

12. All Joint participants must register and present the paper virtually.
13. All the payments should be made through online mode.
14. Authors cannot delegate the presentation of the paper to anybody else.
15. Certificate of participation will be awarded to only those participants who attend the conference throughout the day in all the keynote sessions.

#### IMPORTANT DATES

Submission of Full Paper	27/03/2021	Payment of Registration fee	08/04/2021
Acceptance of the paper	06/04/2021	Date of Conference	28/04/2021

#### REGISTRATION LINK

<https://qrgo.page.link/AETZp>



#### REGISTRATION FEE

Participation Only	Participation & Publication in ISBN
Rs. 100	Rs. 500

Inclusive of all Taxes

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# Kristu Jayanti College

**AUTONOMOUS**

**Bengaluru**

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



*DEPARTMENT OF MANAGEMENT (BBA)*

*VIRTUAL NATIONAL CONFERENCE*

**REDEFINING MANAGEMENT**

**PRACTICES IN THE POST COVID 19**

28<sup>th</sup> April 2021

**Kristu Jayanti College, Autonomous**

K. Narayanapura, Kothanur P.O., Bengaluru-560 077, Karnataka, India.

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## THE COLLEGE

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 Bengaluru University. The College incorporates a traditional academic setting with a cutting edge technology. With a refreshing environment, beautiful scenery and moderate climate, it provides an atmosphere which is conducive for effective training and learning programmes. In the India Today - MDRA survey 2020, Kristu Jayanti College, Bengaluru is awarded as the Best Emerging College of the Century at National Level and the college is ranked 4th Best BCA, 11th Best MSW, 18th Best Arts, 19th Best Commerce, 19th Best BBA and 25th Best Science College in India. The College also ranked 2nd Best in BCA & MSW, 3rd best in Commerce & Arts, 4th Best in Science and 5th 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.

## ABOUT THE DEPARTMENT

The Department of Management (BBA) is established in the year 2001, which offers Bachelor of Business Administration, BBA with CGMA Integrated, BBA with Business Analytics and BBA with Aviation Management. The department provides a solid foundation in a wide range of business aspects such as Accounting, Finance, Human Resource, Marketing, Business Research and Management. The department always ensures the wholistic development of students through a systematic training which aims at enhancing the professional and managerial skills like communication, problem solving, decision making, creative thinking etc. The technology blended teaching and learning in the department helps the students to pursue their career in different domains like manufacturing, banking, insurance, share broking, knowledge process outsourcing, logistics, aviation, defence, event management, consultancy etc. and also encourages students to venture into business as an entrepreneur. The department constantly upgrades its curriculum to adopt changes in dynamic environment and to move along with global practices.

## ABOUT THE CONFERENCE

Covid-19 pandemic has disrupted the way organisations are operating, with many experiencing reduced hours, adjusted budgets, redefined goals or even layoffs. A large amount of uncertainty today, especially on the economic front, which makes it hard for business decision makers to start taking action. You have to make sure to remain flexible where you can be flexible, but you also have to make certain choices and commit to them in the face of uncertainty. A safe and effective restart of operations is crucial given the new challenges that this pandemic has highlighted. As we shift from response to recovery, the key for senior leaders is to make strategic decisions that will lead them to a renewed future state, however paralyzing the uncertain outlook may seem. In this context, we have conceptualised this conference with

the theme "**Redefining Management Practices in the Post Covid 19**" to provide a platform for discussing and suggesting the business enterprises to move forward with scalable strategies in the new normal.

## PARTICIPANT'S PROFILE

Academicians, research scholars, students, industrialists and professionals from the public and private sectors.

## CONFERENCE THEMES

This conference seeks to provide a platform to the participants for insightful and original discussion and present their research work on management of change and complexity.

Papers are also invited on the following sub themes and other related topics

- Finance and Accounting.
- Banking and Insurance.
- Marketing
- General Management
- Economics
- Decision Science
- Human Resource
- Information Technology
- Operations
- Business Strategy
- Entrepreneurship Development

## PUBLICATION

The Selected papers will be peer reviewed and evaluated based on originality and relevance to the conference. The selected papers will be published with ISBN and Papers of high quality will be published in UGC care Journal with an additional charge.

## GUIDELINES FOR PAPER SUBMISSION

Contributors should note the following:

1. The paper should be based on original research work not yet published or not published elsewhere.
2. Author should take responsibility for issues related to plagiarism.
3. All the submissions must be made in word format.
4. The manuscript should not exceed 5,000 words (About 12 A-4 size pages typed in double space).
5. Soft copy of the paper should be submitted in A4 size, MS - word format only with Times New Roman with heading in font size 14 and remaining text size 12 with double line spacing.
6. The cover page should state only the title of the page, name, official address, e-mail ID, phone/fax numbers of the author(s), a brief biographical note of the author(s) and acknowledgements (if any).
7. The first page of the manuscript (after the cover page) should also contain the title and the abstract only.
8. Footnotes should be kept to a minimum and be numbered consecutively throughout the text with superscript Arabic numerals.
9. Full paper should be sent on or before 27/03/2021 to [rmppc@kristujayanti.com](mailto:rmppc@kristujayanti.com)
10. Research papers sent after 27/03/2021 will not be considered for publication.
11. Presentation of the paper should be confirmed on or before 08/04/2021 by sending the completed Registration form along with registration fee.