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Prof. Parameshwaraiah, Professor, PG Department of Commerce, SIMS, Bangalore

## Conference Chair Person

Dr. Suresh C Hegadi  
Principal & Director, Soundarya Institute of Management & Science

## Conference Convenor

Mrs. Haritha M  
Coordinator - Master of Commerce

## Conference Co-Convenor

Mr. Naveen A  
HOD - Department of Commerce

## Organizing Committee

Mr. Darshan C  
Assistant Professor  
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Ms. Nischitha H  
Assistant Professor  
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## Faculty Coordinators

Mr. Ramesh D  
Mrs. Sowmyalatha  
Mrs. Suguna K

Mrs. Sunitha N  
Mr. Lokesh G Angadi  
Mrs. Thanuja V

Payment can be made through NEFT / Cash / DD drawn in favor of

*"The Principal, Soundarya Institute of Management and Science, Bangalore – 73"*

NEFT - A/c No: 117300301000217, Vijaya Bank, Peenya branch, IFSC code: VJB0001173

## Registration Fees

General / Industry Professionals	- Rs 1000
Academicians	- Rs 750
Researchers	- Rs 600
Students	- Rs 500

The registration fee include conference Kit & Lunch.

## Contact Details

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SOUNDARYA EDUCATIONAL TRUST®

**SOUNDARYA**  
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NATIONAL CONFERENCE

EMERGING TRENDS IN  
COMMERCE, MANAGEMENT & TECHNOLOGY

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**24th March 2018**

ORGANISED BY :

PG Department of Commerce

Soundarya Institute of Management & Science (SIMS)  
Soundarya Nagara, Sidedahalli, Nagasandra Post, Bangalore-560073

in collaboration with

Indian Academicians and Researchers Association (IARA)



## About the College

Soundarya Educational Trust was established by philanthropist Shri. Soundarya P Manjappa in the year 1993 with prime objective to impart holistic and quality education shielding traditional values intact. The trust is offering quality education from Pre-LKG to PG. Soundarya Institute of Management and Science is one of the premier and prestigious institution of the Soundarya Educational Trust was established in 2007 is spread over 9 acres with good ambience for effective teaching and learning. The institution is offering UG courses in Computer Application, Science, Commerce, Business Administration and PG course in Commerce. The institution also conducts a number of value-added certificate programs to make students better employable and competent to meet out the challenges of the competitive and increasingly globalizing world. The institution is accredited by NAAC for the high standards of excellence and UGC has recognized the institution under 2(f) and 12(B) Act to receive grants for student and teachers activities. The institution emphasizes the development of physical growth along with intellectual growth in its endeavour to provide quality education. Sports wing of the institution is in association with Sports Authority of India (Southern Region). The institution is marching ahead under the leadership of our beloved Principal & Director Dr. Suresh C Hegadi.



## About the Conference

National Conference on emerging issues in commerce, management and technology aims to bring together the faculty members, researchers, students and a community of corporates from the above discipline to exchange and share their experience, new ideas & research results related to the aspects of emerging trends in commerce, management & technology. The end result of the conference will enable the participants to have better understandings of the latest trends in field of commerce, management in the competitive global world.

## Guidelines for full paper submission

- Abstracts may be between 200 - 400 words in length and cover a brief introduction followed by the core objectives of the paper, methodology adopted, findings in brief and implications along with key reference.
- Following each research paper/ case study must clearly address one or the more of the listed topics
- Submitted manuscripts must not have been previously published, presented, accepted for Publication for any other journal or research conference/ seminar.
- The entire manuscript (including abstract, main text appendices references) should be included in one document.
- Paper must be submitted in A4 size page with 1.5 line spacing. Times new Roman 12 font in MS Word compatible format text. The length of the research paper should be within 4 pages including table charts and keywords.
- The APA 6th edition style should be used for references in alphabetical order at the end of the paper. All References must be single spaced.
- Papers must only be submitted through email at [sims.mcommerce@gmail.com](mailto:sims.mcommerce@gmail.com)
- All the papers will be blind reviewed and subject to plagiarism check before being sent for review process. Accepted Paper will be published. *All the authors should compulsorily register.*

## Important Dates :

Last date for abstract submission	10/03/2018
Acceptance of abstract	12/03/2018
Last date for submission of full paper	19/03/2018
Last date for online registration	22/03/2018

## Sub themes

### General Management

Social Entrepreneuership  
Business Ethics  
Crisis Management  
Business Practices

### HRM

E-HRM  
Employee motivation  
Career Planing  
720 degree performance appraisal  
Best practices to manage human captial

### Marketing

Social Media Marketing  
Relationship Marketing  
Neuro Marketing  
Green Marketing

### Information Technology

Green networking in 7G  
Data mining of corporate assests(HR)  
E Commerce  
BPO & KPO

### Accounting & Finance

IFRS  
Impact of GST  
Family Business Finance  
Demonitization - Behavioral financial institutions & services

Selected papers will be published in **UGC Approved Journal “International Journal of Research in Management & Social Science”**. It is a peer reviewed journal with IF 3.42 & ISSN: 2322-0899.

**Free registration and membership certificate of IARA would be provided to all participants. OOD would be provided to all the participants**

### Transportation & Accommodation

**Out station participants have to make their own arrangement for accommodation. For assistance please contact organising committee.** Free Transportation to the conference venue will be provided from Nagasandra Metro Station & Hesargatta Main Road (8th Mile) off Tumkur Road.