



# Kristu Jayanti College

**AUTONOMOUS** Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bangalore University

**DEPARTMENT OF MANAGEMENT (BBA)**  
IN ASSOCIATION WITH



**2<sup>nd</sup> INTERNATIONAL CONFERENCE**  
ON  
**MANAGEMENT OF CHANGE AND COMPLEXITY**  
**(ICMCC)**

DECEMBER, 6 & 7, 2018

## **THE COLLEGE**

Kristu Jayanti College, founded in 1999, is run by "BODHI NIKETAN TRUST", formed by the members of St. Joseph Province of the Carmelites of Mary Immaculate (CMI). The college is affiliated to Bangalore University and is reaccredited with highest grade 'A' by NAAC in Second Cycle of Accreditation in March 2015. The college is recognized by UGC under the category 2(f) & 12(B). The college was accorded autonomous status from 2013 by the University Grants Commission, Government of Karnataka & the Bangalore University. In India Today - Nielsen survey 2018 the college is ranked 2nd Best BCA College, 9th Best Commerce College, 17th Best Science College & 14th Best Arts College in India and 2nd,3rd,4th positions in Arts, Commerce & Science among Top 10 Colleges in Bangalore respectively. The institution strives to fulfill its mission to provide educational opportunities to all aspiring youth to excel in life by developing academic excellence, fostering values, creating civic responsibility and building global competencies in a dynamic environment.

## **DEPARTMENT OF MANAGEMENT**

The Department of Management (BBA) was established in the year 2001 with an objective of imparting management education to the students to equip themselves with knowledge and experience required in the real world. The department has been constantly upgrading the program to match the changes in the external environment.

The Department always sets high standards to perform the activities for the benefit of student community in various domains of management. The department constantly upgrades its processes to adopt changes in the dynamic environment and to move along with global practices.

In India Today – MDRA Survey 2018 the department is ranked 4th in Bangalore city and 15th rank at National Level.

## **ABOUT THE CONFERENCE**

Global business practices have undergone various Changes over the last century such as a Change from push to pull business models, from efficiencies of economies of scale through ownership of capital assets to effectiveness through agility and shared resources, from universal to unique viz. from mass production to tailored and individualized offerings. Change management incorporates the organizational tools that can be utilized to help individuals make successful personal transitions resulting in the adoption and realization of change. Dealing with inevitable change in an organization typically involves transitioning to a new way of working. Change in the workplace can be intimidating and stressful, frequently because of the uncertainty associated with new situations. Whether managing large-scale change or simple alterations to policies and procedures, if you prepare adequately and communicate effectively, you can help yourself and others accept change with minimal disruption. When you manage change effectively, you can move your organization into the new “business as usual” situation rapidly. It is found that other people are quicker to accept change than you would think. This, of course, is good news for your team and organization to experience minimum disruption, and successful projects throughout the change process.

## **PARTICIPANTS' PROFILE**

Academicians, Research scholar, Students, Industrialist and Professionals from public and private sector.

## CONFERENCE THEMES

This conference seeks to provide a platform to the participants for insightful and original discussion and present their research work on management of change and complexities. Paper are also invited on the following sub themes and other related topics

- Finance and Accounting ➤ Banking and Insurance ➤ Marketing ➤ General Management
- Economics ➤ Decision Science ➤ Human Resource ➤ Information Technology
- Operations ➤ Business Strategy ➤ Entrepreneurship Development

## PUBLICATION

The Selected papers will be peer reviewed and evaluated based on originality and relevance to the conference. The selected papers will be published in UGC Indexed Journal/ ISBN.

## GUIDELINES FOR PAPER SUBMISSION

Contributors should note the following:

1. All the submissions must be made in word format.
2. The manuscript should not exceed 5,000 words (About 12 A-4 size pages typed in double space).
3. Soft copy of the paper should be submitted in A4 size, MS – word format only with Times New Roman with heading in font size 14 and remaining text size 12 with double spacing.
4. The cover page should state only the title of the page, name, official address, e-mail ID, phone/fax numbers of the author(s), a brief biographical note of the author(s) and acknowledgements (if any).
5. The first page of the manuscript (after the cover page) should also contain the title and the abstract only.
6. Footnotes should be kept to a minimum and be numbered consecutively throughout the text with superscript Arabic numerals.
7. Full paper should be sent to on or before 6.11.18 to [icmcc@kristujayanti.com](mailto:icmcc@kristujayanti.com)
8. Research paper sent after 6.11.2018 will not be considered for publication.
9. Presentation of the paper should be confirmed on or before 15.11.2018 by sending the completed Registration form along with registration fee.
10. All Joint participants must register and present in person for the paper to be considered as a part of the conference and for publication.
11. All the payments should be made through DD/Cheque in favor of Principal, Kristu Jayanti College, payable at Bangalore.
12. Authors cannot delegate the presentation of the paper to anybody else.

## REGISTRATION FEE

Participation Only (Inclusive of all taxes)			Participation & Publication in UGC Indexed Journal (Inclusive of all taxes)		
Faculty Members	Research Scholars & PG Students (Full Time)	International Delegates	Faculty Members	Research Scholars & PG Students (Full Time)	International Delegates
Rs.1000	Rs.500	\$60	Rs.1,800	Rs.1000	\$ 120

## CHIEF PATRONS

Rev. Fr. Josekutty P.D.  
Principal

Rev. Fr. Augustine George  
Vice Principal

## CONFERENCE CHAIR

Dr. Aloysius Edward J.  
Dean, Commerce and Management

## CONFERENCE CONVENORS

Dr. A.J. Excelce, Mob: 9952127129  
Prof. Ajai Abraham Thomas, Mob: 9538847636

## PAYMENT OF REGISTRATION FEE

Registration fee shall be paid by Demand Draft/Cheque taken in favor of "Principal, Kristu Jayanti College", payable at Bangalore. Please write the details of the participants on the reverse side of the demand draft/Cheque. Registration fee once paid will not be refunded.

## ACCOMMODATION

Paid Accommodation service will be provided for outstation participant with prior notice.

Accommodation type  
Executive Non – A/c

Rate ( Inclusive of all taxes)  
Rs.850/- per person per day on  
twin sharing basis  
Rs.1,100/- for twin sharing per person per day

Executive A/c

## IMPORTANT DATES

Submission of Full Paper	6.11.2018
Acceptance of the paper	13.11.2018
Payment of Registration fee	15.11.2018
Date of Conference	6 <sup>th</sup> & 7 <sup>th</sup> December 2018

No TA and DA will be paid to participants. Conference Kit, Lunch and Tea will be provided to all the Participants during the conference.

## HOW TO REACH KRISTU JAYANTI COLLEGE, BENGALURU,

From Majestic BMTC Bus Stand: Platform 19: Bus Route – 292 B, 292 C | From K.R. Market: Bus Route: 292, 292 B, 293 c, 292 D, 292 F, 293 C Nearest Railway station: Bangalore East (8 km) / Cantonment (10 km) | By Air, Bengaluru International Airport (28 Km)

## ADVISORY PANEL

Rev. Fr. Lijo P.Thomas, Financial Administrator  
Rev. Fr. Som Zacharia, Director, Library & Information  
Rev. Fr. Emmanuel P. J., Faculty, Dept. of Psychology  
Prof. Hemant Merchant

Professor of Global Business, Kate Tiedemann College of  
Business University of South Florida, St.Petersburg, USA  
Prof.Alexander Ilyinsky,  
Dean International Finance Faculty Financial University Under  
the Government of the Russian Federation, Moscow

## Dr.Fiona Moore

Professor, Business Anthropology Royal Holloway,  
University of London

## CONFERENCE CHIEF CONVENOR

Prof. C. Surendranath Reddy  
Head, Department of Management  
Mob:9448324966

## CONFERENCE CO- CONVENORS

Prof. Shilpa Rao C, Mob: 9611777669  
Dr. Jisha V.G., Mob: 9790420399

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**[www.kristujayanti.edu.in](http://www.kristujayanti.edu.in)**