



**JAIN UNIVERSITY**

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



**3<sup>rd</sup> Annual Intra-Collegiate Students' Conference**

## “Emerging Trends in Business and Management”

4<sup>th</sup> March 2016

Venue: School of Commerce Studies

JGI Knowledge Campus, District Fund Road, Jayanagar 9<sup>th</sup> Block, Bangalore – 560 069

### **Organized by**

Department of Commerce  
Jain University

### **Industry Partner**

iNurture Education Solutions Pvt. L t d .

## **ABOUT JAIN UNIVERSITY**

Jain University was declared a deemed-to-be University in 2009 u/s 3 of the UGC Act 1956. It is certified ISO 9001:2008 for quality management by TÜV Rheinland and is a member of Association of Universities of Asia and the Pacific (AUAP). The university offers innovative programs at the UG, PG, research levels, managed and imparted by 458 sharp minded faculty members who mentor over 9098 students nationally & globally.

Jain University advocates sports and creative talents. Jain University alumni have emerged as successful sportsmen, entrepreneurs and celebrities globally. It enjoys close to 66 national & international collaborations with world's leading universities and organizations in UK, Germany, USA, Canada, Russia etc.

## **ABOUT INURTURE EDUCATION SOLUTIONS PVT. LTD.**

Established in the year 2007, iNurture is a pioneer in career-ready formal higher education in India. iNurture delivers industry relevant, full-time courses at the Undergraduate and Postgraduate levels in the fast growing sectors of economy, in active association with reputed Universities and Autonomous Institutions and Colleges. iNurture operates through a unique collaborative University-Industry Partnership (UIP) model, ensuring qualifying degrees along with cutting-edge knowledge and skills. iNurture currently has partnership with over 30 Universities, Autonomous Institutions and Colleges across India.

## **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 their might towards its daily work and growth.

## **ABOUT STUDENT RESEARCH CELL**

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 students to present research papers and quite a few students have already presented research papers in prestigious institutions like the 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 THE CONFERENCE**

Though India got her freedom in the year 1947, Indian economic policy has not yet come out of its colonial influences. Our economic Policy moves towards protectionism, with a strong emphasis on import substitution, industrialization under state monitoring, state intervention at the micro level in all businesses especially in labor and financial markets, a large public sector, and central planning. Due to this, India's growth rate has been low. However in the year 1991 under the leadership of Late P.M.P V Narasimha Rao India globalized its economy. This has facilitated the entry of MNC's

in to the Indian Market in a big way.

A Harvard Business School report states that India will achieve the highest GDP of 8-9% consistently for next five years compared to any other developing or developed countries. The mushrooming of startups indicate the future of the country. Indian companies are going global and the top management of many Fortune 500 companies are Indians. In the next 20-30 years Indians will be the business leaders of the world. Future of world's business is India.

The student research cell aims to provide a platform for deliberations on issues mentioned above so as to share and update their knowledge on the emerging trends in business and management.

### **Keynotespeech by Mr.SSubramanian**



Mr. S. Subramanian is a former Senior Executive of the Reserve Bank of India (RBI) who was the RBI Nominee Director of Murshidabad Gratin Bank Ltd.

During his 40 year service with the RBI, he was involved in the management of Central Banking operations encompassing Regulation, Banking Management, Reporting Systems, Banking Technology Applications, Basel Risk Management Practices, Financial Inclusion, Micro Finance, Payment Settlement Systems, Lean Banking

and Financial Sector Technologies.

He was specially deputed to Europe in the mid-80s to study the operations and practices in large multinational banks in handling of the clearing operations using MICR technology. He led a Financial Management Assessment team in the World Bank project for funding the Government of India in the implementation of Co-Operative Sector reforms as recommended by the Dr. A Vaidya Nathan committee report and also in review of its immediate impact of its implementation. Post his retirement from the RBI, Mr. Subramanian actively continues to share his professional expertise on the boards of organizations both in industry and in academia globally

## Outcomes of SRC in 2014 & 2015

RC's efforts to reach out to the student community have seen results from the very first year of its work. Students have appreciated this intellectual activity and have chosen topics as diverse as traffic management to Indian cinema. The young minds have learnt academic writing skills and have also received a platform to try out their presentation skills. Their inquisitiveness commands hard work which has enabled students to present papers in prestigious international conferences such as IIMB's Annual Business Analytics Conference and IIMA's Annual Business Intelligence & Analytics, as well as in various other in station inter-collegiate conferences.

The efforts of SRC will continue to nurture the vibrant minds in the future and will work on adding a wide array of activities enriching the experience of both-the participants and the facilitating organizations.



## Objectives of the Conference

- To provide a platform for UG students to step into research paper writing
- To nurture the intuitive minds of the students in the right direction

MAIN THEME: Emerging trends in Business and Management

### SUB THEMES

#### General Management

Agri-Business Management  
Innovation in General  
Management Corporate  
Governance Organization,  
technology and strategy  
Knowledge Economy  
Corporate social  
Responsibility Total quality  
Management

#### 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

#### 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 Marketing  
B 2 B marketing

#### Finance

Financial innovation  
Financial institutions and instruments  
Financial Market and Services Green  
Finance  
Corporate finance  
Mergers, Acquisitions, and Corporate  
Restructuring  
Behavioral Finance  
Financial Derivatives

**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

## Paper Organization

The paper should have the following details:

- Author and Co-author's name, course, class and section
- 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, 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 6<sup>th</sup> Edition – *apastyle.org*)  
Abstract to be submitted at [sub-srcug2016@gmail.com](mailto:sub-srcug2016@gmail.com)

## For any queries relating to the conference call

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