

Program Schedule

8:30 - 9:30am	-	Registration
9:30 - 10:30am	-	Inauguration / Key note address
10:30 - 10:45am	-	Tea Break
10:45 - 1:15pm	-	Technical Session - I & Paper Presentation
1:15 - 2:00pm	-	Lunch Break
2:00 - 3:30pm	-	Technical Session - II & Paper Presentation
3:00 - 4:00pm	-	Valedictory
4:00pm onwards	-	Tea + Distribution of certificates

Keynote address by:

Dr. Rajdeep Manwani

*Coordinator - Dept. of Commerce
Jain University*

Technical Session - I

Dr. M. Muninarayanappa

*Professor - Dept. of Commerce
Bangalore University*

Dr. T. Aswatha Narayana

*Associate Professor - Govt. First Grade College
KR Puram, Bangalore - Secretary BUTCCM*

Technical Session - II

Dr. P. Paramashivaiah

*Professor & Dean
Dept. of Commerce
Tumkur University*

Prof. Jayaram

*Principal
Seshadripuram College
Kengeri Satellite Campus
Bangalore*

Chief Patron

Prof. Dr. T. Ekambaram Naidu

Founder Chairman

Advisors

Prof. Supriyo Guharoy

CEO - Indo Asian Group of Institutions

Prof. Dr. S.T.R. Raja

Director - Humanities

Conference Convener

Dr. N. Bharathi

*Principal - Indo Asian Academy Degree College &
PG Center*

Organizing Committee

Prof. Priya Makhija - HOD

Prof. Chandrakala

Ms. Batty Dorance.S

Ms. Vanitha Senthil Kumar

Ms. Ekta Jain

Mr. T.N. Rakesh

Prof. Arya Devi

Ms. Devaki

Ms. Vidya Ghanshyam

Ms. Parveen Taj

IMPORTANT DATES

Submission of Abstract	14 th Feb 2017
Acceptance of Abstract	24 th Feb 2017
Submission of full papers	07 th March 2017
Conference & Paper presentation	17 th March 2017

Registration Fee

- Paper Presenters / Industry Person : Rs. 500/-
- Research Scholars / Academicians : Rs. 300/-
- Students Participants: Rs. 200/-
- The registration fee includes a conference kit, lunch and refreshments
- Outstation participants can opt for shared accommodation on payment basis.
- Payments should be made in the form of DD, in favour of "Indo Asian Academy Education Trust", payable at Bangalore.
- The DD should be couriered to the college address along with the registration form.
- Every accompanying person need to register by filling the registration form along with the registration fee

For further information contact

Prof. M.S. Priya Makhija - +91 9742175953 | Prof. Chandrakala - +91 9066440208

Prof. Vidya Ghanshyam - +91 9972037855 | Prof. S. Batty Dorance - +91 9535587455

Mail soft copy to:

comconf@indoasianacademy.com

Tel. +91 9900475707, 80 2545 3880, 2543 8701

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INDO ASIAN ACADEMY DEGREE COLLEGE

Recognized by Govt. of Karnataka & Affiliated to Bangalore University

DEPARTMENT OF COMMERCE & MANAGEMENT

&

Internal Quality Assurance Cell (IQAC)

cordially invites you to the

National Conference

on

"A Paradigm Shift in Managing Enterprises - The Emerging Future"

Friday, the 17th March 2017



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INDO ASIAN ACADEMY DEGREE COLLEGE & PG CENTER

Ring Road, Kalyan Nagar, Bangalore - 560 043

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From Chairman's Desk

The Indo Asian Academy Degree College, established in the year 2007, under the tutelage of Indo Asian Academy Education Trust, incessantly strives to provide quality education and makes its students ready to take up global challenges. In the last 10 years, Indo Asian Group of Institutions has grown multifold and made an indelible distinct mark in the field of education not only in Bangalore or India but globally. Presently, **Indo Asian Group of Institutions has more than 4500 students in 8 colleges under the Group.** All the campuses of Indo Asian have adopted state-of-the-art education technologies in their labs, computer centre and classrooms to bring in cutting-edge learning to the students and thus make them future-ready. The location of the colleges at Adjacent to Kalyan Nagar Bus depot, Kalyan Nagar, Bangalore is ideal for its proximity to IT Hubs, Outer Ring Road (ORR) and the Airport.

Having spread its wings to overseas, Indo Asian steadily reached out to students from over 45 countries in Africa, Middle-East and South East Asia. The diverse ethnicity, creed and customs of these students give the campuses of Indo Asian a very colorful and global look and help students gain additional insights in to global communities and culture. **We have also signed a strategic MOU with Sprottshaw College of Vancouver, British Columbia, Canada to create overseas learning and employment opportunities for our students.**

Research has always been a priority area for Indo Asian. The teaching faculty at Indo Asian consists of a group of very dedicated and experienced teachers who constantly engage themselves in various project work and research activities on one hand and encourage the students to open up to explore new frontiers of knowledge.

In keeping with our goal to be in the forefront of knowledge creation and dissemination, our Indo Asian Academy Degree College has organized National Conference in areas of Commerce and Management, Computer Applications, Humanities and Hindi. I am certain that the faculties of various colleges, research scholars and students who will participate in these seminars, will definitely be benefitted in exchanging their knowledge with the experts and other luminaries.

I take this opportunity to extend a warm welcome to all participants in the National Conference at IndoAsian.

Happy networking and learning!

Prof. Dr. T Ekambaram Naidu
Founder Chairman

About the Department

The Department of Commerce & Management was established in the year 2007 with a view to develop student's professional competency with quality, wherein the students learn the latest trends in business, commerce and entrepreneurship. The department offers three year UG Program (BBA , B.Com), the two year PG program (M.Com) & annual scheme PGDHRM Program under Bangalore University.

About the conference:

Liberalization, Privatization and Globalization proved to be both a challenge as well as an opportunity for functioning enterprises around the world and making it evermore smaller and integrated.

As globalization continues, business will be presented with newer operating and strategic parameters. In this regard, this seminar aims to highlight the emerging practices in the recent scenario of Managing Enterprises in the backdrop of economic crises, need to acquire new skills, financing models, application of Information Technology, international trade and barriers etc..

The conference will incorporate Paper Presentation by Eminent Personalities in the respective fields, which will provide a good platform for interaction among subject Experts, Academicians, Industrialists, Research Scholars and Renowned Professors from various Universities, Colleges and other Higher Educational Institutions.

Objective

- To enrich and encourage the energy or spirit of inquiry & research amongst the students and research scholars.
- To carry out analysis of the recent trends in enterprise management and to discuss or interact with the Academicians, Research scholars, Industrialists, Subject Experts and the Professionals.
- To discuss on the fundamental changes and the future trends in Managing Enterprises

SUB THEMES

Entrepreneurship:

- Empowering women entrepreneurs
- Innovation & technological entrepreneurship
- Impact of FDI on Indian entrepreneurs
- Challenge of Start – up entrepreneurs
- Role of incubators, venture capitalists & other facilitators for promoting entrepreneurship
- Green Entrepreneurship
- Social Entrepreneurship

Sub themes:

Finance

- Financial Inclusion
- Repercussion of Demonetization
- Impact of FDI in Indian Economy
- Micro-finance: A way out for the Underprivileged
- Effect of Merger & Acquisition in banking sector
- New forms of Financial Assistance
- Role of NBFCs in Indian Economy
- Triple Bottom Line

Human Resource Management:

- Management of Talent pipeline
- Leadership development in futuristic organization
- Work-life integration for employee well-being
- Innovative Incentive, reward system for Gen Y
- Human Resource Information system
- Moonlighting & implementing policies

Marketing:

- Digital Marketing strategies
- Impact of Social Media
- Creating Value through Branding
- Green Marketing
- Marketing Analytics
- Ethical issues in Advertisement

GUIDELINES FOR ABSTRACT SUBMISSION:

Abstracts should not exceed more than 300 words. Only original unpublished papers which have not been sent to any other seminar/conference for approval and publication are to be submitted.

Acceptance of papers or any modifications to be made will be intimated. All selected papers will be published as conference proceedings in the anthology with ISBN.

Selected paper authors have to submit the full paper soft copy in Microsoft word format not exceeding 4500 words. Font – Times New Roman, size – 12, 1.5 line spacing.

Soft copies must be mailed to comconf@indoasianacademy.com