

Dates to Remember:

- Submission of Abstract & full Paper – 31st December 2016
- Intimation of Paper Acceptance – 5th January 2017
- Papers will be published with ISBN No
- Papers can also be presented in Absentia

Registration Fee and Payment:

Registration for Industry Professionals	Rs. 2,000/-
Registration for Academicians	Rs. 1,500/-
Registration for Research Scholars	Rs. 1,000/-
Registration for Students	Rs. 500/-

Payment Mode:

Demand draft has to be drawn in favour of "**Principal, Dr. NSAM First Grade College**" payable at Bangalore

Bank Details are given below:

1. Account Name : 'Principal, Dr. NSAM First Grade College'
2. Bank Name & Branch: Corporation Bank, Yelahanka Old Town
3. Account Number : 007500101019718
4. IFSC Code : CORP0000075

All the co authors have to register. Registration fee includes the participation, conference kit, conference materials, refreshment and conference meal. The institution has limited accommodation in the campus. Accommodation in the campus is provided for a day in case participant is a non resident of the place. Persons accompanying participants will have to pay Rs 750/- per person.

The best paper in each sub theme will be awarded.

Patrons:

Mr. N. Vinaya Hegde – President of the Nitte Education Trust and Chancellor, Nitte University
Dr. N.R Shetty – Chief Mentor, NMIT
Mr. Rohit Punja – Administrator, Nitte Education Trust
 Organizing Committee: **Dr Meera Krishnappa and Mr. Shekar**
 Convener: **Mr. Rame Gowda**

Programme Coordinators:

Accounts and Taxation	Ms. Bhavya	bhavyaprasad81@gmail.com	7090854944
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Governance & General Management	Ms Bhagya G B	nittebhagya@gmail.com	9663380415

For any queries please contact:

Mr. Shekar - Organizer: 9945070104

Mr. Rame Gowda - Convener: 9916513335

The Institution Contact Number: 65666958; Fax Number: 080-28461274



DR. N.S.A.M. FIRST GRADE COLLEGE 

Yelahanka, Bengaluru

in association with

ISAC & BUTCCM

**Jointly Welcome You To
A National Conference**

On

**'Emerging Trends in Commerce & Management to
Face Global Challenges'**

On 20th JANUARY 2017

Venue: Dr. NSAM First Grade College, NMIT Campus

Govindapura, Gollahalli, Yelahanka, Bengaluru

Phone: 080 – 22167895; Email: nsamfgcyel@gmail.com

Website: <http://www.nsam.ac.in/fgc>

**About Us:**

Dr. NSAM First Grade College is a unit under the umbrella of the Nitte Education Trust(R), Mangalore, pioneers in the field of education for the last 30 years. Nitte Education Trust has the distinction of running a University and 34 premier institutions including colleges for Medicine, Engineering, Management, Dentistry and others. The Dr. NSAM First Grade College affiliated to the Bangalore University was established in 1999 to cater to students in need of quality education. It offers B.Com and B.B.A courses.

The Conference Theme:

The world today is largely driven by globalization, liberalization and privatization. Entrepreneurship, Innovation and Technology are now the buzzwords that drive business. E-banking, E-marketing, E-commerce, E-finance, E-investment, paperless trading and governance have also been gaining importance all over the world. These developments demand a paradigm shift in the teaching and learning process. New skills and training are required to cope with these changes. Hence the theme of the conference, 'Emerging Trends in Commerce and Management to face Global Challenges' invites academicians, research scholars and other professionals to present papers that will address these issues.

Sub Themes for the Conference:**Accounting & Taxation**

1. Reporting Practices
2. Trends in Banking
3. Profit and Performance
4. International Accounting
5. Impact of GST on Indian Economy

Finance:

1. Financial Support for new venture creation
2. Portfolio Management and Mutual Funds
3. Financial Management Practices of Micro-Finance Institutions
4. Global Financial Crisis
5. International Finance and Economics

Human Resources:

1. Managing Diversity
2. Decentralization of work site
3. Changing role of HRM
4. Handling Cross Cultural Workforce
5. HR Outsourcing
6. Empowering Women in Administration

Marketing:

1. Influence of demography and diversity in Marketing.
2. Publicity, Advertising and Public Relations – Changing dimensions from the perspective of manufacturing and service sectors
3. Social Marketing – Changing concepts, conventions, applications and strategies
4. E- marketing
5. Recent trends in marketing

Governance and General Management:

1. New age Business for sustainable growth.
2. Business yesterday, today and tomorrow – A Global Perspective
3. Commerce and Management – Opportunities and Challenges
4. Governance for a better tomorrow- Policy initiatives and Strategic implications
5. Transparency and Accountability for growth and sustainable development.

Who can Participate?

Teaching Faculty, Research Scholars, Industry Representatives and Post Graduate Students

Inviting Papers

Papers are invited from Teaching Faculty, Research Scholars, Industry Representatives and Post-Graduate Students.

Instructions to Participants:

- All papers must follow the APA Format with Times New Roman Font Size 12 and 1.5 line spacing. Title Page may have Times New Roman Font Size 14, Margins on all sides must be 1”
- The Abstracts should not exceed 300 words and must have keywords. The full paper should not exceed 5,000 to 6,000 words.
- The Author's Name, Designation, Address, Mobile Number and Email Id to be clearly mentioned on the Title Page
- There should not be more than two authors per paper.
- Abstract and full paper is to be mailed to the respective Programme Coordinators. The intimation of acceptance will be mailed to you by the Programme Coordinators of different sub themes.
- All authors will be given an opportunity to present papers with an open house discussion