



Kristu Jayanti College

AUTONOMOUS

Bengaluru

Reaccredited with 'A' Grade by NAAC | An Institution Managed by CMI Fathers

SCHOOL OF MANAGEMENT (MBA & PGDM)

In association with



Association of Chartered Certified Accountants

&

Journal of Advance Management Research
(UGC Indexed No. 42888)



KRISYM

KRISTU JAYANTI INTERNATIONAL SYMPOSIUM

11th International Conference

on

WELLNESS ECOSYSTEM FOR MILLENNIAL BUSINESS

April 27 & 28, 2018

ABOUT THE INSTITUTION

Kristu Jayanti College, Autonomous, Bengaluru embodies the educational vision of St. Kuriakose Elias Chavara (1805-1871), the founder of the religious congregation, Carmelites of Mary Immaculate (CMI). He envisioned the sunrise of a renewed humanity through the integral development of mind, body and spirit. The motto of the college, Light and Prosperity, aims at this synthesis and the harmony of the spiritual and the physical, the mind and the body. The curriculum and the co-curricular activities are the basic structures acting as springboards to step into the mystery of human life and beyond.

Kristu Jayanti College was reaccredited by NAAC with 'A' Grade in 2015 and is an Autonomous College under the Bangalore University. The college incorporates a

traditional academic setting with a cutting edge technology. With refreshing environment, beautiful scenery and moderate climate, it provides an atmosphere which is conducive for effective training and learning programmes. The College is ranked 2nd in Arts, 3rd in Commerce and 4th in Science in Bengaluru City in the Best College Survey by India Today-Nielsen. At National Level, it stands 2nd in BCA, 9th in Commerce, 14th in Arts and 17th in Science by the same survey. 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.

SCHOOL OF MANAGEMENT (MBA & PGDM)

Kristu Jayanti College a pioneer institute to pursue knowledge beyond the traditional boundaries, offers MBA/PGDM programmes and MBA/PGDM International Finance. MBA/PGDM programme is a two year full time programme spanning over Six Trimesters, Autonomous Programme, affiliated to Bangalore University and approved by the All India Council for Technical Education (AICTE). MBA/PGDM International Finance enables the students to obtain ACCA (Association of Chartered Certified Accountants), UK certification along with MBA/PGDM programme, which is accepted and recognized in 183 countries. The student is also given certificate in IFRS (International Financial Reporting Standards).

The main objective of these programmes is to impart quality professional education and training in various aspects of modern management. The classroom segment has both core and specialized content, thus equipping the students to adapt effortlessly to the demands of professional management in their chosen field of

specialization. The core and specialization subjects are designed so that each term builds upon the subjects taught in the previous term as well as on the field experience gained. Jayantian graduates have the strategic perspective, business knowledge, and excellent management skills to deliver strong performance while making a positive impact on society and the environment. They have obtained placements in renowned corporate houses. The B-School has been rated with A++ by Business India - India's Best Business Schools survey 2014, 14th rank among the Business Schools in South India by AIMA (All India Management Association) and was awarded 29th rank among Non IIM's by All India Higher Education Review 2014. The college has been declared as 'Best Management College of the Year' by Higher Education Review 2015 & 2016. Rev. Fr. Josekutty PD, Principal was honored as one of the Top Directors of Leading Institutes in India (CSR January 2017). The B-School is ranked 8th in Bengaluru City in "India's Best B-School 2017 and 63rd in Placements all over India (Business Today Survey)

KRISYM 2018

Business today is caught up in a vortex of multifarious complexities. Millennial Business has opened itself to a world of opportunities and challenges. While the future of multinational businesses and economies seems progressive, their survival depends upon their strategic instincts to overcome the surprises of the millennium. The success of business has become volatile now more than before. The uncertainty of survival is faced by every think-tank. The complexity surrounding businesses today cannot be undermined. Long driven objectives of business expansion seem to be an enigma in a world of ambiguity. The millennial business seeks to rise above the vicissitudes of the VUCA world (Volatile, Uncertain, Complex and Ambiguous). A robust ecosystem with wellness in all spheres would be the most suitable scaffolding to nurture businesses across the globe. Innovation would be the key to

survival in a competition ridden milieu.

Millennials are the future of modern business. The success story of every economy will be written by them. "By 2025, estimates are that Millennials will make up 75 per cent of the workforce and as such they are a true force." (Mark Royal, Senior Principal, Korn Ferry Hay Group). Identification and channelizing the talent of Millennials is the need of the hour. The creativity, technical acumen and vitality of young leaders have to be harnessed.

Some nations face a grim labour future due to aging population. However, India is blessed with a demographic dividend with an ever increasing millennial population. India would be the youngest country in the world by 2020 with a median age of 29. The millennial generation would be the fulcrum spurring the growth of our economy. More

than 400 million millennials of the country account for a third of India's population and 46 per cent of its workforce. 70 per cent of total household income is contributed by them (Morgan Stanley Research, 2017). The immense capability of Indian Millennials to transform our economy is noteworthy.

The expectations and demands of the society are diverse. The preferences of the populace are changing rapidly.

Businesses have to redefine their strategy to meet the needs of millennial customers.

At this juncture, School of Management, Kristu Jayanti College, Autonomous, Bengaluru organises the 11th International Conference on Wellness Ecosystem of Millennial Business, in the KRISYM series (Kristu Jayanti International Symposium).

OBJECTIVES

The goal of the international conference is to foster international research collaborations in Business Management as well as to provide a forum to present current research results in the form of technical sessions and plenary sessions during the conference in a relaxed and enjoyable atmosphere.

KRISYM aims at the following objectives:

- To reinvent strategies that ensure well balanced ecosystem for Millennial Business success.
- To bring out innovative ideas for the development of various economies.
- To empower the participants with effective Millennial Talent Management Skills.
- To identify major paradigm shifts in management process
- To foster networking, collaboration and joint effort among the conference participants.

SUBTHEMES

- Sustainable Innovations.
- Green Business.
- Challenges of Millennial Business.
- Challenges of Family owned Business
- Managing Millennials.

- Millennials Talent Management.
- Changing Work Culture for Millennials.
- Employee Engagement Policies for Millennials.
- Financial Strategies of Millennial Business.

- Affluent Millennials.
- Marketing to Millennial.
- Millennial Prosumer.
- Millennial Trends & Mindset.
- Brands Building Strategies for Millennial Consumers.
- Millennial Online Shopping Habits.
- Millennial Generation Entrepreneurs.

CALL FOR PAPERS AND GUIDELINES FOR SUBMISSION

- Original, unpublished research work not exceeding 5000 words or 12 pages may be submitted to KRISYM.
- The manuscript has to be prepared in A4 size, Word format only, Times New Roman font with heading in font size 14 and text in font size 12 with 1.5 spacing.
- APA guidelines of citation, documentation and referencing has to be followed.
- Online registration may be done through the college website: www.kristujayanti.edu.in/krisym2018
- The full paper has to be submitted to KRISYM using the following avenues:
 - i. Easy chair submission: <https://easychair.org/conferences/?conf=krisym2018>
 - ii. Email attachment of the paper to krisym@kristujayanti.com
- Last date for submission of paper: 30th March, 2018.
- Communication of Acceptance of the paper: 09th April, 2018 onwards.
- Confirmation of participation and presentation may be done by sending the complete registration form, along with the registration fee.
- All payments should be made through a Demand Draft in favour of "Principal, Kristu Jayanti College," payable at Bangalore.
- Participants must register and physically participate in KRISYM for the paper to be considered as a part of the conference.
- Paid accommodation would be arranged on prior request from 26th April, 2018 evening to 29th April 2018 morning.
- Certificates will be issued only on the second day of KRISYM after the Valediction.

PUBLICATION OF SELECTED PAPERS

The selected papers will be peer reviewed and evaluated based on the originality and relevance to KRISYM. The selected papers will be published in "Journal of Advance Management Research" (ISSN: 2393-9664) UGC Indexed No. 42888, provided they are presented during the plenary session of the conference.

PARTICIPANTS' PROFILE

Academicians
Corporate Executives
Professionals
Entrepreneurs
Research scholars
Students

ACCOMMODATION

Single Room (A/C) : Rs. 1500 (Exclusive of Tax) per person per day.
Double Room (A/C): Rs. 800 (Exclusive of Tax) per person per day on twin sharing basis.

EXCLUSIVE STUDENT PAPER PRESENTATION COMPETITION

Cash prize will be awarded for the best paper among students

REGISTRATION FEE

Participants	Participation Fee (Rs.)	Participation Fee with ISSN Publication (Rs.)
Faculty / Part-time Research Scholars	600	1400
Full-time Research Scholars	500	1300
Students	500	-
Professionals/Corporate Executives/Entrepreneurs	2,000	2,800
International Delegates	3,000	3,500

(The registration fee includes lunch, kit and refreshments. TA/DA shall not be provided to the participants)

IMPORTANT DATES

Full paper submission : 30th March, 2018
Intimation of the acceptance of the paper : 09th April, 2018 onwards
Conference dates : 27th & 28th April, 2018

ORGANISING COMMITTEE

Patron

Rev. Fr. Josekutty P.D., CMI
Principal

Advisors

Rev. Fr. Augustine George, CMI
Vice Principal

Rev. Fr. Lijo P. Thomas, CMI
Financial Administrator &
Head, Dept of Computer Science

Rev. Fr. Som Zacharias, CMI
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Rev. Fr. Emmanuel P.J., CMI
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Professor of Global Business, Kate
Tiedemann College of Business
University of South Florida,
St. Petersburg, USA

Prof. Alexander Llyinsky
Dean, International Finance Faculty
Financial University under the
Government of the Russian
Federation, Moscow

Dr. Fiona Moore

Professor, Business Anthropology
Royal Holloway, University of
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Conference Chair

Dr. Aloysius Edward J.
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Management

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Head, School of Management

Conference Convener

Dr. Justin Nelson Michael
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Conference Co-convener

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Prof. Stephen Deepak

Dr. P. Baba Gnanakumar

How to reach Kristu Jayanti College, Bengaluru

From Majestic BMTB Bus Stand – Platform 19 : Bus Route – 292B, 292C

From K.R. Market : Bus Route – 292, 292D, 293C

From Vasanth Nagar/Cantonment Station/Bangalore East Station :

Bus Route – 292, 292B, 292C, 292D, 292F, 293C

Nearest Railway Station : Bangalore East (8 kms)/Cantonment (10 kms)

By Air : Bengaluru International Airport (28 kms)

Address for Communication
School of Management (MBA & PGDM)

Kristu Jayanti College (Autonomous)

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