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Hospitality Partner



DEPARTMENT OF COMMERCE

Presents

INTERNATIONAL CONFERENCE
ON

**REDEFINING HUMAN
RESOURCE & MARKETING
MANAGEMENT PERSPECTIVES**

28TH FEBRUARY 2020



Mail ID scmsconferences@gmail.com

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

Knowledge Partner



ABOUT JAIN (DEEMED-TO-BE UNIVERSITY)

Jain (Deemed-to-be University), an intellectual destination that draws inspired students from more than 38 countries to India's Silicon Valley - Bengaluru, has established with an aim to provide quality education and entrepreneurial development. Because of 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. A culturally vibrant campus constituting of students from various states contributed to achieve 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 Nord, 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 5 stars in the Young University category in Karnataka by KSURF ICARE Ratings.

ABOUT SCHOOL OF COMMERCE

Empowerment of students, enhancement of values and enrichment of academics & research has been the hallmark of the School of Commerce, Jain (Deemed -to- be University) for nearly three decades. The constant innovations nurtured in its various spheres of functioning, which include global tie-ups such as ACCA, CIMA, CMA, CIPS, etc. and experiential learning practices like Student Immersion Programmes, Entrepreneurs on Training and Business Simulations, amongst others have characterized the growth of the School of Commerce over the years. The School has a dynamic set of experienced and research oriented faculty members whose number exceeds 250 and draws 5000 students from various countries towards a keen learning environment.

ABOUT THE CONFERENCE

From operating in closed conference rooms to holding a chief seat at the senior leadership position, HR & Marketing have come a long way. In today's VUCA business world the role of HR and Marketing in planning and driving strategic growth is as important as technology or business leadership. In the past few years HR & Marketing have gone through dynamic shifts in their roles, functions and overall impact in shaping business organizations. The business organizations are required to change themselves to adapt to the new technological changes, so the chances of survival will be better for them. They are required to harness their resources to redefine obsolete models and implement technologies such as Analytics, Digital Labor, Machine Learning & Artificial Intelligence. Most of the business organizations are either struggling to adapt to this Digital Era or ignoring change all together to face the inevitable and relentless dynamism impacting the global economy. In this backdrop, Department of Commerce, SC, Jain (Deemed -to- be University) is conducting a One Day International Conference on "REDEFINING HUMAN RESOURCE & MARKETING MANAGEMENT PERSPECTIVES"

OBJECTIVES

- To provide a platform for policymakers, practitioners, academicians, researchers, and students for intellectual discourse and for presentation of their ideas, research and innovative practices.
- To be a platform for fostering exchange of thoughts between practicing HR managers, Marketing managers and academicians.
- To understand the changing role of HR & Marketing in the current business scenario.

CONFERENCE SUB-THEMES

HUMAN RESOURCE MANAGEMENT

- HR and Augmented Reality
- HR Analytics
- Cloud Recruitment
- Employee Engagement
- Talent Management
- Re-engineering Work Process
- Contingent Workforce
- Social Media and HR
- HR and Artificial Intelligence
- Blockchain Technology in HR
- Diversity Inclusion
- Global Partnership and HR Practices
- Diversity Empowerment
- HR and Future of Work
- Collaboration and Collective Intelligence
- Spirituality and Leadership
- HRM in VUCA Environment
- Workplace Ethics
- HR in 21st Century
- Role of HR in Gig-Economy

MARKETING MANAGEMENT

- Guerrilla Marketing
- Green Marketing
- Stealth Marketing
- Customer Life Time Value(LTV)
- Digital Marketing
- Marketing to Millennials and Gen Z
- Big Data, Analytics and Marketing
- Integrated Marketing Communication
- Search Engine Marketing
- E- Branding and Sensory Marketing
- CRM in Digital Era
- Service Innovation and Management
- Web Analytics
- Social Media Marketing

This is not an exhaustive list and papers are welcome in other related areas as well.

Please mention the Sub Theme of your Research Paper.

The Paper submitted to the conference would be peer reviewed and published in a UGC CARE listed Journal.

Note: OOD Facility is Available

IMPORTANT DATES

Last date for submission of Full Paper	25 th Jan' 2020
Notification of Acceptance of Full paper	30 th Jan' 2020

GUIDELINES FOR MANUSCRIPT PREPARATION

- Only original and unpublished work is sought.
- Papers must be based on themes and sub-themes of the conference.
- Papers must be between 3,000 and 5,000 words in length title of not more than 15 words should be provided.
- A maximum of three co-authors may be a part of one research paper.
- An abstract of not more than 300 words should be accompanied. It must indicate study period, sample, research questions, methodology, findings and conclusions/implications.
- Text should be printed in Times New Roman with Font Size 12, typed in 1.5 line spaces, A4 paper layout with standard margins (2.54cm on all four sides).

A Full-length paper should followed the structure given below:

Introduction: Should contain problem statement or research questions and how paper is organized.

Literature Review: Enough relevant, past and recent studies should be provided and research gaps must be identified.

Methodology: Data and study period must be recent and justifications for selecting study periods, sample size, tools and techniques used should be given.

Result/Analysis: These should be convincing and also state whether analysis /result/ findings support/reject the hypothesis/es.

Conclusion: Should contain the essence of the research paper.

Reference: The paper should contain full bibliographical details and journal titles should not be abbreviated. For within text citations, author's last name should be followed by comma and year of publications, all in round brackets, e.g. (Fox, 1994). At the end of the paper, there should be are reference list in alphabetical order in APA (6th ed.)format.

REGISTRATION FEE

Delegates	Indians	Foreigners
General Industry Professionals	₹ 1000	\$ 40
Academicians and Research Scholars	₹ 500	\$ 30
Students	₹ 300	\$ 20

*Publication Fee

- Single Author - 2500/-
- More than one Author - 1500/- each

Registration fees include Conference volume, kit, lunch and coffee/tea/snacks.

Registration fees should be paid by the way of Demand Draft in favour of "Jain University" payable at Bengaluru, Karnataka State, India.

*T&C Apply.

CASH PRIZE FOR BEST 3 RESEARCH PAPERS
ALONG WITH CERTIFICATE OF MERIT