world's largest corporations as well as with non profit organizations, small and entrepreneurial companies, and with agencies of the U.S. government. He has also worked with free-world governments such as those of Canada, Japan, and Mexico. He is the author of thirty-one books which have been translated into more than twenty languages. Thirteen books deal with society, economics, and politics; fifteen deal with management.

Drucker's contribution to the field of management in the form of books, publications, research articles explored how humans are organized across the business, government, and nonprofit sectors of society. He is one of the best-known and most widely influential thinkers and writers on the subject of management theory and practice. His writings have predicted many of the major developments of the late twentieth century, including privatization and decentralization; the rise of Japan to economic world power; the decisive importance of marketing; and the emergence of the information society with its necessity of lifelong learning. In 1959, Drucker coined the term "knowledge worker" and later in his life considered knowledge worker productivity to be the next frontier of management.

To pay rich tributes to Peter Ferdinand Drucker, Department of Commerce and Management Studies, Dr.B.R.Ambedkar University, Srikakulam is going to organize a Management Seminar on "Management Principles of Peter F. Drucker and Its relevance in the Era of Globalization" on 19<sup>th</sup> November 2013.

## Objectives of the Seminar

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- To study the relevance of Peter F. Drucker's principles of management and challenges.
- To identify the impact of technology on management practices
- To face the challenges by introducing innovations and best practices for the Business Management
- To promote fundamental and applied research in Management
- To discuss the corporate social responsibility and modern management practices in 21<sup>st</sup> Century.

## Call for Papers

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Research articles /papers are invited from the faculty and students of Commerce & Management and executives on the following sub themes:

- Management Challenges for the 21st Century
- Long-Range Planning: Challenge to Management Science
- Innovation and Entrepreneurship
- Management By Objectives
- Leadership and Responsibility
- Innovation for business sustainability
- Marketing Automation
- Challenges to increase productivity in knowledge work
- Managing the Non-Profit Organization: Practices and Principles

## Guidelines for Authors

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Original research papers on the above themes or any other related to the above sub themes are invited for presentation at the technical session of the seminar.

The text of the paper shall be in the MS word format with 1.5 lines spacing, font size 12, Times New Roman. The size of the paper should be in between 12 to 15 pages only. The authors name, designation and affiliation must be provided on separate sheet for the purpose. Reference must be given as per the standard journal format. The abstract of the paper not exceeding 200 words should be sent on or before 11<sup>th</sup> November 2013.

Last Date for Submission of Abstract	:	11-11-2013
Communication of Acceptance	:	13-11-2013
Last Date for submission of Full paper	:	16-11-2013

### Registration Fee

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• Corporate Executives	-	INR 3000
• Academicians	-	INR 500
• Research Scholars/Students	-	INR 200

### Publication of Research work

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- Selected papers will be considered for publication in the Special Issue of “**International Journal of Innovative Research and Practices**” with ISSN No. **2321-2926** as per the norms.
- Conference certificate will be given for the paper presenters and participants.
- Lunch will be provided for the participants
- Selected papers will be given prizes.

### Date & Place

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Date	:	On <b>19<sup>th</sup> November 2013</b>
Venue	:	<b>Seminar Hall, Dr.B.R.Ambedkar University, Srikakulam.</b>
Mail ID:		irpjournal@gmail.com

### Department Organising Committee:

**N. Santosh Ranganath**  
 Dr.S. Tarakeswara Rao  
 Dr.K.Atchyuta Rao  
 K.Karunanidhi  
 M.Ch.Subba Rao  
 Ch.S.D.Nageswara Rao  
 B.Prakash babu  
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