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Bharatiya Vidya Bhavan's
M.P. Birla Institute of Management

NATIONAL CONFERENCE On CONTEMPORARY TRENDS IN MANAGEMENT RESEARCH

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**Friday, August 30, 2019
09.30 AM – 5.00 PM**

Click here
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registration

Internal Quality Assurance Cell

M.P. Birla Institute of Management

Associate Bharatiya Vidya Bhavan

#43, Race Course Road, Bangalore 560001

Ph: 080-42772000 Email: contact@mpbim.com Conference mail: nctmr@mpbim.com

Website www.mpbim.com

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 globalisa-

tion 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 proficiency. 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 CII Karnataka, Bhavan's Priyamvada Birla Institute of Management, Mysuru, Bhavan's Centre for Communications Management, Bhubaneswar, Bhavan's Institute of Management Sciences, Kolkata, Southern Economist, Bengaluru and Infonero 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 double blind review process. Papers should be mailed to Dr. S. Sathyanarayana, Principal, MPBIM. Email: nctmr2019@mpbim.com /sathya4u.s@gmail.com / contact@mpbim.com. Text of the paper should not exceed 7,000 words excluding references.

Selected papers after a 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 **Dharana MPBIM's International Journal of Business (ISSN 0974-0082)** and **Southern Economist Journal (ISSN 0038-4046)** have been scheduled to publish papers from this conference.

CONFERENCE SUB-THEMES

Finance and Accounting : Merger, Acquisitions & Corporate Restructuring, Financial Modelling, Derivatives & Risk management, Implications of GST, Theories of Capital structure, Green banking, Algo trading, Comparative Earnings Analysis of firms adopting multiple reporting standards: IGAAP, IFRS and US-GAAP, Quality of Financial Reporting, Earnings management by Indian Firms, Shadow accounting and Off-balance sheet financing, Crypto currency and Block chain technology and its application in Fintech, Market efficiency, Portfolio management, Mutual Funds, IPO, Retirement planning and pension funds, Hedge Funds, Asset pricing models, Commodity, Debt and Forex Market, Behavioural finance and Lessons from the Global Financial Crises.

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, Advertisement, Hospitality management, Supply chain management, Reverse supply chain management

HR: HR analytics, Employee engagement, Talent management, Work-Life Integration, Cross-cultural issues in HRM, Human Capital Management, Human Resource Audit, Social Media Recruitment, HR Metrics & Measurements, HRM in a Digital World, Effective Leadership in the age of digitization, Performance Management, Employer Branding, Change management, Green HRM.

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, Block chain technology, Distributed ledger Technology, Strategic Issues in Managing Technology and Innovation, Disruptive Technology, IOT.

Economics: FDI and FII: National Growth Perspective, Green energy, Green Economy, Green Business and Green Computing, Sustainable Agriculture and Food Security, Monetary and Fiscal Policy for Growth Stabilization, Role of Physical Capital & Human Capital in Long-term Growth, Agriculture and Agri- Business, Price Instabilities & Economic Volatilities- Inflation & Recession, Rising NPAs, Banking Crisis and Growth Impact, Shadow Economy, Make in India, Skill India, Digital India, Smart Cities Initiatives, Small Finance Banks & Payment Banks, Micro Finance Institutions and Inclusive Growth, Tax reforms and ease of doing business, Sustainable Business, Renewable Energy for Sustainability, Budget & Growth.

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 before 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: 117800300002773 Vijaya Bank, R C Road Branch, IFSC VIJB0001178) along with the registration. **Fee once paid will not be refunded.**

Lunch & refreshments will be provided to all participants. Participants should to make their own arrangement for accommodation. Expenses towards commuting - local or otherwise has to 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

Patrons

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Prof. B V Pushpa Assistant Professor	email: pushpabv75@gmail.com Mob: 8050264734
Prof. S M Manjunath Assistant Professor	email: manju_13knl@yahoo.co.in Mob: 9916395850

M.P. BIRLA INSTITUTE OF MANAGEMENT



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.



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Associate Bharatiya Vidya Bhavan

National Conference
CONTEMPORARY TRENDS IN MANAGEMENT RESEARCH

FRIDAY, AUGUST 30TH, 2019

REGISTRATION FORM

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

Designation

Institution

Address

.....

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

Email.

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Please send the filled in application to Dr.S. SathyanarayanaPrincipal or Sri. K P Sadanandan Dy. 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

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This Conference is an initiative of MPBIM's IQAC