



Vidyavardhaka Sangha[®], Mysore
VIDYAVARDHAKA COLLEGE OF ENGINEERING

Autonomous Institute, Affiliated to Visvesvaraya Technological University, Belagavi

(Approved by AICTE, New Delhi & Government of Karnataka)

Accredited by NBA (CV, CS, EE, EC, IS & ME) | NAAC with 'A' Grade

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 @vvceofficial

Two-Day National Level Conference

on

Emerging Issues in Functional Areas of Management

(March 24-25, 2023)

organized

by

The Department of Business Administration

Dear Sir/Madam,

As you are aware, economies all over the world are witnessing remarkable changes/developments and this is true even in the case of India. This is also true even in the case of Indian industrial economy – from protectionism to market economy, from labour intensive to capital intensive, from agrarian to service economy, etc. Consequently, there have been substantial changes in the management of crucial functions such as human resource management, marketing management, financial management, etc. In this backdrop, the Department of Business Administration of Vidyavardhaka College of Engineering, Mysuru is organizing a two-day National Level Conference on the theme, **Emerging Issues in Functional Areas of Management** on March 24 and 25, 2023 with the following sub-themes. Please note, the topics identified below under each sub-theme are only indicative and not exhaustive.

I. Human Resource Management

Agile workforce	Digitalization in HR
Corporate Culture and Innovation	Diversity and Inclusion
Impact of AI on HR	HR Analytics
Leadership in Turbulent Times	HR as Strategic Business Partner
Moonlighting	Socializing and Networking
Past, Present and Future of IR	Teamwork and WFH Performance
Stress Management	Work-Life Balance
Resilience and Reinvention	Corporate Etiquettes and Professional Ethics
Breaking the Glass Ceiling - Women and HRM	Emotion Intelligence and Stress Management
Issues and Challenges of Managing the Global Workforce	
Multi Rater Performance Appraisal: Challenges of Implementation	
Strategies and Leadership for High Performing Organizations	

II. Marketing Management

Agri Marketing	Sales Management
Digital Marketing	Services Marketing
Brand Management	Marketing Analytics
Tourism Marketing	Integrated Marketing Communication
Supply Chain Management	Consumer behavior
Rural Marketing	Entrepreneurship Marketing

Neuro Marketing
Retail Management

III. Accounting and Finance

Fair Value Accounting
Behavioral Finance
Corporate Restructuring
Credit Risk and Portfolio Management
Crowd Funding
IFRS/Ind AS and Carve-outs
Starts Ups Failures and Success
Measures of Financial Stability and Systemic Risk
Financial Markets Integration/Linkages/Segmentation

IV. Banking and Insurance

Privatization of Public Sector Banks
Micro Insurance
The Insolvency and Bankruptcy Code
Privatization of LIC of India
Banking, Insurance and Financial Services
Country Risk/Debt Issues/Insurance/Reinsurance

The Triple Goal of Central Bank - Price Stability, Employment and Financial Stability

Customer Relationship Management
Green Marketing

Financial Analytics
Financial Engineering
Environmental/Green Accounting
Forensic Accounting and Auditing
Financial Literacy and Inclusion
Sustainability Reporting
CSR and Corporate Social Reporting
Global Financial Crisis and Emerging Markets

Crypto Currency, Fintech and Blockchain
Micro finance and Self-Help Groups
Digital Banking
Personal Financial Planning
Problem of NPAs and Resolution Mechanism

The primary objective of this Conference is to provide a platform for Academicians, Professionals and Researchers for comprehensive deliberations on the contemporary issues in the fields of human resource management, marketing management, accounting, finance, banking, insurance, etc.

We are planning to conduct four parallel sessions – one for each sub-theme. At the beginning of each session, Key-note Speaker makes a presentation followed by paper presentation by the Delegates and discussion/interaction. Technical Sessions would focus on meticulous presentations by selected Academicians, Professionals and Researchers. Each paper presenter will be given 20 minutes time (15 minutes for presentation and 5 minutes for interaction).

Guidelines for Papers

- Papers must be original and unpublished. They must not have been presented previously in any other seminars, conferences, etc. The paper should be between 15-20 pages (between 6,000 to 8,000 words including abstract, tables, notes, references, etc) with half-a-page abstract.
- Font: Times New Roman, Format: 12 and 1½ spacing, and one inch margin in all four sides.
- Provide end notes, if necessary but not footnotes.
- Tables and Figures must be easily understandable and appropriate. Each table/ figure must have a title/caption and they should be numbered continuously (Table – 1, Table – 2, etc., and Figure – 1, Figure – 2, etc).
- References throughout the text: (Author's name, year, page) or (Authors name, year) in the parenthesis.
- Details of references should be presented at the end of the paper:
 - (1) Journal Article: Author's Name. (Year of publication). Title of the Article. ***Title of the Journal***. Volume (Issue): first and last page of Article.
 - (2) Book: Author's Name. (Year of Publication). ***Title of the Book***. Place of Publisher. Name of Publishing Company. p. or pp.
 - (3) Unpublished Ph.D Thesis: Researcher/Author. (Year). ***Title of the Thesis***. Thesis submitted to University. Place.

(4) Online/Electronic Publication: Author's Name. (Year). Title of the Article. *Journal Name*. Volume (Issue): first and last page of Article. Web address and date of accessing/retrieving the material.

- Both Vidyavardhaka College of Engineering and the Department of Business Administration respect the rules in ethics of publication. Therefore, authors are required to respect intellectual property and **avoid plagiarism** – authors are solely responsible for any plagiarism issues and/or legal consequences.

As the Department is planning to bring out an **edited book with ISBN** of quality papers, Delegates are requested to take maximum care to prepare high quality research papers.

Registration Fee and Payment Procedure: ₹ 1,000 per person (for Researchers: ₹750) which should be paid through **Electronic Fund Transfer (EFT)** to the College Bank Account. If the paper is considered for inclusion in the edited book, then the authors are required to pay APC (article procession charge) of ₹ 1,000 per article (a copy of the book will be given at free of cost during conference).

Registration fee is inclusive of Conference kit, lunch and snacks, Conference Proceedings (Soft Copy) and Certificate of Participation/Presentation (excluding accommodation).

If the Delegates require, accommodation will be arranged at reasonable rates in nearby hotels but the room rent should be paid by the Delegates concerned.

For registration and payment of registration fee, please click below:

<https://forms.gle/QXiPN23P6Mkrod6j7>

Important Dates:

- Submission of Abstract: up to 25 January 2023
- Communication of Acceptance of Abstract: 31 January 2023
- Last date for submission of Full Paper: 15 February 2023
- Last date for Registration and Payment of Registration Fee (and APC if considered for inclusion in the book): 28 February 2023
- Conference Dates: March 24-25, 2023

Vidyavardhaka Sanga (VVS) stands as a synonym for quality education in the heritage city of Mysuru. VVS was established in 1949 by great visionaries, Late Sahukar Channaiah and Late K. Puttaswamy (Former Minister of Karnataka) to impart quality education to all sections of the society. There are ten educational institutions starting from nursery to engineering college under the aegis of VVS.

Vidyavardhaka College of Engineering (VVCE) is one of the prestigious engineering colleges in Karnataka. Established in 1997, VVCE has grown in leaps and bounds since its inception. VVCE is an autonomous institution affiliated to Visvesvaraya Technological University (VTU), Belagavi, and recognized by AICTE, UGC and the Government of Karnataka. It offers seven UG programmes, three PG programmes and has nine Research Centres for pursuing Doctoral programmes, with a total student population of over 3,200. Six UG programs are accredited by National Board of Accreditation, New Delhi. VVCE is also accredited by NAAC with 'A' grade. The college has excellent infrastructure coupled with qualified and passionate faculty team to provide a perfect learning ambience.

Department of Business Administration, established in 2008, offers MBA and Doctoral Programmes. It is equipped with advanced digital technology supported by modern technology that motivates students and faculty members to be involved in learning process. MBA programme is supported by updated course curricula and dedicated faculty members.

Chief **Sri. Gundappa Gowda**, President, Vidyavardhaka Sangha, Mysuru
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Conference Chairman: Dr. B. Sadashive Gowda, Principal, Vidyavardhaka College of Engineering, Mysuru
Conference Vice-Chairman: Dr. PSV Balaji Rao, HoD, Department of Business Administration, VVCE, Mysuru (Mob: 9480142081 and e-mail: hodmba@vvce.ac.in)
For details, contact Faculty in Charge of,
Reception: **Dr. Bhavanishree Arepalli**, Associate Professor, (Mob: 7204004546 and e-mail: bhavani@vvce.ac.in)
Dr. Somashekar, I C, Associate Professor, (Mob: 9141306148 and e-mail: somashekharic@vvce.ac.in)
Sri. Manjegowda, H. S, Jr. Programmer (Mob: 7892332473 and e-mail: manjegowda@vvce.ac.in)
Technical Sessions: **Dr. Lakshmi, P**, Associate Professor, (Mob: 9916854546 and e-mail: lakshmip@vvce.ac.in)
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Accommodation: **Sri. Manjunath S**, Assistant Professor, (Mob: 8861255480 and e-mail: smanju@vvce.ac.in)
Transportation: **Sri. Srinath B. V**, Assistant Professor, (Mob: 9916363709 and e-mail: srinathbv@vvce.ac.in)

Please send your research paper at the earliest but before 15 February 2023 (so that we can get the papers reviewed, communicate to authors for revision and bring out the book on time)

By bringing the above details, on behalf of the Department and College, I invite you to participate in the Conference and to present your Research Papers. Please send one copy of your full paper to my address, **J. Madegowda, Professor, Department of Business Administration, Vidyavardhaka College of Engineering, P. B. 206, Gokulam III stage, Mysuru – 570 002** (Karnataka State) and also mail the soft copy of your paper to, jmadegowda@vvce.ac.in.

Yours sincerely,

J. Madegowda, Ph.D.,

Professor and Conference Secretary

Two-Day National Level Conference
on
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Conference Online Registration

- (1) Name:
Your Answer
- (2) Mobile Number of the Participant (preferably, WhatsApp Number):
Your Answer
- (3) e-mail id:
Your Answer
- (4) Designation of the Participant:
Your Answer
- (5) Name and Address of the Institution of the Participant:
Your Answer
- (6) Name of the State of the Participant:
Your Answer
- (7) Are you presenting a Paper?
Select (options: Yes No)
- (8) If you are presenting a paper, please mention the title of your Paper.
Your Answer
- (9) Authorship Position:
Select (Options: Sole Author, First Author of Joint Paper, Second Author of Joint Paper, Third Author of Joint Paper)
- (10) Do you wish your paper to be considered for inclusion in the edited book?
 - Yes
 - No
- (11) Please Upload the Abstract
Your Answer - Upload
- (12) Conference Registration Fee (and APC):
 - Participation and Paper Presentation:
Researchers: ₹ 750
Others: ₹ 1,000
 - Participation, Paper Presentation and Article Process Fee:
Researchers: ₹ 1,750
Others: ₹ 2,000

- (13) Please pay the amount as per the preference given by you above (through Electronic Fund Transfer, EFT to the College Bank Account):

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Account Name: IN-SYNC

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- (14) Please upload the screenshot of payment made

Your Answer (upload the screenshot)

- (15) If you have any queries, please feel free to specify the same below so that we will address the same at the earliest:

Your Answer

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Note: Please do not share your password