



# Kristu Jayanti College

**AUTONOMOUS**

**Bengaluru**

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



**DEPARTMENT OF COMMERCE (PG)  
IN ASSOCIATION WITH**

**ISDC**

International Skill Development Corporation

LONDON, UK

**CIMA**

Chartered Institute of Management Accounts

**6<sup>TH</sup> INTERNATIONAL CONFERENCE  
ON  
CONTEMPORARY PRACTICES IN ENHANCING BUSINESS EXCELLENCE  
27<sup>TH</sup> & 28<sup>TH</sup> SEPTEMBER 2018**

## About the College

KristuJayanti 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 2017 the college is ranked 2<sup>nd</sup> Best BCA College, 9<sup>th</sup> Best Commerce College, 17<sup>th</sup> Best Science College & 14<sup>th</sup> Best Arts College in India and 2<sup>nd</sup>, 3<sup>rd</sup>, 4<sup>th</sup> 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 Commerce (PG)

The Department of Commerce (PG) of the college has striven tirelessly in pursuit of excellence in commerce education and inculcates research culture among the students. The M.Com and M.Com (FA) Programme of the department was started in the year 2008 and 2015 respectively. The main objectives of the department are to prepare the students in teaching, undertake quality researches and to meet the challenges in industry. M.Com (Financial Analyst) with CIMA enables the students to obtain global professional qualification in management accounting. The department not only concentrates on the academic excellence of its students but also nurtures their co-curricular activities. The faculty members are committed to nurturing an environment for proper growth of intellectual insight on business aspects. The need of the current business for acquiring skills and competence is thoroughly stressed upon in the formation of the syllabus. The department also lays emphasis on the moral, social and patriotic growth of students.

## About the Conference

Due to the globalisation of economic activity and the resulting increase in foreign direct investment, a growing number of companies are managing entities in several foreign countries. In order to create synergy, develop the competitive advantage of the parent company, build a sense of community, or simply for the sake of convenience, multinational companies (MNCs) often transfer the management practices in operation within the parent company to foreign subsidiaries (Smith and Elger, 2000). Even if MNCs adopt a divided structure, "type M" or network, the same practices are generally applied. Therefore, these practices rooted in MNCs become real organizational routines and create sometimes difficulties within the foreign subsidiaries. The awareness therefore, of the challenges inherent in this situation, prompt the Headquarter to rethink its operations and develop new practices such as the hybridization of its knowledge; which could lead to innovative products and services more suitable to the different local contexts of its subsidiaries. Global organisations need to consistently plan and structure their process and ensure practices to improve their performance continuously. Emerging markets are fast growing economies undergoing rapid change with an expanding middle class. These economies are expected to be global growth drivers contributing to 55% of the world GDP by 2020, a substantial rise from the 40% today. By 2020, the combined GDP of emerging economies is projected to be around USD 20 trillion with a consumer base of 3 billion. India alone is expected to have a GDP of USD 3.5 trillion, with growth driven by a strong and sustainable middle class. Multinationals are looking at emerging markets for the next wave of growth as momentum slows in developed markets. The recent wave of interest is in tapping the growth and consumer potential – a revenue proposition. However, most companies are struggling with profitable growth and building capabilities in emerging markets like India. This requires an understanding of the value proposition, operating model, financial and human capital as well as the business environment to employ localized strategies. In this background it becomes imperative to provide a stimulating platform for academicians and practitioners representing Business fraternity to deliberate and suggest measures that are needed to enhance business excellence.

## Participants' Profile

- ▶ Academicians
- ▶ Research Scholars
- ▶ Corporate Professionals
- ▶ Entrepreneurs
- ▶ Policy Makers
- ▶ PG Students in Commerce and Management

## Paper Presentation and Publication

For Creating More Awareness About the conference theme, quality research papers on the following sub themes are being called from academicians / researchers from various Institutions and corporate professionals.

### Sub Themes:

- ▶ Business Excellence Models
- ▶ Models in Financial Markets
- ▶ Global Financial Crisis
- ▶ HR Accounting
- ▶ Behavioural Finance
- ▶ Forex Market
- ▶ Derivatives Market
- ▶ International Commodities Market
- ▶ Ind AS and IFRS
- ▶ Financial Literacy
- ▶ Mutual Funds
- ▶ Double Taxation
- ▶ International Taxation
- ▶ Demonetization
- ▶ IFRS
- ▶ GST
- ▶ Direct Tax Code
- ▶ FDI and FII
- ▶ Micro Finance
- ▶ Green Capital
- ▶ Financial Analytics
- ▶ Social Accounting
- ▶ Responsibility Accounting
- ▶ Economic Value Addition
- ▶ Forensic Accounting
- ▶ Financial Inclusion
- ▶ Green Banking

The Selected papers will be peer reviewed and evaluated based on originality and relevance to the conference. The selected papers will be published in an UGC Indexed journal with Impact factor 3.0 and above with prior intimation to authors.

## Guidelines for Paper Submission

The papers should be based on original research work not yet published, not exceeding 2500 words or 7 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 sent to [iccpebe@kristujayanti.com](mailto:iccpebe@kristujayanti.com) or before 5th September 2018. Research paper submitted after 5th September 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 size 12 with spacing 1.5 as a single line.

Participation/Presentation of paper should be confirmed on or before by September 13th 2018 sending the completed Registration Form, along with Registration fee.

All joint participants must register and be present in person 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 payments should be made through DD in favor of Principal, Kristu Jayanti College, payable at Bangalore.

Registration is opened for limited number of participants on first come first basis. Certificate of participation will be awarded to only those participants who attend the conference throughout two days in all the key note sessions.

## Schedule of the Programme

	Time	Event		Time	Event
<b>DAY - 1</b>	8.45 AM - 9.45 AM	Registration	<b>DAY - 2</b>	09.00AM-11.15AM	Plenary Session II
	10.00AM-11.15AM	Inauguration		11.30AM-12.45 PM	Keynote session III
	11.30AM-12.45 PM	Keynote session I		02.00PM-03.30 PM	Keynote session IV
	02.00PM-03.30 PM	Keynote session II		03.30PM-04.30 PM	Valedictory
	03.45PM-05.00 PM	Plenary Session I			

## Important Dates

Full Paper Submission	5 <sup>th</sup> September 2018
Payment of Registration Fee	13 <sup>th</sup> September 2018
Conference Dates	27 <sup>th</sup> and 28 <sup>th</sup> September 2018

## REGISTRATION FEE

The Registration fee is payable by each author and co- authors of the paper individually and separately as detailed below:

Participation only			Participation and Publication		
Faculty Members	Research Scholars and PG Students (Full Time)	International Delegates	Faculty Members	Research Scholars and PG Students (Full Time)	International Delegates
₹700	₹400	\$50	₹1600	₹1200	\$.100

**Mode of Payment :** Demand Draft in Favor of Principal Kristu Jayanti College Payable at Bangalore.

The registration fees includes Lunch, Conferences Kit and Refreshments. No DA/TA shall be provided to the participants.

**Accommodation :** Accommodation for outstation participants can be arranged only from 26<sup>th</sup> September evening to 30<sup>th</sup> September morning on prior notice. The tariff for accommodation is as follows:

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



## ORGANIZING COMMITTEE

### CHIEF PATRONS

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

**ADVISORY COMMITTEE** : Rev. Fr. Lijo P. Thomas CMI | Rev. Fr. Som Zacharia CMI | Rev. Fr. Emmanuel P.J CMI

**Conference Chair** : Dr. Aloysius Edward J, Dean, Commerce and Management

**Conference Co - Chair** : Prof. Vijayakumar R, Head, Department of Commerce

**Conference Chief Convener** : Dr. Muthukumar V, Coordinator, Department of Commerce (PG) - Mob: +91- 8951558977

**Conference Convener** : Prof. Madhu Druva Kumar - Mob: +91 9945131930

### Conference Co-Convenors

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### HOW TO REACH KRISTU JAYANTI COLLEGE, BENGALURU

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)

### Address For Communication

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