



SJES COLLEGE OF MANAGEMENT STUDIES

Affiliated to Bangalore University

Approved by AICTE and Approved by Government of Karnataka

**INTERNATIONAL CONFERENCE ON
CONVERGENCE OF MANAGEMENT AND
TECHNOLOGY – OPPORTUNITIES AND
CHALLENGES**

Wednesday, 28th MARCH 2018

Organized by

**Department of Management & Computer Science
SJES College of Management Studies**

Venue

**SJES College of Management Studies
Medahalli, Old Madras Road
Bangalore - 560049**

Time

9.00 AM to 5.00 PM



SJES
College of Management Studies



SRI JAYACHAMARAJENDRA EDUCATION SOCIETY

CHIEF PATRONS

SRI. K NAGARAJ

SECRETARY
SJES Group of Institutions

DR. SAM P PHILIP

DIRECTOR
SJES College of Management Studies
CHAIRMAN - GIAAM Foundation

SRI. GEORGE VARGHESE

DIRECTOR & CEO
SJES College of Management Studies
DIRECTOR - GIAAM Foundation

SRI. R G SHEKAR

DIRECTOR
SJES College of Management Studies
SECRETARY - GIAAM Foundation

ABOUT THE INSTITUTION

SJES (Sri Jayachamarajendra Education Society) was founded by Late **Sri. Kaverappa** in 1979, as a multifaceted educational organization centrally located near K.R. Puram, Bangalore , providing high quality education and has been instrumental in shaping many lives.

The SJES College of Management Studies is one of the leading and reputed institutes of Bangalore, offering renowned job-oriented courses in Aviation Management, Information Technology, and Logistics & Supply Chain Management which are having great demand in today's corporate employment sector. These renaissance courses have opened new opportunities in the global market, especially in the field of Aviation Management, Information Technology and Supply Chain Management. These courses prepare the student aspirants to become smart and competent globally. We have realized that every second in the life of our students is of infinite value and we as a team mould and monitor every aspect of the students' learning experience.

Vision:

Our vision is to implement industry-integrated university degrees with internationally accredited vocational diploma certification.

Mission:

The College has always been keen to inspire and empower the student community by means of providing quality education to transform the curriculum through systematic teaching, learning and evaluation process to create valuable citizens. Our endeavor is to ensure exemplary infrastructural facilities with optimum student support activities coupled with good governance, leadership and innovation.

DEPARTMENTS OF COMPUTER SCIENCE & MANAGEMENT

The Departments of Computer Science and Management offers the following innovative degrees both in UG/PG.

UG COURSES

- B.C.A with *Microsoft Cloud Computing and Cyber Security*
- BBA with Airport Management & Cabin Crew Training
- BBA with *Aviation & Logistics Management*
- BBA Aviation Management
- B Com. with *Aviation & Logistics Management*
- B.Com. with Airport Management & Cabin Crew Training
- BHM with *Culinary Arts Certification*

PG COURSES

- MBA with *Microsoft Big Data, Business Analytics and Data Science*
- MBA with *Aviation & Logistics Management*
- MBA with Microsoft Big Data & Business Analytics
- MTTM - *Master of Tourism & Travel Management*
- M.Com. – Master of Commerce

International Executive Degree in *Hotel Management* which combines academic excellence, profound knowledge, competence in business procedures and managerial functions within an international framework which helps one to prepare for a professional career in multinational firms and international organizations in knowledge intensive projects of global economy.

OBJECTIVES OF THE CONFERENCE

We live in a society that is constantly evolving where practices and customs change are fast leveraging information. New technologies emerge and play a vital role in impacting businesses and the society. Technology has been evolving and impacted the way we work, live and communicate.

This conference purports to offer a common platform for academicians, research scholars, people from Industry and Professionals to share their knowledge and resources by deliberating on the various topics on management, business and technological convergence challenges, faced and the opportunities that are available before us for progress.

WHO SHOULD ATTEND THIS CONFERENCE?

- Academicians/Faculty Members/Research Scholars
- Post-Doctoral /Graduate/Undergraduate Students
- International Business Professionals/Practitioners in Business and Non-Profit Organizations
- Entrepreneurs /Enterprising Youth/Industrialists/Consultants etc.

Call for papers

Insightful papers focusing on the following topics for this conference are invited. Interested participants may send their papers (not exceeding 3000 words) by March 17, 2018. The cover page should include the title of the paper, author's name, designation, institutional affiliation, postal address, telephone, mobile number and email id.

Topics may include :

- Digital Economy
- Knowledge Management
- International Business
- Education & Skill Development
- Emerging trends in HRM
- HR Analytics
- International HRM
- Social Media and Business
- Digital Marketing
- Recent Trends in Tourism and Hospitality Management
- Indian Startups and Their Challenges
- FDI in Air India
- Women Empowerment
- Networks and Data Security
- Data Storage and Management
- Image Processing
- Cloud Computing
- Green Computing
- Data Warehousing and Data Mining
- Software Engineering
- E-Commerce
- Business Intelligence
- Ethical & Social Issues in Information systems
- Big Data and Data Analytics
- E-Learning
- E-Governance

Any other topic related to the main theme

GUIDELINES FOR PAPER SUBMISSION

- Cover Page should contain: Title of the paper, name of the author(s), professional affiliations, and complete postal address with email id and telephone/mobile numbers
- Abstract should not exceed 300 words with key-words.
- Font - Times New Roman , font size 12 , Line Spacing 1.5 and document size A4.
- Selected papers will be published in International Journal of Business Analysis and Research Review
- APA style of formatting should be done.
- Full length paper including abstract should not exceed 3000 words.

The participants are requested to forward the abstract and full papers in soft copy at the following email id :

sjesconf2018@gmail.com

Simultaneously hard copy / CD or Pen drive containing the abstract and full paper, original filled registration form, DD / online bank transfer receipts along with author's declaration has to be sent at the address given below :

Conference Secretary
SJES College of Management Studies
Medahalli, Old Madras Road,
Bengaluru, Karnataka- 560049 . INDIA .
Ph.: +91-(080) 65471301
Mobile: 09980573130 / 09900959590
www.sjesinstitutions.in

E-mail: **sjesconf2018@gmail.com**

Best Paper Award

On the basis of the quality of research papers that are shortlisted for Best paper, will be awarded with a certificate and an Award. Decision of the jury will be final.

Paper Publication

Based on the quality, originality, methodology and content of subject matter ; the accepted research papers after review process, will be published in UGC approved Journal "International Journal of Business Administration Research Review" with **ISSN 2348-0653** and **E-ISSN 2347-856X** with an impact factor of **4.729**.

REGISTRATION FEE

Acceptance of papers will be intimated through e-mail. Participants are required to register themselves with the required registration fee well in advance as per the conference schedule. Registration fee includes

- Conference Kit
- Conference Proceedings
- Lunch and Refreshments

Category	Participation & Publication	Participation Only
Indian Academicians/Professionals	INR 1750	INR 750
Research Scholars	INR 1200	INR 750
Foreign Delegates	USD 300	USD 150
Students	INR 500	Nil

- For papers with more than one author a total discount of Rs. 500 is allowed. This is applicable only for papers that are published in journal.
- For co-authored papers, authors who are desirous of receiving the certificates, all authors will have to register separately.
- Single author presenting multiple papers should register for each paper separately.
- No TADA will be paid to any delegate participating in the conference.

REGISTRATION FEE PAYMENT SHOULD BE MADE THROUGH DEMAND DRAFT / ONLINE BANK TRANSFER

The Registration Fee can be paid through :

A) DD drawn in favor of "SJES College Of Management Studies " payable at Bangalore .

B) Online Bank Transfer Through NEFT

Bank : ICICI Bank
A/c Name : SJES college of management studies
A/c No. : 369801000247
IFS Code : ICIC0003698
Branch : Bhattarahalli, Branch, Bangalore – 560049

DATES TO REMEMBER

Abstract Submission	:	March 10, 2018
Acceptance of Abstract	:	Within 3-4 days after submission of abstract
Full paper Submission	:	March 17, 2018
Registration (last date)	:	March 19, 2018
Conference Date	:	March 28, 2018

CONFERENCE COMMITTEE

- **Prof. Dr. B. Lakshma Reddy**, Principal, SJES College of Management Studies - Programme Director
- **Prof. Suhashni R.**, Vice Principal, SJES College of Management Studies - Programme Secretary
- **Dr. Narasaiah B.**, HOD, Management Studies – Convener
- **Prof. K. Adishesha**, HOD, Computer Science – Organizing Secretary
- **Prof. Kalyanasundaram P** - Publications In-Charge, Member
- **Mr. Vivek Nambiar** - Member

ADVISORY COMMITTEE

- **Prof. M. S. Reddy**, Registrar, Bengaluru North University, Bengaluru
- **Dr. M. Muninarayanappa**, Professor, Chairman & Dean, Faculty of Commerce and Management, Bangalore University, Bengaluru
- **Dr. Hanumathappa M**, Professor, Department of Computer Science & Application, Bangalore University, Bengaluru
- **Dr. Muralidhara B. L.**, Professor, Department of Computer Science & Application, Bangalore University, Bengaluru
- **Dr. T. Bhaskara Reddy**, Department of Computer Science & Technology, Sri. Krishnadevaraya University, Anantapur, AP
- **Dr. Manvinder Singh Pahwa**, Faculty of Management TAPMI School of Business, Manipal University, Jaipur
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- **Dr. C. S. Balasubramaniam**, Kohinoor Business School, Mumbai
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- **Dr. Manish**- Department of Computer Science- Ramaiah College, Bengaluru
- **Dr. Xavier .V.K**, Professor & Head, Jain University, Bengaluru
- **Dr. Yashvanth Vaishampayan**, Director, Parikrama Institute of Management, Pune
- **Dr. Swathi Chakraborty**, Faculty of Business Studies, Royal Thimphu College, Thimphu, Bhutan
- **Sri. Vivin Agarwal**, Chief Mentor - Bio Design Farm & Project Commissioner- Indo Suriname-SDIC Global Furniture Corridor
- **Dr. Aswatappa**, HOD- Commerce and Management, Govt. First Grade College, K R Puram, Bengaluru.
- **Dr. Priya Raina**, HOD-MBA, SEA College of Engineering & Technology, Bengaluru.

- **Prof. S.Subramanian** – Chairman, African centre for Mobile Financial Inclusion, West Africa.
- **Mr. Mudasir Alidar** – Project Engineer, Lyqa Technologies, Tehran, Iran.

CONTACT PERSONS

- **Prof. K. Adishesha** Mob: 09449081542
HOD Dept. of Computer Science
- **Prof. Narasaiah B** Mob: 09900959590
HOD Dept. of Management

CONFERENCE COORDINATION COMMITTEE

Prof. K.G. Tharachandra Simha

Prof. Ravilochanan H

Prof. U. Srinivasa Murthy

Prof. Balakrishna

Prof. Srikanth P

Prof. Rama Krishna Jana

Prof. S. Prabhu Shankar

Prof. Kalanjali G.K.

Prof. D. Pavani

Prof. Sowmya T.

VENUE

SJES College of Management Studies

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E-mail: sjesconf2018@gmail.com

INTERNATIONAL CONFERENCE

On

CONVERGENCE OF MANAGEMENT AND TECHNOLOGY – OPPORTUNITIES AND CHALLENGES

28th March ,2018

Registration Form

Name: _____

Designation: _____

Organization: _____

Address: _____

_____ Tel no. _____

Mob: _____ E-mail ID: _____

Paper title: _____

(Note: Separate registration forms to be filled for more than one author)

Payment details: DD no. _____ For Rs. _____ in words _____

_____ Dated _____ In favor of “**SJES College Of
Management Studies**” payable at Bangalore.

Online Payment details: _____

Date: _____

Signature