



Kristu Jayanti College

AUTONOMOUS

Bengaluru

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

DEPARTMENT OF COMMERCE

In association with



International Skill Development Corporation



Association of Chartered Certified Accountants

&

JOURNAL OF ADVANCE MANAGEMENT RESEARCH



UGC INDEXED NO: 42888

INTERNATIONAL CONFERENCE
ON

**BUSINESS EXCELLENCE THROUGH
FUNCTIONAL TRANSFORMATION
(ICBETFT)**

20 & 21 February 2018

ABOUT 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. 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 COMMERCE

Department of Commerce in Kristu Jayanti College was started in the year 2000. The Department not only concentrates on the academic excellence of the students but also concentrates on their holistic development. Faculty members believe in imparting a blend of quality teaching and values like commitment and leadership to the students. The department has striven tirelessly in pursuit of excellence in Commerce education.

ABOUT THE CONFERENCE

The forces of globalization triggered the process of economic development not only in the Asian region but also around the world. This resulted in unprecedented consumption of resources, which forms the key to economic development. The poor socio-economic conditions, political instability, cross border conflicts supported by an array of state and non-state actors pose threat to international trade, making the dynamics of the business operations highly complex.

In 2016-17, software services exports, which account for 45.2 per cent of total services, declined by 0.7 per cent due to a challenging global business environment and pricing pressure on traditional services.

India traditionally a cash based economy has recently taken a radical financial step to crack down black money through demonetization and has moved towards cashless India through digitalization.

Various business models and strategies have been floated that have brought success in past. Digital payments have played a very significant role as a tool for the above. Promoting this Endeavour to come up with Cashless India will lead to financial inclusion.

It also aims to provide a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, and concerns as well as practical challenges encountered and solutions to be adopted in functionality of various business for its excellence

PARTICIPANTS' PROFILE

Academicians, Professionals, Research scholars, Business Consultant, Entrepreneurs, Investors, Managers and Professionals from Public & Private.

CONFERENCE THEMES

All the authors are encouraged to contribute their original and unpublished work in the areas of Business excellence and innovative trends of various sectors such as Manufacturing, Commerce, Logistics, Healthcare, Banking, Retail, Education, Services etc. are cordially invited for presentation at the conference. Papers are also invited on the following sub themes and other related topics

- ❖ E-Governance: Progress, Prospects and Pitfalls
- ❖ CSR, IPR for business excellence – Challenges and Issues
- ❖ Quality management and Compliance to business excellence
- ❖ Environmental protection – Issues and Challenges
- ❖ Net Neutrality, Cloud Computing, Technological Innovations and business excellence – ICT
- ❖ Impact, effectiveness, issues and challenges of Cyber Terrorism in business excellence
- ❖ Social media, Network, Viral marketing, Virtual marketing, Sky marketing and business excellence
- ❖ E-tailing
- ❖ Service Retailing
- ❖ FDI in Retailing
- ❖ Cultural transformation and business excellence
- ❖ Currency exchange rates and their management

- ❖ Cross border mergers & acquisitions
- ❖ Cross border E Commerce
- ❖ Logistics marketing
- ❖ Inbound, outbound and reverse logistics
- ❖ Green/ low carbon logistics
- ❖ Supply Chain Analytics
- ❖ Lean and agile Supply Chain
- ❖ Reconfigurable Supply Chain and Logistics networks
- ❖ Global economy & business environment
- ❖ Distribution of political freedom in business excellence and functional transformation
- ❖ Innovation and Business Models
- ❖ Role of digital payments
- ❖ Strategic overview of Financial Inclusion
- ❖ Financial Inclusion
- ❖ Trends in digital Financial Inclusion
- ❖ Mobile banking in India
- ❖ Role of Banking in cashless operation
- ❖ Alternative cash movements
- ❖ Benefits and Challenges of cashless India
- ❖ Demonetization, Tax scheme and GST in business excellence and transformation
- ❖ Accounting reforms in business excellence
- ❖ Future of International Business
- ❖ An evaluation of IMF – World Bank
- ❖ Enterprise Risk Management, Credit Risk Management in functional transformation of business
- ❖ Employees Commitment, Engagement, Retention and leadership challenges and issues in Business Excellence
- ❖ Make in India, skill India, digital India, smart cities initiatives
- ❖ FOREX volatility and growth instability in business excellence
- ❖ Organizational Support, behavior, climate, Human Capital and metrics towards functional transformation
- ❖ Employee Engagement, Leadership, commitment, Retention strategies and performance appraisal towards business excellence

GUIDELINES FOR PAPER SUBMISSION

- ❖ The paper should be based on original research work not yet published, not exceeding 5000 words or 12 pages. If the paper has been sent for publication elsewhere, the fact must be declared.
- ❖ It should include the title, author's name, mailing address, telephone number and e-mail address.
- ❖ The full paper should be mailed to icbetft@kristujayanti.com on or before 5th January, 2018.
- ❖ Research papers submitted after 5th January 2018 will not be considered for publication.
- ❖ Soft copy should be submitted in A4 size, MS-Word format only with Times New Roman font with heading in font size 14 and remaining text of size 12 with spacing 1.5 as a single line.
- ❖ Participation/Presentation of paper should be confirmed on or before 19th January 2018 by sending the completed Registration Form, along with Registration Fee.
- ❖ All joint participants must register and physically participate for the paper to be considered as a part of the Conference.
- ❖ Certificates will be issued only on the second day of the conference after Valedictory Ceremony.
- ❖ All payment should be made through DD/Cheque in favor of Principal, Kristu Jayanti College, payable at Bangalore.

Certificate of participation will be awarded only to those participants who attend all the sessions of the conference.

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.

IMPORTANT DATES

Submission of Full Paper 5th January 2018
Intimation of Acceptance 14th January 2018
Date of Conference 20 & 21st February 2018

Intimation of acceptance of Papers will be mailed to author within 15 days, if paper received before due date

REGISTRATION FEE

Author and co-author of the paper has to register separately

Participant Profile	Participation & Publication in UGC Indexed Journal	Participation
Professionals & Academicians/ Part time Research Scholar	Rs. 1500	Rs. 600
Full time Research Scholars & Students	Rs. 1300	Rs. 400
International Delegates	\$ 100	\$50

ACCOMMODATION

Accommodation for outstation participants can be arranged based on the request

Accommodation Type Rate
Single Room Economy Rs. 1500 Per day per individual
Double Room Economy Rs. 1000 Per day per individual

CHIEF PATRONS

Rev. Fr. Josekutty P.D., CMI, Principal
Rev. Fr. Augustine George, CMI, Vice principal

ADVISORY PANEL

Rev. Fr. Lijo P Thomas, CMI
Rev. Fr. Som Zachariah, CMI
Rev. Fr. Emmanuel P. J, CMI
Prof. Hemanth Merchant, Professor of Global Business, Kate Tiedemann College of Business, University of South Florida St. Peteresburg. 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 CONVENER

Prof. Vijayakumar R, Head, Department of Commerce, Mob- +91- 9448032998

CONFERENCE CONVENER

Prof. Mathiyarasan M, Department of Commerce, Mob: 9738749874,
Email - icbetft@kristujayanti.com

CONFERENCE CO-CONVENERS

Prof. Kalyani V, Department of Commerce, Mob: +91 - 9035705672
Dr. Christuraja S, Department of Commerce, Mob: +91 - 9442408907

CONTACT DETAILS FOR FURTHER COMMUNICATION

Department of Commerce (UG),
Kristu Jayanti College (Autonomous)
K Narayanapura, Kothannur Post, Bengaluru – 560077
Karnataka, India. Ph. +91- 80- 28465611, 28465353, 28465770
Fax - +91-80- 28445161 Visit us www. kristujayanti.edu.in

HOW TO REACH KRISTU JAYANTI COLLEGE, BANGALURU

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