

## REGISTRATION FEE

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

Participation Only (inclusive of all taxes)			Participation & Publication in UGC Indexed Journal / ISBN(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.1,000	Rs.600	Rs.4000	Rs.1,800	Rs.1,100	Rs.5000

## ACCOMMODATION

Accommodation for outstation participants can be arranged based on the request

Accommodation type	Rate (Inclusive of all taxes)
Executive Non - A/c	Rs.850/- per person per day on twin sharing basis
Executive A/c	Rs.1,100/- for twin sharing per person per day

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## CONFERENCE CHIEF CONVENOR

**Prof. Vijayakumar R**

Head, Department of Commerce,

Mob- +91- 9448032998

## CONFERENCE CONVENOR

**Prof. Mathiyarasan M**, Department of Commerce,

Mob:+91- 9738749874

Email - icbbu@kristujayanti.com

## CONFERENCE CO-CONVENORS

**Prof. Reena.R**

Department of Commerce, Mob: +91- 9741412774

**Dr. Christuraja S**, Department of Commerce

Mob: +91- 9442408907

**Prof. Saranya S**, Department of Commerce,

Mob:+91-9686374721

**Prof. Ashwitha**, Department of Commerce

Mob:+91-9964947640

## CONTACT DETAILS FOR FURTHER COMMUNICATION

Department of Commerce (UG),

Kristu Jayanti College (Autonomous)

K Narayanapura, Kothanur Post, Bengaluru - 560077

Karnataka, India. Ph. +91- 80- 28465611, 28465353, 28465770

Fax - +91-80- 28445161 Visit us [www.kristujayanti.edu.in](http://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)



# Kristu Jayanti College

AUTONOMOUS Bengaluru

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

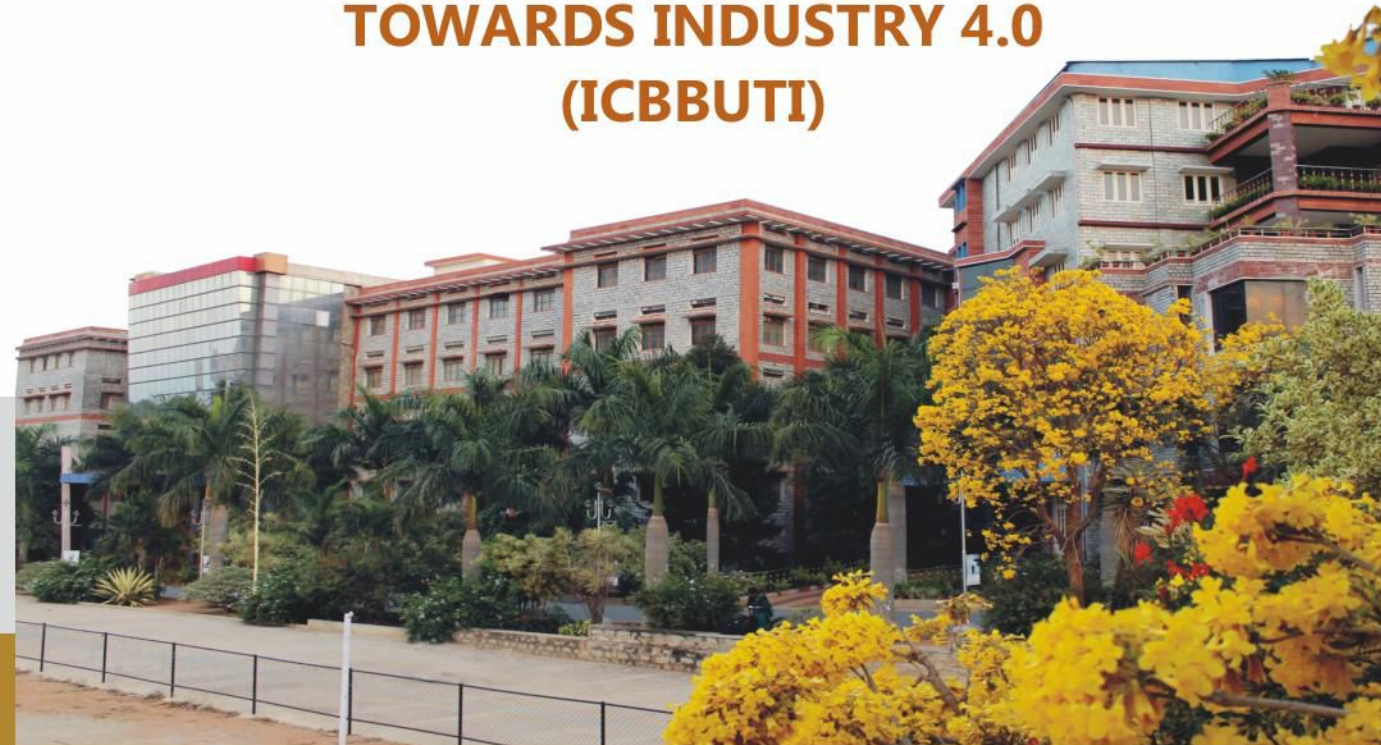
DEPARTMENT OF COMMERCE  
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## 3<sup>rd</sup> INTERNATIONAL CONFERENCE ON BUILDING BUSINESS UNIQUENESS TOWARDS INDUSTRY 4.0 (ICBBUTI)



14<sup>th</sup> & 15<sup>th</sup> March, 2019



#### **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 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 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 first two industrial revolutions were characterised by mechanisation and electrification and the third was characterised by the emergence of communication technologies to automate production. Now a fourth Industrial Revolution (4IR) is accelerating at an exponential rate, and building on the third. Similar to past revolutions, the fourth revolution brings significant challenges. Fundamentally, if these challenges can be managed successfully, there is an inherent opportunity for businesses throughout the world.

The fourth industrial revolution –Industry 4.0–holds the promise of increased flexibility in manufacturing, along with mass customization, better quality, and improved productivity. It thus enables companies to cope with the challenges of producing individualized products with a short lead-time to market and higher quality. Also, it is centred on the concept of "blurring the real world with the technological world",

Industry 4.0 isn't only being driven by the Internet of Things (IoT), however. Machine learning, artificial intelligence and big data analytics are all expected to contribute towards significant industry change. According to WEF(world Economic Forum) reports that by 2022, 1 trillion sensors will be connected to the internet, unleashing a torrent of data. This will enable businesses to identify and pinpoint potential issues throughout their processes, and deal with them accordingly.

It also aims to provide a premier interdisciplinary platform for researchers, practitioners and educators to present and discuss the most recent innovations, trends, practical challenges encountered and solutions to be adopted in functionality of various businesses to build uniqueness of business towards industry 4.0

#### **PARTICIPANTS' PROFILE**

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

#### **CONFERENCE THEMES**

All the authors are encouraged to contribute their original and unpublished work in the areas of building business uniqueness and innovative trends in 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

- Services and business models • Real time succession management • Reliability and continuous productivity
- IT security • HRIS using cloud technology • Social-emotional learning • Augmented reality learning
- Educational Strategies and Social Media • Industry value chain • E-tailing • Service Retailing • FDI in Retailing • Risk Management in Healthcare • Genetic Knowledge: Human Values and Responsibility • Healthcare Ethics • Cultural transformation • Re-engineering work processes for improved productivity • Global mindset and global leadership • Currency exchange rates and their management • Cross border mergers & acquisitions • Cross border E-Commerce • Logistics marketing • Inbound, outbound and reverse logistics • Supply Chain Analytics • Lean and agile Supply Chain • Reconfigurable Supply Chain and Logistics networks • Functional transformation towards industry 4.0 • Role of digital payments • Strategic overview of Financial Inclusion • Trends in Digital Financial Inclusion • Mobile banking in India • Role of Banking in cashless operation • Alternative cash movements • Future of International Business • An evaluation of IMF - World Bank • Enterprise Risk Management, Credit Risk Management in functional transformation of business
- Make in India, skill India, digital India, smart cities initiatives • FOREX volatility and growth instability in business excellence • HR scorecard: Linking people strategy and performance • Organizational Support, behavior, climate, Human Capital and metrics towards functional transformation • Artificial intelligence in HR functions • Employee Engagement, Leadership, commitment, Retention strategies and performance appraisal towards industry 4.0 • Global trends in HRM • Green HRM • HR analytics • Applied psychology in HRM • Employee engagement in talent retention • Data analytics in business • Artificial Intelligence in business

#### **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 icbbu@kristujayanti.com on or before 15th February, 2019.
- Research papers submitted after 15th February 2019 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 30th February 2019 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 apart 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 UGC Indexed Journal/ ISBN.

#### **IMPORTANT DATES**

Submission of Full Paper 15<sup>th</sup> February 2019

Intimation of Acceptance 30<sup>th</sup> February 2019

Date of Conference 14<sup>th</sup> & 15<sup>th</sup> March 2019

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