



JAIN
DEEMED-TO-BE UNIVERSITY

SCHOOL OF
COMMERCE
STUDIES



DEPARTMENT OF COMMERCE
Presents

6TH INTER-COLLEGIATE STUDENT CONFERENCE ON



**INNOVATION AND CREATIVITY IN
BUSINESS MANAGEMENT**

14TH MARCH, 2019

E-MAIL ID: shodha.scsju@gmail.com

VENUE:

JGI KNOWLEDGE CAMPUS
#44/4, District Fund Road,
Jayanagar 9th Block Bangalore - 560069



WILEY



ABOUT JAIN (DEEMED-TO-BE UNIVERSITY)

Jain Deemed-to-be University was declared as deemed-to-be University in 2009 u/s 3 of the UGC Act, 1956, and was awarded a rating of 3.31, by NAAC during 2017 visit for reaccreditation. It offers UG and PG programs with innovative and creative curricula and has been enabling multi-disciplinary research opportunities through its Research programs. 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 national and international level.

Jain Deemed-to-be University has been empowering and enabling students to exceed expectations in the fields of their interest and grooms them to be professionally and ethically sound individuals. It has been 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 innovation 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 250 faculty members contributing towards its daily work and growth.

ABOUT SHODHA: THE 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 the young intuitive minds of the students in the right direction. SRC's efforts to reach out to the 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, which has helped some students to learn and present research papers in prestigious institutions including IIM-A and IIM-B since then. The efforts of the SRC will continue to nurture vibrant minds and work towards adding an array of activities enriching the experience of students.

ABOUT THE CONFERENCE

Innovation is inevitable in any part of our operations irrespective of the nature of industry we sign. Evolution of new technologies like Artificial Intelligence, Robotics, Augmented Reality, Cloud Computing, Digitalization and Automation, Mobile technology, Big data Analytics, IOT etc., are having major impact on designing and developing the new style of operations in all endeavors. The path of industrial revolution has been accepted and transformed towards digital progress and to foresee the prodigious success in the regular course of action we need innovation and creative business models to gain more competitive advantage. To procure that, these invented technologies are considered as eminent platform for designing the future business world under digital era. The innovated business models will enhance the society to step ahead in progressing their day-to-day operations with ease and smooth manner. Elegant business model customized based on the personalized requirement are need of the day and it has to properly be mapped with the expectations of industry, in order to derive the delighted customer satisfaction to build experienced India with Sophisticated Digital Environment like other Western Countries.

Innovation and creative Business models will bring in a paradigm shift towards generating diversified prospects to all the participants in the ecosystem comprising government and policy makers, and all other stakeholders in the society. The 21st century Indian customers are aspirants of Tech Savvy, so the industrialist coming with newly emerged and innovative business models propagating the advancement in technology for their improved standard of living is always be recognized for their long term sustainability. Innovation performed as the key initiatives for shaping the future digital world and it provides autonomy to the creators to redesign their world filling with all their energetic ideas and improved cum dynamic business models which are upgrading the industrial performance all the ways to reach the sustainable development. Innovation and creativity are enlightened from the academia and serve to the public through proper industrial channel.

The conference on Innovation and Creative models on Business Management are expecting enormous ideas from the young research aspirants on the following themes and its relevancy. It will pave a way to bridge the industrial expectations to meet their expectation on novelty and enhance them to transform from old to emerging style. We welcome the new ideas, themes, strategy, notion, model, theory, applications in relevant to the following themes.

OBJECTIVES OF THE CONFERENCE

To Provide A Platform To Students To Step Into Research Paper Writing

To Nurture The Intuitive Minds Of The Students Towards The Right Direction

SUB THEME

ENTREPRENEURSHIP

- ☑ Insights and Entrepreneurship
- ☑ Entrepreneurial Mindset and Skills
- ☑ Social Entrepreneurship
- ☑ Sustainability Innovation and Entrepreneurship
- ☑ Start-ups
- ☑ Edupreneurship

INNOVATION IN BUSINESS

- ☑ Culture of Innovation
- ☑ Management of Innovation
- ☑ Innovation Context and Pattern
- ☑ Innovation Sustainable Condition
- ☑ Marketing of Innovation
- ☑ Innovation Process
- ☑ Types of Innovation
- ☑ School of Innovation
- ☑ Steps of Innovation Management
- ☑ Open Innovation
- ☑ Industry Innovation
- ☑ Challenges of Innovation
- ☑ Innovation Strengths
- ☑ Intrapreneurship
- ☑ Technological Innovation Management
- ☑ Idea Management System
- ☑ Innovation in Current Environment

BUSINESS MODELS

- ☑ Business Models, Failures and Remedies
- ☑ Business Model for additive manufacturing
- ☑ Blue Ocean Strategy, Red Ocean Strategy
- ☑ Innovation Lab, Incubators and Accelerators
- ☑ Incubators, Business and Technology
- ☑ Innovation Management, Funding and Metrics
- ☑ Schools of Creative Thinking
- ☑ Divergent and Convergent Thinking
- ☑ Experimentation, Agile and Rapid Prototyping
- ☑ Discover new frameworks and essential skills
- ☑ Industrial Dynamics
- ☑ Industry Automation
- ☑ Cross Industry Best Practices

INTELLECTUAL PROPERTY RIGHTS

- ☑ Patents and Copyrights
- ☑ Patents in India

INNOVATION IN ECONOMY

- ☑ Data Analysis
- ☑ Data Science and Intelligence
- ☑ Business Analytics and Intelligence
- ☑ Emotional Intelligence
- ☑ Temptation of Industry 4.0
- ☑ Machine Assisting Humans
- ☑ Collaborative Intelligence (Human & AI)
- ☑ Supplier Ecosystem
- ☑ Mass customization
- ☑ Gig economy
- ☑ TAM Model
- ☑ Managing Investors for Innovation
- ☑ Current Business Scenario
- ☑ Future Markets and Innovation needs for India
- ☑ Climate Change issues

INNOVATION IN MANAGEMENT

- ☑ Digital Transformation and Organisational Effectiveness
- ☑ Leadership buy-in and Organisational Alignment
- ☑ Leadership and organizational Transformation in the digital age
- ☑ Leadership Development
- ☑ Team Building
- ☑ Organisation culture
- ☑ Work Culture
- ☑ Managing Time
- ☑ Latest Management Research and Ideas
- ☑ Purpose driven organization
- ☑ Management Cases

**BEST 3 RESEARCH
PAPERS WILL BE AWARDED**

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 three 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. 300/-

IMPORTANT DATES

Last Date for Abstract Submission	15 TH February, 2019
Confirmation of Acceptance of Abstract	20 TH February, 2019
Last Date for Submission of Full Paper	2 ND March, 2019
Confirmation of Acceptance of Full Paper	6 TH March, 2019
Registrations Start From	8 TH March, 2019

All submissions should be emailed to:

shodha.scsju@gmail.com

ORGANISING SECRETARIES

Dr. Uma Maheswari S,

Department of Commerce, Jain (Deemed-to-be University)

Ph. No.: 9632412495

E-mail Id: umamaheswarishankar@gmail.com

Dr. S Ramesh

Department of Commerce, Jain (Deemed-to-be University)

Ph. No.: 9840924994

E-mail Id: rameshvijayalayan@gmail.com

FOR FURTHER DETAILS CONTACT

Rahul BN

95389 06690

rahulbn7gmail.com

Meghana

80950 39593

meghana.ms25@gmail.com

Sushanth

99726 99511

sushanthbs1999@gmail.com

Selected Research Papers by the Selection Committee will be published with ISBN (CD)

CHIEF PATRONS

Dr. Chenraj Roychand

President, Jain (Deemed-to-be University) and
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Commerce - UG Studies, Jain (Deemed-to-be University)

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MENTORS

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Commerce - UG Studies, Jain (Deemed-to-be University)

Dr. Madhavi R., Coordinator, Department of Commerce -

PG Studies, Jain (Deemed-to-be University)