

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
Rs.900 (inclusive of GST)	Rs.500 (inclusive of GST)	\$60 (inclusive of GST)	Rs.1800 (inclusive of GST)	Rs.1400 (inclusive of GST)	\$120 (inclusive of GST)

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 25th September evening to 28th September morning on prior notice. The tariff for accommodation is as follows:

Accommodation type	Rate	Accommodation type	Rate
Single Room Economy	Rs.1700 Per day per individual	Single Room A/C	Rs.2150 Per day per individual
Double Room Economy	Rs.850 Per day Per Individual	Double Room A/C	Rs.1100 Per day Per Individual

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Kristu Jayanti College

AUTONOMOUS Bengaluru

Reaccredited 'A' Grade by NAAC | Affiliated to Bengaluru North University

DEPARTMENT OF COMMERCE AND MANAGEMENT
organizes

7th International Conference on
**ENHANCING BUSINESS COMPETITIVENESS
FOR SUSTAINABLE GROWTH**

In collaboration with



The Association of
Accountants and
Financial Professionals
in Business



26th and 27th September 2019

Chief Guest



Dr. Martin Meznar

Associate Dean,

Global and Civic Engagement

Appalachian State University, USA

Address For Communication

Conference Secretariat

Department of Commerce and Management

Kristu Jayanti College (Autonomous)

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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 Bangaluru North University and is reaccredited with grade 'A' in 2015 by NAAC in the 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. For its contribution in the field of education, Kristu Jayanti College was recently given the Heroes of Bengaluru award. In the India Today - MDRA survey 2019 the college is ranked 6th Best BCA, 12th Best MSW, 19th Best Arts, 21st Best Commerce, 21st Best BBA and 26th Best Science College in India. The College also ranked 2nd Best in BCA & MSW, 3rd best in Commerce, 4th Best in Arts & Science and 6th best in BBA among the colleges in Bengaluru. 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 (UG)

The Department of Commerce was started in the year 2000. 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 nurture an environment for proper growth of intellectual insights on commerce & business aspects. During the formation of the syllabus, focus was given on the current trend of the industries and required skills and competences to be acquired by the students. The plethora's of avenues that the department provides gives a platform to the students to enhance their aptitude and attitude. The department emphasizes on the Moral, Social and Patriotic growth of students. The influence & the impact that the Department creates is felt in the greater altitudes that the alumni have achieved both nationally and internationally.

DEPARTMENT OF MANAGEMENT

The Department of Management (BBA), established in the year 2001, aspires to impart education to the students and equip them with the knowledge, skill and attitude required in the business world. Provide solid foundation in wide range of business aspects such as Accounting, Finance, Human Resource, Marketing, Business Research and Management. "Success in business management requires learning as fast as the world is changing" - Warren Bennis The department has been constantly upgrading the program to match the changes in the external environment. We always set high standards to perform the activities for the benefit of student community in various areas of management. The students also have the opportunity to pursue their higher education in different programmes like MBA, PGDM, CIMA (Chartered Institute of Management Accountants) certified programme and other equivalent management programmes and diploma programmes.

DEPARTMENT OF COMMERCE (M.Com & M.Com (FA))

The Department of Commerce (M.Com & M.Com (FA)) 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 competitiveness for sustainable growth.

PARTICIPANTS' PROFILE

Academicians, Research scholar, Students, Industrialist and Professionals from public and private sector.

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
- Competitiveness
- Comparative advantages
- 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

- Original, unpublished research work not exceeding 5000 words or 12 pages may be submitted to Conference.
- 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.
- The full paper should be sent to icebcsg@kristujayanti.com on or before 15th September 2019. Research paper submitted after 15th September 2019 will not be considered for publication.
- Participation/Presentation of paper should be confirmed on or before by September 18th 2019 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.
- Papers presented during plenary sessions of the conference will be considered for publication.

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 keynote sessions.

SCHEDULE OF THE PROGRAMME

Day I		Day II	
Time	Event	Time	Event
8.45 AM - 9.45 AM	Registration	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-03.15 PM	Keynote session IV
02.00PM-03.30 PM	Keynote session II	03.20PM-04.30 PM	Valedictory
03.45PM-05.00 PM	Plenary Session I		

IMPORTANT DATES

- Full Paper Submission 15th September 2019
- Payment of Registration Fee 18th September 2019
- Conference Dates 26th and 27th September 2019