Among the various initiatives taken by Bharatiya Vidya Bhavan, M.P. Birla Institute of Management at Bangalore enjoys an enviable track record as a proponent of education with Indian culture and values in the area of higher management education. Since its inception in 1999, under the patronage of Late Smt. Priyamvada Devi Birla, the institute has progressed and grown from a humble beginning of 30 students to an impressive student-strength of 360. MPBIM offers two-year integrated MBA programme under the aegis of Bengaluru Central University. Many of its alumni are acquitting themselves creditably in leading corporate enterprises and industries.

M.P. Birla Institute of Management, led by Sri. N Ramanuja, former Chairman and Managing Director of HMT Limited, a leading public sector, has deservedly earned the reputation of being one of the most sought after post-graduate management institutions in Karnataka. Besides grooming creative, productive and efficient managers for the industry, the institute is committed to inculcating basic human values and a sense of nobility, righteousness and excellence in them. The institute, an NAAC accredited institution, has the support of a high quality teaching faculty – a healthy mix of academicians and senior industry stalwarts who have chosen to migrate to teaching at the peak of their corporate career.

MPBIM has international academic collaboration with North Dakota State University, North Dakota, USA besides Bhavan’s Management Institutions in Kolkata & Bhubaneswar.
CONTEMPORARY TRENDS IN MANAGEMENT RESEARCH

Management is a compendium of topics covering functions such as marketing, finance and HR along with topics like technology, ethics, change and innovation. Many schools of management thinking based on differing assumptions about social and business environment have emerged in the last couple of decades.

With diverse branches and novel thoughts nurtured and catalysed (over the last millennium), by globalisation, innovation and technology-paradigms, management research has got fresh impetus and has also grown at a phenomenal pace. This has in fact helped shaping the current trends in management and administration. A thorough understanding of the topics conceived in management research is important in order to identify short and long term trends, assist practicing managers, and push the frontiers of knowledge of the field of management.

Management research looks at management concepts, management education, service, technologies and business risks. These are areas that will take us to the next peak of efficiency. Business can see success when it coordinates the best of managerial practices with entrepreneurship and innovation.

The aim of this conference is to acquire an understanding of research that has taken place in various spheres of management, and discuss their relevance and practices. Scholars are welcome to present their research on various aspects of management. The conference will have multiple tracks viz., Marketing, HR, Finance, General Management, Economics & Social Sciences and Technology. Best papers will be awarded prizes.

You are welcome to present your research within the broad frame work mentioned above. This conference will dwell primarily on issues pertaining to the current scenario. The conference is organised by IQAC of MPBIM in association with CI Karnataka, Bhavani’s Priyamvada Birla Institute of Management, Mysuru, Bhavani’s Centre for Communications Management, Bhubaneswar, Bhavani’s Institute of Management Sciences, Kolkata, Southern Economist, Bengaluru and Infohro Inc, Fargo, North Dakota, USA.

GUIDELINES FOR PAPER PRESENTATION

Papers should reflect the original work of an author, which has not been presented, published or accepted for presentation/publication in any form by any journal/institution/conference.

Margins - 1 inch on all sides, Font - Times New Roman, Font Size -12 regular, Line Spacing -1.5 lines. Authors are advised to use APA format only. Title page: Title of the Paper, full name of the author(s), designation, affiliation, and address for communication with email and mobile number.

The paper should include an abstract of 300 words with at least five key words. All papers will be put through a peer review process. Papers should be mailed to Dr. S. Sathyarayana, Principal, MPBIM. Email: nctrm2019@mpbim.com /sathyas4u.us@gmail.com / contact@mpbim.com not later than 1st August 2019. Text of the paper should not exceed 7,000 words excluding references.

Selected papers after a peer review process will be published in ZENITH INTERNATIONAL JOURNAL OF MULTI-DISCIPLINARY RESEARCH (ISSN: 2231-5780, Scientific Journal Impact Factor - 6.479, UGC enlisted Journal [Sr.No:221 Journal No.: 48877]). A special issue of Dhara M P B I M I NTERNATIONAL JOURNAL OF Business (ISSN 0974-0062) and Southern Economist Journal (ISSN 0038-4046) will also be publishing the papers from this conference.

CONFERENCE SUB-THEMES


Marketing: Sustainable Marketing, Tourism management, Strategic brand management, Integrated brand communication, Retailing, CRM, Technology management, B2B, Emerging issues in marketing, Branding and destination imaging, Web marketing, Marketing analytics, Blue ocean strategy, Consumer behaviour, Social media, Rural marketing, Digital marketing, Advertising, Hospitality management, Supply chain management, Reverse supply chain management.


General Management: Workplace Ethics and Culture, Corporate Governance, Corporate Social Responsibility, E governance, Entrepreneurship, TQM.

Technology: Big data, Artificial intelligence, Fraud analytics, Sentimental analysis, Innovations, Digital marketing, Blockchain technology, Distributed ledger Technology, Strategic issues in Managing Technology and Innovation.


Any other topic relating to the identified broad themes.

WHO SHOULD ATTEND

- Educationists, Academicians, Faculty members, Research Scholars, Post Doctoral/ Doctorate/ Graduates/Under Graduate students, Industry managers, Administrators, Business Professionals, Practitioners, Consultants

BENEFITS

- The Conference provides a platform to showcase knowledge in areas of interest; Network and interact with scholars in industry and academics.
- Publication of research work in UGC enlisted journal.

REGISTRATION

- Registration fee is payable by the authors of the paper on or before 1st August 2019. Registration made after July 5, 2019 will attract discount of 20%.
- Delegates from Industry: Rs.1,500, Academicians: Rs. 1,000
- Research Scholars: Rs. 750, Students: Rs. 250
- Delegate fee should be paid by means of a demand draft favouring “M.P. Birla Institute of Management”, payable at Bangalore, or through NEFT (Beneficiary: M.P. Birla Institute of Management A/c no: 117800030002773 Vijaya Bank, R C Road Branch, IFSC VJI80001178) along with the registration. Fee once paid will not be refunded.
- Lunch & refreshments will be provided to all participants. Participants should make their own arrangement for accommodation. Expenses towards commuting – local or otherwise has to be borne by the delegates.

IMPORTANT DATES FOR SUBMISSION

- Submission of Abstract: July 17, 2019
- Intimation of Acceptance of Abstract: July 25, 2019
- Submission of Full Paper: August 1, 2019
- Date of Conference: August 30, 2019
REGISTRATION FORM

Name  Dr./Prof. /Mr. /Ms. ……………………………………………………………

Designation ……………………………………………………………………………

Institution ………………………………………………………………………………

Address …………………………………………………………………………………

Phone (O) ……………………………. Mobile……………………………………

Email………………………………………………………………………………..

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Payment Details: DD No…………………… Date…………….. Bank……………………

If NEFT Transaction No……………………………………………………………………

Please send the filled in application to Dr. S. Sathyanarayana Principal or Sri. K P Sadanandan Deputy Registrar, M.P. Birla Institute of Management, Bharatiya Vidya Bhavan, #43, Race Course Road, Bangalore 560001 or email to Dr. SathyanarayanaPrincipal / Sri. Sadanandan/ Conference Coordinators at sathya4u.s@gmail.com/ nctmr@mpbim.com/ pushpabv75@gmail.com/ manju_13knl@yahoo.co.in / contact@mpbim.com Ph.: 080-42772000/ 9686339626/8050264734 / 9916395850

Click here for online registration for the National Conference at MPBIM

This Conference is an initiative of MPBIM’s IQAC