

IMPORTANT DATES:

Full paper submission – 15th October, 2019

Full paper approval – 22nd October, 2019

REGISTRATION FEE:

Participants	Registration Fee (INR)
Industry professionals	2,500
Academicians	2,000

- Registration fee can be paid either through NEFT (Bank Account details given at <https://happycon.inurture.co.in>), DD in favour of JAIN University, payable at Bengaluru or as cash at JGI Knowledge Campus. Such fee includes conference kit, participation/presentation of paper, lunch & certificate.
- There is no additional cost for publication of accepted papers in a UGC CARE listed journal. Each author of an accepted paper should register for the conference.
- Accommodation is provided to outstation participants at additional cost on prior request & booking.

CHIEFPATRONS:

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21st November, 2019

JAIN (Deemed-to-be University)

JGI Knowledge Campus
#44/4, District Fund Road,
9th Block, Jayanagar,
Bangalore – 560 069
www.jainuniversity.ac.in

Conference website: <https://happycon.inurture.co.in>

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ABOUT THE UNIVERSITY:

JAIN (Deemed-to-be University), an intellectual destination that draws inspired students from more than 35 countries to India’s Silicon Valley – Bengaluru, was established with an aim to provide quality education and entrepreneurial development. Due to its commitment to learning, research, academia and entrepreneurial development, National Assessment and Accreditation Council (NAAC) has awarded ‘A’ Grade to JAIN (Deemed-to-be University) with a CGPA of 3. 31 on a 4-point scale. A culturally vibrant campus constituting of students from various states contributed to achieving this award which reinvigorates the culture and rich academic traditions of the University. Over the years, the University has made conscious and concerted efforts to build on its strengths and consolidate its achievements. Certified ISO 9001:2015 for quality management by TUV Rheinland, JAIN (Deemed-to-be University) is a member of Association of Universities of Asia and the Pacific (AUAP). JAIN (Deemed-to-be University) has also been awarded four stars in the *Young University* category in Karnataka by KSURF iCARE ratings for teaching excellence and employability, infrastructure, research excellence, inclusiveness and social impact.

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 its various spheres of functioning – teaching, extra-curricular, student centric ideology, continuous in-house/national level MDPs & FDPs, national/international conferences, etc. – have added new feathers to its cap from time to time. The department houses over 5000 students at UG and PG levels and is an abode to over 250 faculty members contributing towards its daily work and growth.

ABOUT INURTURE EDUCATION SOLUTIONS PVT. LTD.:

Established in the year 2009, iNurture is the pioneering organization in enabling career-ready, formal higher education in India. It strives to strengthen ‘employability quotient’ across the complete spectrum of adult learning - from colleges to corporate and the Mission is to become thought leaders by defining education in sectors that will matter in the future and also to become the largest provider of career-ready students to industry. iNurture powers new-age undergraduate and postgraduate programs of premium Indian and global universities through its unique University-Industry Partnership (UIP) model. iNurture also leverages its strong industry association by providing guest lectures, internships, curriculum design assistance, industrial visits, live projects, and placement assistance. With a pan-India presence and association with leading institutions in Europe and Asia, iNurture focuses on fast-growing domains that are specifically designed to ‘intelligently nurture’ students for emerging industries and prepare them for ‘new’ collar jobs.

ABOUT THE CONFERENCE:

This International conference is to further foster the development of positive education, positive thinking, positive psychology, individual traits, positive institutions, interventions, holistic health, happiness, mindfulness, philosophy, wellness and wellbeing areas, strengths and virtues, gratitude, meditation, spirituality, motivation, resilience, mental health and quality of life, stress, therapies, entrepreneurship, technology, work and organizations, coaching, leadership, and to provide an engaging forum for academicians, experts, researchers, economists, psychologists, social scientists, coaches, counselors, scholars, leaders, students, practitioners and business professionals . We hope that this conference will provide a stimulating avenue to learn, exchange ideas, network and embrace wellbeing science and

applications on *Happiness in Higher Education for Excellence and Holistic Development*. We invite you to come along – be involved, stimulated, challenged and inspired!

SUB THEMES:

Track 1: Society and Happiness:

- Societal happiness, value based higher education
- Vasudhaiva kutumbakam & cross-border conflict
- Mental health, wellness, mindfulness, positive education and coaching
- Sustainability of spirituality in the world of technology, robots and artificial intelligence
- Academic engagement & co-creation of knowledge
- Indian spiritual foundations for modern management.
- Impact of cultural values on conceptualizations of happiness around the world.

Track 2: Economic & Financial Happiness:

- Role of Industry 4.0 in value creation
- Sustainable innovation and eco-entrepreneurship.
- Financial literacy and inclusion.

Track 3: Happiness in Business:

- Fostering organizational culture through focusing on happiness.
- Organizational citizenship behavior, employee engagement.
- Measures & methods to overcome stress in work place
- Human capital management and psychological aspects of workplace.
- Dimensions of happiness for women in the work place.
- Integrating business ethics through transformational leadership
- Inter-disciplinary approaches of professional disciplines for solving human problems

Track 4: Entrepreneurial Practices for Global Prosperity and Happiness:

- Make in India, Skill India, Digital India, Smart Cities Initiatives, etc.
- Rural Entrepreneurship and Inclusive Growth
- Emerging markets and Bottom of Pyramid (BoP)
- Entrepreneurship and Women
- Start-up Ecosystem, Entrepreneurship & Global Prosperity
- Entrepreneurship & regional development
- Social Entrepreneurship: Social change and driver of sustainable development

(All sub-themes are suggestive and inclusive only. Any topic aligned to the main theme is acceptable)

AUDIENCE WHO WILL BENEFIT:

Academicians	Research Scholars
Students	Entrepreneurs
Industry Practitioners	Consultants

CALL FOR PAPER CONTRIBUTIONS:

Prospective authors are encouraged to contribute high quality, original and unpublished results of conceptual, constructive, empirical, experimental, or theoretical research work as full text papers.

PUBLICATION OPPORTUNITY:

All submitted conference papers will be blind peer reviewed and shortlisted papers will be published in a UGC CARE listed Journal. Selected papers will be considered for publication in SCOPUS* indexed journals (*Author/s should comply with the necessary formalities).

Cash prizes for 3 BEST research papers

MANUSCRIPT REQUIREMENTS:

- Formatting in APA Style 6th Edition (apa.org)
- An abstract of 200 words with 3 - 5 key words

All submissions can be sent to scmsconferences@gmail.com