



Kristu Jayanti College

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

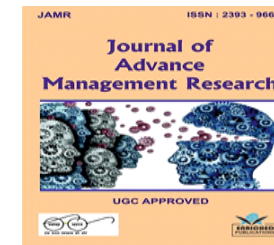
DEPARTMENT OF MANAGEMENT (BBA)

in association with



and
JOURNAL OF ADVANCE MANAGEMENT RESEARCH

UGC INDEXED NO: 42888



INTERNATIONAL CONFERENCE
ON

PARADIGM SHIFT IN GLOBAL BUSINESS PRACTICES (ICPGP)

6th & 7th MARCH 2018

CHIEF PATRONS

Rev. Fr. Josekutty P.D., Principal
Rev. Fr. Augustine George, vice Principal

ADVISORY PANEL

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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 CHAIR

Dr. Aloysius Edward J.
Dean, Commerce and Management

CONFERENCE CHIEF CONVENOR

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Head, Department of Management
Mob: 9448324966

CONFERENCE CONVENORS

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Prof. Ajai Abraham Thomas, Mob: 9538847636

CONFERENCE CO- CONVENORS

Prof. Shilpa Rao C, Mob: 9611777669
Prof. Suku Thomas Samuel, Mob: 9611032032
Dr. Srividhya Mouli, Mob: 9840581844

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	Rate
Single Room Economy	Rs.1,650/- per Individual per person per day
Double Room Economy	Rs.900/- for twin sharing per person per day

IMPORTANT DATES

Submission of Full Paper	February 15th 2018
Acceptance of the paper	February 17th 2018
Payment of Registration fee	February 25th 2018
Date of Conference	March 6th & 7th 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 BMTB 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)

Kristu Jayanti College (Autonomous)

K.Narayanapura, Kothanur post, Bengaluru – 560077, Karnataka, India
For more details visit our website www.kristujayanti.edu.in

THE COLLEGE

Kristu Jayanti College, founded in 1999, is managed 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 reaccruited with highest grade 'A' by NAAC in Second Cycle of Accreditation. 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 2017 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. 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.

ABOUT THE CONFERENCE

Paradigm Shift is building a new talent management model to boost growth and it is a part of growing beyond, our flagship program that explores how companies can grow faster by expanding into new markets, finding new ways to innovate and implementing new approaches to talent management. Rapid change in the business world have created threats for all of organizations and put them under pressure to revitalize their resource and strengthen their functioning on the bases of their core competencies. The change which is fueled by globalization of economies, technological developments, policy shift from regulation to deregulation and from domestic to global focus, growing consumer awareness, continuous innovations in product designs etc. has brought so many challenges and put business under immense pressure to strive for its survival and growth. A global paradigm shift will bring major change in the way people think and behave. With this insight Department of Management organizes International Conference on 'Paradigm Shift in Global Business Practices', with the objectives to present the current business practices in various domains of business management and to study the changes in business practices due to changes in policies & administration and deglobalization.

PARTICIPANTS' PROFILE

Academicians, Research scholar, PG Commerce & Management Students, Industrialist and Professionals from public and private sector.

CONFERENCE THEMES

A paradigm is based on a system of principles that create a corresponding way of thinking. It takes place when a significant change happens -usually from one fundamental view to a different view.

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 'Journal of Advance Management Research (JAMR)' ISSN: 2393-9664 (UGC Indexed No: 42888) an International Journal, peer-reviewed and referred journal.

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 15th February 2018 to icpgp@kristujayanti.com
8. Research paper sent after 15th February 2018 will not be considered for publication.
9. Presentation of the paper should be confirmed on or before 25th February 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			Participation & Publication in UGC Indexed Journal		
Faculty Members	Research Scholars & PG Students (Full Time)	International Delegates	Faculty Members	Research Scholars & PG Students (Full Time)	International Delegates
Rs.700	Rs.300	\$50	Rs.1,500	Rs.1100	\$ 100