

JAIN UNIVERSITY

Declared as Deemed-to-be University u/s 3 of the UGC Act, 1956

School of Commerce Studies

One-day Inter-Collegiate Students Conference



Innovations in Business and Management

Venue:

School of Commerce Studies
JGI Knowledge Campus, District Fund
Road, Jayanagar 9th Block
Bengaluru-560069

27th February 2017

Organized by

Department of Commerce

1947

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About Jain University

Jain University was declared a deemed-to-be University in 2009 u/s 3 of the UGC Act, 1956. It offers UG and PG Programs with innovative and creative curriculum and has been enabling multi-disciplinary research opportunities, through its Research Programmes. Founded in 1990 as SBMJC by Dr. Chenraj Roychand, an eminent entrepreneur and educationist with over 35 years of experience, it has a vision to foster human development through excellence in quality Education, Research and Entrepreneurial Development. It has been drawing students from more than 25 countries to Bengaluru.

Jain University is a certified ISO 9001:2008 for quality management by TUV Rheinland and is a member of Association of Universities of Asia and the Pacific (AUAP). It enjoys close collaborations with world's leading universities and organizations at national and international level.

Jain University has been empowering and enabling students to exceed expectations in the fields of their interest and grooms them to be professional and ethically sound individuals. It has consistently ranked among the top universities in India by India Today Nielsen Best Universities Survey. With extensive infrastructure and faculty members of the highest caliber, the University emphasizes on nation-building education, incubates entrepreneurship and facilitates employment generation and advocates sports.

About Department of Commerce

The Department was set up in the year 1990 and has achieved significant growth by adding new dimensions in the domain of education in the commerce discipline. The constant innovations nurtured in its various spheres of functioning - teaching, extra-curricular, co-curricular, student-centric ideology, continuous FDPs, National conferences, etc. - have added new feathers to its cap from time to time. The Department houses over 5,000 students at UG and PG levels and it is an abode to over 70 faculty members contributing towards its daily work and growth.

About Student Research Cell (SRC)

The Student Research Cell was set up in the year 2014 with the objective of providing a platform for the students to step into research paper writing and to direct their young intuitive minds of the students in the right direction. SRC's efforts to reach out to student community have seen results from the very first year of its work. Every year it provides a platform for undergraduate and postgraduate students to present research papers and some students have learned and presented research papers in prestigious institutions including IIM-A and IIM-B since then. The efforts of SRC will continue to nurture vibrant minds in the future and will work towards adding a wide array of activities enriching the experience of students.

About Educesta Global Services Pvt Ltd

Educesta Global Services Pvt Ltd, is a service process innovator, which offers Globally Recognized Degrees such as MBA, Executive MBA, PGDM, Bachelor's and Diploma in collaboration with reputed Universities and Autonomous Institutions. We endeavor to provide career ready students along with additional Global Qualifications to cater to the Imminent Industries. At Educesta our prowess is depicted in developing imminent courses for our University Partners. To ensure that the students get the right exposure and quality of education, we bring about innovative delivery techniques (Teaching Pedagogy) via tutors with relevant industry and academic experience, clubbed with use of latest technology, curriculum design, industry integrations and international qualifications

About The Conference

What is Innovation? – Innovation may be defined as exploiting new ideas leading to the creation of a new product, process or service. It is not just the invention of a new idea that is important, but it is actually “bringing it to market”, putting into practice and exploiting it in a manner that leads to new products, services or systems that add value or improve quality. Innovation also means exploiting new technology and employing out-of-the-box thinking to generate new value and to bring about significant changes in society.

In this era of Globalization, innovation is the strategy that separates companies from mediocrity and pushes them to enter the 4th Industrial revolution. Studies have confirmed that all businesses want to be more innovative. A 2014 study by PWC stated that 93 percent of business executives believe that “organic growth through innovation will drive the greater proportion of their revenue growth” The conclusion is that the importance of innovation is increasing, and increasing significantly. In the current day economic scenario, innovativeness has become a major factor in influencing strategic planning. It has been acknowledged that innovation leads to wealth creation. Even though efficiency is essential for business success, in the long run, it cannot sustain business growth. Innovation can only happen through research. Research collects data for the business which can help the business decide which way they should go. Research is the lifeblood of the business and so from this conference we want the students to explore various concepts, trends and recent innovations in Business and Management.

SRC aims to provide a platform for researching on various topics so that they can build on their research skills and also be informed how research is important for business houses.

Objectives of the Conference



Main Theme of the Conference

“Innovations in Business and Management”



General Management

Agri-Business Management

Innovation in General Management

Corporate Governance Organization, technology and strategy

Knowledge Economy

Corporate social Responsibility

Total quality Management

Accounting/Finance

Financial innovation

Financial institutions and instruments Financial Market and Services

Green Finance

Corporate finance

Mergers, Acquisitions, and Corporate Restructuring

Behavioral Finance Financial Derivatives

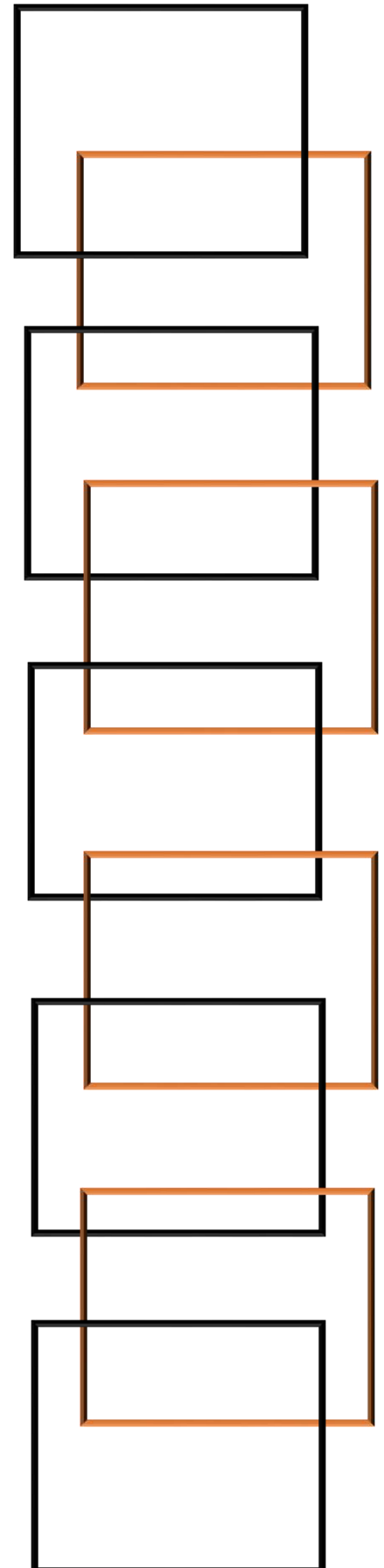
Tourism and Hospitality

Sustainable Tourism Development

Destination Management

Hospitality & Business

Technology & Tourism



Human Resource Management

Human capital management, HR and sustainability,

Green HRM

Organizational Culture and Leadership
Talent Management

Training and Development with recent trends

Strategic HR

Stress Management
HR and technology

Employee engagement and retention strategy

Work life balance
HR Accounting

Agile HR

Marketing

Marketing and consumer behavior

Innovation in Marketing Technology and Marketing

Brand Management

Services marketing

Customer relationship Management
Social Marketing

Marketing strategy-Challenges and innovation

Retail Marketing Green

Marketing International

Marketing Rural

B 2 B marketing

Note: This is not an exhaustive list and papers are welcome in other related areas as well. Please indicate in your abstract to which sub-theme you would like to contribute. The Conference Committee reserves the right to arrange the track allocation depending on the popularity of each theme.

Call for Papers

- Original contributions based on applications/research/ surveys/ practices related to the theme and sub themes mentioned, are invited.
- Research papers and case studies may be presented.
- At the time of submission, submitted papers must not have been previously presented/ published or scheduled for presentation/ accepted for publication.
- A maximum of two co-authors may be part of one research paper.
- Both the co-authors on the same paper may be either from UG or PG.

Paper Organization: The paper should have the following details:

- Author and Co-Author's name, course, class, section and institution affiliation.
- Contact details: mobile number, email ID
- The maximum length of the paper is 12 A4 sheets and should contain an abstract of not more than 200 – 300 words, along with 3-5 key words.

Paper Format:

- Font Style: Times New Roman
- Font size: heading 14 (Bold), sub heading 12(bold), 12 for rest of the text
- Spacing : 1.5 spacing throughout the paper, margins 1' on all sides
- (Formatted in APA style 6th Edition – apastyle.org)

The participation fee per participant is Rs. 100

The last date for Submission for abstract is 15th February 2017

The last date to submit the full paper is 23rd February 2017

All submissions should be emailed to srcju17@gmail.com

Best three papers will be awarded cash prizes

For any queries relating to the conference call:

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