



**Tumkur University**

**Department of Studies & Research in Commerce**

**Organizing**

**Two-Day National Conference**

**On**

**“Managing Evolving Trends of Indian  
Economy -A New Outlook”**

**(Setting Roof When Sun is Shining)**

**On 27<sup>th</sup> & 28<sup>th</sup> November 2017**

***Venue:***

**Sir M. Visvesvaraya Auditorium**

**Tumkur University Campus**

**Tumakuru**

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***Organised by***

**Department of Studies & Research in Commerce**

**Tumkur University**

**B.H. Road, Tumakuru – 572103 Karnataka**

**[www.tumkuruniversity.ac.in](http://www.tumkuruniversity.ac.in)**

## **About Tumkur University**

Tumkur University, established in the year 2004, has gained significance as one of the young universities in the country and has been recognized as an institution of higher learning on par with high profile national institutions. It is a State University, established to cater to the educational needs of Tumakuru district where the majority of students hail from the rural background. Since its inception, the University has been witnessing tremendous growth in the development of its academic profile and infrastructural facilities. Within a short span of thirteen years, the University has been successful in being recognized as an Institute of National Eminence by the UGC, besides being recognized under section 2(f) and 12 (B) of the UGC Act 1956 and also successfully gaining 'B' grade by the NAAC accreditation.

Recently, the university has been rated as a 'Three Star' institution under the Karnataka State Universities Rating Framework (KSURF) released by the Karnataka State Higher Education Council, Bengaluru. The evaluation was based on the criteria of Knowledge Production, Knowledge Transmission and Social Inclusiveness, besides taking into consideration the performance of the university in the domain of research, innovation, teaching, generating employment opportunities, providing basic amenities, inclusiveness and making social impact. The University offers Ph.D Programmes in all the faculties. The research profile of the University includes 62 Research projects from various funding agencies such as Indian Space Research Organization (ISRO), Department of Science and Technology (DST), Science and Engineering Research Board (SERB), UGC, ICSSR, ICHR, Vision Group on Science and Technology (VGST), Government of Karnataka, and the British Council, etc.

## **Department of Studies & Research in Commerce**

The Department of Commerce established in 1995 as a part of Bangalore University, Tumkur PG Centre has completed two decades in transforming the commerce education to young generation and is offering M.Com with a specialisation in Accounting, Finance, Taxation, Banking, and Insurance and Doctoral Programme to cater to the needs of young aspirants.

The department is well equipped with intellectual and physical infrastructure which is necessary for teaching, learning and research in business education. Commerce department seeks to maintain excellence in teaching, learning, research and serving community. The Department attracts large number of students and they are equipped with employable skills to meet globalised business environment. The Department has produced a good number of graduates who have been placed in better positions in various industries and academics.

## **Theme of the Conference**

The contemporary business environment in which organizations operate is dynamic and challenging. The global economic environment is undergoing transformation and there has been quantitative and qualitative shift in trade and business opportunities across nations. Furthermore, with the advent of liberalization and focus on FDI reforms, and innovations in information technology, there has been a significant increase in international mobility of human capital, knowledge, technology and materials. Concurrently, the volatility of socio-economic performance of economies has also increased. Globalisation, economic and monetary integration as well as global financial crisis are the prominent factors affecting macro as well as microeconomic business environment. Due to competition and

evolving market dynamics, business strategies and models in organizations are always in a constant state of flux and therefore the challenge to manage business requires new ways of thinking.

India has initiated various reforms and policies to facilitate ease of doing business both for domestic and foreign investors. Various initiatives such as, Goods and Services Tax (GST), Demonetisation, Digital India, Skill India etc. are being viewed as economic game changers. In the above scenario there is requirement for critical thinking and a desire to question and seek creative answers and outcomes in order to create a healthy socio-economic system. Moreover, in spite of long history of introducing various initiatives, there is a challenge to sustain these initiatives over time. Thus, we need to focus not only on timely implementing change but also on managing it.

In this context the conference provides opportunities to present and discuss issues dealing with changing economic and competitive environment from the perspective of managers, businesses, academicians, sociologists and economists.

### **Aim of the Conference**

The primary objective of the conference is to provide opportunity for academicians, industry experts, practitioners, professionals, researchers and policy makers from different fields to engage in discussion based on issues related to dynamic and challenging economic environment. It will also provide a platform to get acquainted with latest developments and trends in the economy and business environment coupled with their implications for the organisations. The forum will facilitate interaction among members inside and outside their own respective disciplines to enjoy the fellowship of other professionals and scholars in the field.

### **Call for Papers and Suggested Themes:**

**Original and Research Papers** on the following indicative topics, but not limited to, are welcome to be submitted for the conference:

- **Digital Economy: Challenges and Opportunities**
- **De-monetization v/s Re-monetization**
- **Financial Sector Reforms: New Regulations visa-a-vis Liberalization**
- **Employment and Entrepreneurship: A new paradigm**
- **GST: Impact and Implications**
- **Future Role of India in the Global Economy**
- **Evolving Trends in Global HR Practices**
- **Marketing: On-line Marketing, Green Marketing, Social Marketing, CRM etc.**
- **Corporate Social Responsibility – New Act**
- **Emergent E-commerce Strategies**
- **IT Sector Challenges**
- **Industry-Academia Partnership and Incubation centres**
- **Politics v/s Economies: The Road Ahead**
- **Financial Inclusion**
- **Empirical Researches in the functional areas of Business Management**

## Key Areas of Discussions

Session-1	Emerging issues in Indian Economy: Digital Economy, Demonetization V/s Remonetization, Start Up India, Stand up India, Skill India
Session-2	Financial Sectors: New Regulations visa a vis Liberalization
Session-3	GST: Impact and Implications on Indian Economy
Session-4	Empirical Researches in the areas of Marketing: On-line Marketing, Green Marketing, Social Marketing etc.
Session-5	Employment and Entrepreneurship: A new paradigm

## Guidelines for Paper Submission

Authors are required to prepare papers as per the following guidelines:

- The entire paper should be typed in MS-Word using 'Times New Roman 12 font with 1.5 line spacing and margins of one inch on all sides. The manuscript should include four major sections: Title page, Abstract, Main body and references.
- Authors' affiliation and communication address should be given in the first page only.
- Papers must not have been published or accepted for publication elsewhere or be currently under any other review
- Abstract should be in single paragraph and should be between 250-300 words with 4 to 6 key words and it should follow the first page.
- The length of the paper should not exceed 12 pages or 4000 words excluding title page and references.
- References should be given at the end of the paper in the APA Style (6<sup>th</sup> edition) sorted alphabetically.
- **Two hard copies** and **one soft copy (CD) the paper with Abstract**, duly filled in registration form, copyright along with DD should be sent to **the Conference Secretary Dr. B. SHEKHAR Professor and Chairman, DOSR in Commerce, Tumkur University, Tumkur-3** on or before **15<sup>th</sup> November 2017**.
- Soft copy may be submitted by electronic mail to [tudosrc@gmail.com](mailto:tudosrc@gmail.com) / [drbstut@gmail.com](mailto:drbstut@gmail.com)

## PUBLICATION AND CRITERIA FOR EVALUATION

The paper (in English) should be original and unpublished offering new insights, new approach or new knowledge to the body of literature. Papers will go through a blind review process and selected papers will be published in the **conference proceedings**. Selected papers screened by the committee will be considered for publication **in an ISBN edited book**. (Price of the edited book will be informed later).

An electronic copy of the abstract in MS Office Word 2007 version should be mailed to the conference Secretary not later than **15<sup>th</sup> November 2017** to include it in the publication.

### Registration Fee

Students	₹. 200
Academicians /Research Scholars	₹. 800
Industry delegates	₹. 1,000

Registration fee includes Coffee/Tea, Lunch and Conference kit. Author and co-authors must have to register separately for the conference.

### Payment

DD should be drawn in favour of *'The Finance Officer, Tumkur University, payable at Tumkur'* Karnataka.

### Important Dates

Last date for submission of abstract with full paper: **15<sup>th</sup> November 2017.**

Last date for registration: **20<sup>th</sup> November 2017.**

### Accommodation

Accommodation can be arranged on request and on payment only.

**Note: OOD facility is available.**

**CHIEF PATRON**

**Prof. Jayasheela**  
Vice-Chancellor

**PATRONS**

**Prof. M. Venkateswarlu**  
Registrar

**Prof. D.V. Paramashivamurthy**  
Registrar ( Evaluation)

**CONFERENCE SECRETARY**

**Prof. B. SHEKHAR**  
Professor & Chairman  
Dept. of Studies & Research in Commerce

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**For further details contact:**

**Conference Secretary**

**Tumkur University**  
**Department of Studies & Research in Commerce**

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**Registration Form**

Name: ..... Designation .....

Name of the co-author: .....Designation .....

Organisation: .....

Address: .....

.....

.....

Telephone : ..... Mob: .....

Mail ID : .....

Paper Title : .....

.....

Accommodation: Required / not required

Payment Details: (A single DD is acceptable for first and co-authors):

DD No. .... for Rs..... Date: / / 2017 in favour of ***The Finance Officer***, Tumkur  
University, payable at Tumkur, Karnataka.

Date:

Place:

Signature of the Authors

***All the Correspondence should be addressed to***

**Dr. B. SHEKHAR , Professor & Chairman**

**Conference Secretary – NC - METIE**

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