

Front cover page inside	(Multicolor)	:	Rs. 20,000/-
Back cover page	(Multicolor)	:	Rs. 25,000/-
Back cover inside page	(Multicolor)	:	Rs. 20,000/-
Inside full page	(Multicolor)	:	Rs. 15,000/-
Inside full page	(Black & White)	:	Rs. 10,000/-

CONTACT:

All the payments should be made in form of DD/Cheque (add Rs.50/- for outstation cheque) drawn in favor of **Seminar Director, Dynamics of Industrial Relations** payable at **Visakhapatnam** and send by name to Prof. N. Sambasiva Rao, Seminar Director, Dept. of Commerce and Management Studies, Andhra University, Visakhapatnam-530 003. A.P. Phone: 0891-2844270, 2844278, Mobile: 098481 70274, 098488 42230, E mail: irseminar2011@gmail.com website: andhrauniversity.info.

VENUE AND TIMINGS:

The venue for the two day seminar is Platinum Jubilee Guest House seminar hall, Opp. To AU School of Distance Education, Andhra University, Visakhapatnam. First day registration starts at 9 am and concludes by 6 pm and the second day starts at 9.30 am and closes by 5 pm.

ABOUT ANDHRA UNIVERSITY:

The historic University was established on 26th April 1926, and is set in picturesque surrounding. It is flanked by lush hills one side and the beautiful Bay of Bengal on the other side. The University has been awarded A grade status by the NAAC and also ISO 9001-2000 certification. The Department of Commerce and Management Studies (DCMS) is the oldest departments in the country and the pioneering one in starting an MBA program in India in the year 1957 and also biggest department in this University. The department is offering fulltime and part time MBA, MBA Retail management, M.Com. in addition to research courses like M.Phil, Ph.D.



**Two-day National Seminar on
Dynamics of Industrial Relations in India
Emerging challenges and Strategies**

11th - 12th November, 2011

Organized by

Department of Commerce and Management Studies

Andhra University, Visakhapatnam-530 003, A.P.

Seminar Directors

Prof. N. Sambasiva Rao

and

Prof. M. Sandhya Sridevi

Driven by technological advances, improved communications, economic liberalization, and increased international competition, globalization has brought in an era of economic, institutional and cultural integration. Under globalization the workplace practices are under a constant state of flux. The biggest question today is regarding the impact of this economic phenomenon on employers, employees and industrial relations of developed and under-developed countries.

Keeping in view the above dynamics, it is quite evident that the industrial system right now is trying to shift from the old system to the new. In the process, it is experiencing tension between the workers who are trying to keep jobs and the employers who are trying to achieve flexibility so as to cope with the domestic and international market competition.

With economic liberalization, competitive forces began to affect the structure of the union movement. In several private enterprises, "independent" rank-and-file led unions came into existence and engaged in informed and militant bargaining, often with multinational employers, securing substantial wage and non-wage gains in the process. You can remember the recent strikes in Maruti Suzuki India, Singareni Collieries etc.

Many countries are undergoing a process of industrial restructuring which, in some cases, include privatization of public sector undertakings and technology upgrading. This process has resulted in several social consequences such as redundancy, all of which have sometimes strained the relationships between employers and workers and unions and between the latter and the government.

The establishment of a sound or harmonious industrial relations system is a central theme for governments, employers, workers and their representatives, in their endeavors to achieve economic and social development. This sound system are more harmonious and cooperative than conflict and creates an environment conducive to economic efficiency and the motivation, productivity and development of the employee and generates employee loyalty and mutual trust.

In this context, the two day national seminar will discuss the various issues and policies related to industrial relations and the role played by various parties in industrial relations particularly in the Indian context. Senior executives are invited as Panel speakers to share their experiences.

Some of the broad issues identified are as follows:

- ◆ Aligning HR and IR
- ◆ HR role in handling workplace bullying issues
- ◆ Future perceptions and strategies of IR
- ◆ Industrial laws and social justice
- ◆ Industrial discipline
- ◆ Social accountability
- ◆ Management prerogatives
- ◆ Critical comments on Indian labour policy
- ◆ Domestic enquiry
- ◆ Unions and politics

CALL FOR PAPERS:

Research based papers/case studies (5000 words) on any one of the above issues are invited in a standard format with an abstract of 500 words. Send the hard and soft copy by 30th October, 2011 along with e mail attachment: irseminar2011@gmail.com

Registration fee:

Corporate Delegates	Rs. 2,500/-
Academicians	Rs. 1,000/-
Full time Scholars/students	Rs. 600/-

Delegate fee includes tea, snacks, lunch and seminar kit. The seminar is a non-residential one. On request and on payment basis, we facilitate in booking the hotels with prior intimation and payment. All payments to this seminar are excluding service tax as per the government rate (10.3%).

SPONSORSHIP:

As this seminar is a self-supporting one, we request the individuals and organizations to support this seminar by way of sponsoring the lunch, tea and snacks and seminar kit. The logo/name of the sponsoring organization will be displayed on all publicity material and on the backdrop banner.

Major sponsors (four delegates free)	Rs. 75,000/-
Associate sponsors (two delegates free)	Rs. 40,000/-

SOUVENIR SUPPORT:

On this occasion, we are releasing a souvenir with articles and other information relating to the seminar, for which we request you to sponsor space in this souvenir (A 4 size) and the tariff is as follows:



Two-day National Seminar on
**Dynamics of Industrial Relations in India - Emerging
Challenges and Strategies**

11 - 12th November, 2011

Organized by

Dept. of Commerce and Management Studies

Andhra University, Visakhapatnam-3, A.P

Seminar Directors

Prof. N. Sambasiva Rao & Prof. M. Sandhya Sridevi

Registration Form

The following members are nominated for the seminar:

Sl.No.	Delegate Name	Designation	E mail	Mobile
1.				
2.				
3.				
4.				
5.				

Company Details:

Name and address including mail and fax:

Date:

Signature

Payment particulars of delegate fee: **(add Rs. 50/- for outstation
cheque)**/ DD No: Rs. Bank Name:

Date: The DD/Cheque should be drawn in favor of **Seminar
Director, Dynamics of Industrial Relations**, payable at
Visakhapatnam and send by name to Prof. N. Sambasiva Rao,
Seminar Director, Dept. of Commerce and Management Studies,
Andhra University, Visakhapatnam-530 003, A.P. **For multiple
copies, kindly xerox the registration form.**

BOOK-POST



**Two-day National Seminar on
Dynamics of Industrial Relations in India
Emerging challenges and Strategies**

11th - 12th November, 2011

To

From :

Prof. N. Sambasiva Rao

Seminar Director

Dept. of Commerce and Management Studies

Andhra University

Visakhapatnam - 530 003. A.P.