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# JAIN UNIVERSITY

www.jainuniversity.ac.in

## A TWO - DAY NATIONAL CONFERENCE ON WINNING WITH VUCA - INNOVATIONS AND STRATEGIES

2<sup>nd</sup> & 3<sup>rd</sup> MARCH 2015



Venue:

**School of Commerce and Management Studies**

Jain Knowledge Campus, District Fund Road,  
Jayanagar 9th Block, Bangalore-560069

Organised by:

**Department of Commerce**  
**School of Commerce & Management Studies**  
Jain University

**iNurture Education Solutions Pvt. Ltd.**  
Knowledge Partners



## ABOUT JAIN UNIVERSITY

Jain University was declared a deemed-to-be University u/s 3 of the UGC Act, 1956 in 2009. It is a member of the Jain Group of Institutions, with nearly two decades of experience in the field of education. Jain University offers UG, PG & Research Programmes in the disciplines of Engineering, Humanities, Life Sciences, Physical Sciences, Social Sciences, Commerce and Management with a vision of "Nation building through Excellence in Quality Education, Research and Entrepreneurial Development". It boasts of academic, research and corporate collaborations with various international and national organizations of excellence. With excellent infrastructure and faculty members of the highest calibre, the University emphasizes quality education coupled with value added programmes, co-curricular and extra-curricular activities.

## ABOUT THE CONFERENCE

Indian economy has gained significant momentum in recent years and the near future looks very promising and exciting. At the same time, the pace and ubiquity of CHANGE has become a reality that cannot be ignored. The environments -Indian and Global- have become highly Volatile, Uncertain, Complex and Ambiguous (VUCA) due to a variety of factors including greater inter linkages world-wide and the all-encompassing impact of technology. This has necessitated innovation in every area and its flawless implementation.

Different entities in business, social sector and government domains are rapidly coming to terms with this "new reality" and have designed and implemented creative strategies not just to cope with but also to leverage and indeed drive this ever-accelerating change process.

## OBJECTIVE OF THE SEMINAR

The seminar attempts to exchange thoughts and ideas and update information among researchers, academicians and industry practitioners to cope with the unique challenges posed by business Volatility, Uncertainty, Complexity and Ambiguity.

## CONFERENCE THEME

### "WINNING WITH VUCA - INNOVATIONS AND STRATEGIES"

## CONFERENCE SUB THEMES

- Implications of VUCA for markets, economies, business, government and others
- Leadership Skills in the VUCA world
- Role of educational institutions in preparing the students and the managers for the VUCA world
- Marketing in the VUCA world
- CRM in the VUCA world
- Seeking Finance in the VUCA world
- Governance and Risk issues in the VUCA world
- Decision Sciences and Business Analytics – impact on VUCA
- Innovation as a key to success in the VUCA world
- Shifting from "Best Practices to Next Practices"

## AUDIENCES WHO WILL BENEFIT

- Academicians
- Research Scholars
- Students
- Entrepreneurs
- Industry Practitioners
- Consultants

## CALL FOR PAPERS

- Original contributions based on applications/ research/ surveys/ practices related to the theme and sub themes mentioned, are invited for conference presentation.
- Topics relevant to the main theme, not particularly mentioned in the sub themes, will also be considered.
- The maximum length of the paper is 12 A4 sheets and should contain an abstract of 200 words.
- Selected research papers by the Research Paper Selection Committee, will be published in seminar proceedings with ISBN.
- An award for the best paper will be announced, based on the panel who are experts in their domain.

## The seminar also focuses on the DOCTORAL RESEARCH PAPER PRESENTATION

The eligibility criterion for participating in Doctorial Paper Competition is as follows:

- Must have been awarded Ph.D. / submitted thesis within last 12 months or
- About to submit thesis within the next 6 months

## CASH PRIZE\*

- A cash prize of Rs. 15000, Rs. 10000 and Rs. 5000 will be awarded to the First, Second and Third best Doctorial Research Papers respectively.
- A cash prize of Rs. 5000, Rs. 3000 and Rs. 2000 will be awarded to the First, Second and Third best Research Papers respectively.

## MANUSCRIPT REQUIREMENTS

### Style:

APA Style 6th Edition

### Font & other specifications:

Times New Roman, heading 14 (Bold), sub heading 12(bold), 12 Font size for rest of the text, 2 spacing, margins 1.5' left side and 1' on top, right and bottom side, with a maximum of 4 key words.

### Paper Format:

The paper should have the following details:

- Author's/ Co-Author's name and communication address
- Contact details - mobile number & email ID
- An abstract of 200 words along with a maximum of 4 key words
- Formatted in APA style

## IMPORTANT DATES

Abstract submission	5th January 2015
Abstract approval	15th January 2015
Full paper submission	10th February 2015
Full paper approval	20th February 2015
Registration for the Conference	24th February 2015

## REGISTRATION FEE

Participants	With Accomodation	Without Accomodation
General/ Industry Professionals	5500	4500
Academicians	3500	2500
Research scholars	2500	1500
Students	2500	1500

- Registration fee includes Conference volume, Kit, Lunch and coffee/ tea/ snacks
- Registration fee should be paid by Demand Draft in favour of "Jain University" payable at Bangalore, Karnataka state, India

\*On quality submission