Adichunchanagiri Institute of Technology, Chikkamagaluru
PG Department of Management Studies (MBA)

Activity Name: National Conference on Emerging Trends in Business &

Economy was organized by the Department

Conducted By: Dr. Prakash Rao KS, Head PGDOMS, AIT & Mr. Vinith HP,

Assistant Professor, PGDOMS, AIT

Date: 22/06/2018

Time: 09:30 to 05:30pm

Participants: Academicians, Research Scholars, Industry Experts & Students

**Description of the Event:** We PG Dept. of Management Studies organized & successfully completed the one day <u>National Conference on Emerging Trends In Business & Economy"</u> on 22/06/2018, Friday. This event was an opportunity for Academicians, Research Scholars & Industrial Experts to explore the emerging issues & discuss about the current trends in present Business world.

Chief Guest of the Event was Prof. Thagaraja, RaniChanamma University, Key Note Address was given by Dr. Srinivas R Patil, Professor & Director IEMS- B- School, Hubli, Technical Secession was addressed by Dr. Ramesh R Kulkarni, Karnataka University. The Inauguration ceremony was witnessed K. Mohan GCM, AIT, as guest of honour and was presided by Principal Dr. CT Jayadeva & the Guests & Delegates were Welcomed by Dr. Prakash Rao K S, Head, PG Dept. of Management Studies, Conference Chair. The whole event was coordinated by Mr. Vinith HP, Assistant Professor, PG Dept. of Management Studies & Conference Convenor.

Event was successfully conducted; more than 100 Delegates from Hassan, Shivamogga, Chikkaballapur, Channarayapattana, Mysore, Banglore, Hubli, Sagara, Mandya, Mangaluru etc & local colleges of Chikkamagaluru were participated and benefitted from the event.

We had received 46 papers for the conference all across the country one paper was also received from Kollapur, Maharashtra. All the papers were reviewed by the Committee and finally 40 papers was accepted for Publication under the Conference Proceedings Book on "Emerging Trends in Business & Economy" with ISBN Number. 22 papers were presented in the conference under 5 panels. All the Guests & chairpersons of panels were honored in Valedictory ceremony which was again presided by Dr. C T Jayadeva Principal, AIT.





National Conference on Emerging Trends in Business & Economy

### Advisory Committee

Dr. Srinivas R. Patil

Professor & Director, IEMS-B School, Hubli.

Dr. Giridhar K.V.

Program Co-ordinator NSS Kuvempu University, Shivamogga.

Dr. Jagadeesh K.M.

Co-ordinator PG Dept. of Commerce, IDSG College, Chikkamagaluru

### Session Chair

Desiran Charles				
Sl.No	Sub Themes	Chairman		
1.	Emerging Trends in Financial Management	Dr. Shivaprasad G Program Director, ABBS, Bengaluru.		
2.	Emerging Trends In Economy	Dr. P. Hari Kumar, Asst Professor, GFGC, Chickballapur.		
3.	Emerging Trends In Marketing	Sri. Natesh S M Head, Dept. of Commerce. GFGC for Women's, Chikkamagaluru.		
4.	Emerging Trends in Human Resource Management	Sri. Santosh Kumar G Associate Professor, ABBS, Bengaluru.		
5.	Emerging Trends in General Management	Dr. H.A Ganapathi Asst Professor, GFGC, Hebri, Udupi Dist.		

08:30 am to 09:30 am Inauguration and Key note address 10:00 am to 11:30 am Tea Break 11:30 am to 11:45 am Technical session 11:45 am to 01:00 pm 01:00 pm to 02:00 pm Paper presentation 02:00 pm to 03:30 pm Tea Break 03:30 pm to 03:45 pm Valedictory 03:45 pm to 05:00 pm

Sri Adichunchanagiri Shikshana Trust (R.)









# Adichunchanagiri Institute of Technology Chikkamagaluru - 577 102.

P G Department of Management Studies

With the Divine Blessings of His Holiness Paramapoojya Jagadguru Padmabhushana Sri Sri Sri Dr. Balagangadharanatha Mahaswamiji

Organising

One Day National Conference on "Emerging Trends in Business & Economy"-2018

Friday, 22<sup>nd</sup> June 2018 Invitation



Cordially invites you to Inauguration ceremony of one day National Conference on

### "Emerging Trends in Business & Economy"

His Holiness Paramapoojya Jagadguru Sri Sri Sri Dr. Nirmalanandanatha Mahaswamiji Pontiff, Sri Adichunchanagiri Mahasamstana Mutt.

Gracious Presence Sri Sri Gonanathaswaniii

Sri Adichunchanagiri Mahasamstana Mutt, Sringeri, Chikkamagaluru Branch.

Chief Guest Prof. CM Thyagaraja

Rani Channamma University Belauavi

Dr. Srinivas R Patil Professor & Director, IEMS-B-School, Hubli.

Technical Talk

Dr. Ramesh R Kulkarni Professor, Dept. of MBA, Karnataka University,

Dharwad

Guest of Honour Dr. C K Subbaraya

Director, AIT, Chikkamagaluru. Sri K. Mohan

Governing Council Member, AIT & Coffee Planter, Chikkamagaturu

Principal, AIT, Chikkamagaluru

Date: 22/06/2018 Time: 10:00 am

Venue : BGS Seminar Hall.

Dr. Prakash Rao K S

Mr. Vinith H P

Conference Chair Organising Committee Conference Convenor PG Department of Management Studies, AIT Chikkamagalury

Cordially invites you to Valedictory Function of one day National Conference on

# "Emerging Trends in Business & Economy"

His Holmess Paramapoojya Jagadgu

Sri Sri Sri Dr. Nirmalanandanatha Mahaswamiji Pontiff, Sri Adichunchanagiri Mahasamstana Mutt

Gracious Presence:

Sri Sri Gunanath, swamiji Sri Adichunchanagiri Mahasamstana Mutt, Sringeri, Chikkamagaluru Branch.

Professor & Director, IEMS-B-School, Hubli.

Guest of Honour :

Dr. C K Subbaraya Director, AIT, Chikkamagaluru.

Sri K, Mohan Governing Council Member, AIT & Coffee Planter,

Chikkamagaluru.

Dr. CT Jayadeva Principal, AIT, Chikkamagaluru.

Date: 22/06/2018 Time: 04:00 pm

Venue : BGS Seminar Hall.

Dr. Prakash Rao K S Mr. Vinith H P Onference Chair Organising Committee Conference Convenor
PG Department of Management Studies, All Chikkamagaluru. Conference Chair



### Chief Patron

His Holiness Jagadguru Sri Sri Sri Dr. Nirw Chairman, Sri Adichuncha iri Shikshana Trust #

Srt Srt Gunanatha Swamiji

Conference Patrons

Dr. C K Subbaraya, Director, AIT

Dr. C T Jayadeva, Principal, AIT Conference Chair

Dr. Prukash Rus K S, Head, P.G. Dept of Ma

Conference Convener

Mr. Vinith H P, Assistant Professor +91-9481835100

Advisory Committee

Dr. Srinivas R Patif, Profes sor & Director, IEMS-B School, Hubli

Dr. Giridhar K.V. Assistant Professor, Subvadri Commerce & Management College, Shivamogga

Dr. Jagadeesh, Assistant Professor, IDSG College, Chikkamagaluru.

Organizing Committee

Mr. Vijay Mahanteeh Mr. Devanonda H M

91-7892993360

Mr. Rovi I A Mr. Bharath M

+91-9964736500



Adichunchanagiri Institute of Technology Jyothinagara, Chikkamagaluru - 577102. ww.aitckm.in







Sri Adichunchanagiri Shikshana Trust (R.) Adichunchanagiri Institute of Technology Chikkamagaluru - 577 102.

P.G. Dept. of Management Studies Organising

ONE DAY NATIONAL CONFERENCE

# EMERGING TRENDS IN BUSINESS & ECONOMY

22<sup>rd</sup> June 2018



# AboutAIT

Adichunchanagiri Institute of Technology is constituent college of Sri Adichunchanagiri Shikshana Trust® promoted by his holiness Yugayogi, Paramapoojya Jagadguru Padmabhushana Sri Sri Sri Dr. Balagangadharanatha Maha Swamiji and moving ahead with the blessings and guidance of Jagadguru Sri Sri Sri Dr. Nirmalanandanatha MahaSwamiji, Chairman, Sri Adichunchanagiri Shikshana Trust @. The mission of AIT is to achieve excellence in education, Entrepreneurship and Innovation by producing engineers and managers with high ethical standards, integrity and credibility. Indeed AIT has certified Baccredited by NBA twice, NAAC & also certified with ISO 9001:2008.

# Department Profile

The PG Department of Management Studies was started in the year 2007. It believes in equipping students with Knowledge, Skills, Ability and Attitude to adopt them for dynamic business environment. Department offers Dual Specialization in area of Finance, Marketing and Human Resources. In the journey of successful 11 years, Deptartment has bagged 2 University ranks & has placed maximum students to corporate world.

### About the Conference

The present decade of 21 century, is characterized by intense competition and dynamic changes in the business world & economies. Understanding the nature of global trends has never been more important ever before. Business concerns and companies across the world are attempting to grapple with the changing business environment and it is realized that executing an existing strategy may no longer be enough. Businesses and economies need to think more deeply about the opportunities and risks presented by evolving trends and chart a roadmap to success. In the above context we have organized a one day national conference on "Emerging Trends' in Business & Economy", which aims at throwing light on the current trends that will shape the future of business & economy

# Call for Papers

All scholars, practitioners, consultants and policy makers are invited to submit their papers on or before 25/05/2018.

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Sub Themes	Coordinators
Emerging Trends In Financial Management	Mr. Vijay Mahantesh
Emerging Trends in Economy	Mr. Vinith H P
Emerging Trends in Marketing	Mr. Ravi I A
Emerging Trends in HRM	Mr. Devananda H M
Emerging Trends in General Management	Mr. Bharath M

### Guidelines for Paper Submission

- gr The first page should contain author's affiliation, communication address mail ID
- □ The second page should contain title of paper @abstract (150 to 200 words) with
- The paper should be in MS word, Times New Roman 12 font, and 1.5 line space and 1-inch margin on all sides.
- The length of the paper should not exceed 10 pages or 3000 words.
- References should be given at the end of the paper in the style of APA sorted alphabetically.
- The soft copy of final paper along with the scanned registration form duly filled  $\alpha$  signed, shall be mailed to natioal conference. mbaait@gmail.con or mba@altckm.in
- Only papers received on or before the due date will be considered for the re<sup>view</sup> process and selected papers will be published with ISBN.
  Registration fee includes Breakfast, lunch and Conference Kit.
- ब्र Participants are required to register separately in case of more than one author for the same paper.

Delegates Category	Delegation Fees	Important Dates		
Corporate Delegates	INR 1000	Submission of Abstract	10/05/2018	
Academicians	INR 500	Final Abstract & Full Paper Submission	25/05/2018	
Research Scholars	INR 400	Notification of Acceptance	30/05/2018	
Students	INR 200	Registration & Payment Dead line	05/06/2018	

Account Details

Account No. 1772500100222001

Bank Name: Karnataka Bank, Chikkamagaluru.

Accommodation

IFSCode: KARB000017 Branch : Kalyananagara

Accommodation will be provided for outstation participants on additional payment.



Grams: "AITECH"

## Il Jai Sri Gurudev II

SRI ADICHUNCHANAGIRI SHIKSHANA TRUST (R)

ADICHUNCHANAGIRI INSTITUTE OF TECHNOLOGY ( Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE New Delhi and Recognised by Govt. of Karnataka) ACCREDITED BY NAAC, N.B.A., ISO 9001: 2008 CERTIFIED

CHIKKAMAGALURU - 577 102, Karnataka State - INDIA

DIN EN ISO 9001 : 2008 Cert No. 01 100 058476

Estd: 1980

: ait\_ckm@rediffmail.com Email

Website: www.aitckm.in

Std: 08262, Off: 220444

Prin: 220063, Resi: 220343 Fax: 220063.

To,

Date: 06/06/2018

Dr. Srinivas R Patil

Professor & Director

IEMS- B School, Hubli

Dear Sir,

Subject: Request for honorable presence as Chief Guest.

I am writing herewith, to request your honorable presence in gracing our PG Department of Management studies' first National Conference on "Emerging Trends in Business & Economy" to be held on June 22nd, 2018 (Friday). Your presence with a key note address in conjunction to the event is a great honor to us and to the Event.

We are most grateful to have your input and guidance.

Thanking You

Respectfully Yours,

Dr. C T Jayadeva Principal

A.I.T, Chikamagalur

# SRI ADICHUNCHANAGIRI SHIKSHANA TRUST (R)

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CHIKKAMAGALURU - 577 102, Karnataka State - INDIA

DIN EN ISO 9001 : 2008

Cert No. 01 100 058476

Std: 08262, Off: 220444

Prin: 220063, Resl: 220343 Fax: 220063.

Email

: ait\_ckm@redlffmail.com

Website : www.aitckm.in

To,

Date: 12/06/2018

Prof. C M Thyagaraja

Department of MBA

Rani Channamma University, Belagavi

Dear Sir,

Subject: Guest Invitation

I am writing to request your honorable presence in gracing our Department's 1st National Conference on "Emerging Trends in Business & Economy" organized on this June 22<sup>nd,</sup> 2018. We would be most honored if you can be our event's Chief guest and present a short speech in conjunction to the event.

We are most grateful to have your input and guidance.

Thanking You

Respectfully Yours,

A.I.T, Chikkamagaluru

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CHIKKAMAGALURU - 577 102, Karnataka State - INDIA

Std: 08262, Off: 220444

Prin: 220063, Resi: 220343 Fax: 220063.

: ait\_ckm@rediffmail.com **Email** 

Website : www.aitckm.in

To,

Date: 06/06/2018

Dr. Ramesh R Kulkarni Professor Department of MBA Karnataka University

Dear Sir,

Subject: *Request for honorable presence as a Resource Person.* 

I am writing herewith, to request your honorable presence in gracing our PG Department of Management studies' first National Conference on "Emerging Trends in Business & Economy" to be held on June 22<sup>nd,</sup> 2018 (Friday). Your presence with a technical talk in conjunction to the event is a great honor to us and to the Event.

We are most grateful to have your input and guidance.

Technical Session from 11:45 am to 01:00 pm

Thanking You

Respectfully Yours,

Crangale

Dr. C T Jayadeva

Principal

A.I.T, Chikamagalur

# Adichunchanagiri Institute of Technology

Chikkamagaluru - 577 102.



This is to certify that Mr. /Ms. /Prof. /Dr.

has participated in One day National Conference

of

& Economy held on 22<sup>nd</sup> June 2018 and on Emerging Trends in Business

presented a paper / in absentia entitled

Vinith H. P.

Conference Convener

Dr. K.S. Prakash Rao Conference Chair

Crambay

Dr. C.K. Subbaraya Director

# Adichunchanagiri Institute of Technology, Chikkamagaluru PG Dept. of Management Studies

Event Report: National Conference on "Emerging Trends In Business & Economy"

With the blessings of JagadGuru Sri, Sri, Sri Padmabhushana Dr. Balagangadharanatha mahaswamiji and with the blessings of JagadGuru Sri, Sri, Sri Nirmalanandanatha mahaswamiji, Pontiff Adichunchanagiri Mahasamsthana Mutt and also with the blessings of Sri, Sri, Sri Gunanatha Swamiji, pontiff Adichunchanagiri shaka mutt shringeri. And with the whole hearted support of our beloved Principal Dr. C T Jayadeva.

We PG Dept. of Management Studies organized & successfully completed the one day <u>National</u> <u>Conference on Emerging Trends In Business & Economy"</u> on 22/06/2018, Friday. This event was an opportunity for Academicians, Research Scholars & Industrial Experts to explore the emerging issues & discuss about the current trends in present Business world.

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# Adichunchanagiri Institute of Technology, Chikkamagaluru

# PG Dept. of Management Studies

# Statement of Bill for NCEBTE-2018

SI. No	Particulars	Reference	Receipts	Payments
1.	Lunch, Aparana Caters (for 300 members) Breakfast 50x30 Rs=1500 Rs Lunch 80x 80 Rs=6400 Rs	Bill no -061	-	7,900/-
2.	Momentous & Shawl	Bill No-976 (2)		5,900/-
3.	Boucher 100 x 35 Rs = 3500 Rs Certificates 100x 11 Rs = 1100 Rs Invitation 50 x 22 Rs = 1100 Rs Banners 3 numbers = 1020 RS	Bill No-198 (3)		6,720/-
4.	Flower Bouquets & Flowers for Decoration	Bill No-219 (4)		2,950/-
5.	Badam Milk, Tea & Coffee at AIT canteen	Bill No-795 (5)		1,290/-
6.	Color rappers	Bill No-1425 (6)		15/-
7.	A4 Envelop Glass Sheet 15x 5 Rs= 75 Rs	Bill No-108 (7)		75/-
8.	Water Bottles 24 x 10=240 Rs	Bill No-j3970 (8)		240/-
9.	Pooja Materials , Lighting the lamp & Biscuits			140/-
10.	Fruit Baskets 7 x 180 Rs = 1260 Rs 3x280Rs = 840 Rs	Bill No (9)		2100/-
11.	Dinner for Delegates	Bill No-001 (10)		3060/-
12.	Postal Expenses	Ref(11)		68/-
13.	Amount paid to Dr. Srinivas R Patil, Key note address=4000Rs Dr. Ramesh R Kulkarni, Technical talk =4000Rs			8,000/-
14.	Publication Expenses	Bill No- 2018981 (12)	7 " } =	19,200/-

In w	Grand Total of Expenses ords Fifty Seven Thousand Nine Hundred Fifty Eight	Rupees Only		57,958=00
Sl. No	Particulars	Reference	Receipts	Payments
1.	Amount received from On Spot registration		19,900/-	
2.	Amount received from online Payment		8,300/-	
3.	Sponsorship Amount from Santhi Textiles		20,000/-	
4.	Sponsorship Amount from Mallandur Home Stay		- NIL-	
	Grand Total of Receipts In words Forty Eight Thousand Two Hundred Rupe	es Only	48,200/-	1
31 -	Deficit Amount Has to be paid by College  57,958 - 48,200 = 9,758/- In words Nine Thousand Seven Hundred Fifty Eight Rupees Only			

Dr. Vinith HP **Event Coordinator** 

Dr. Prakash-Rao KS

Professor & Head, PGDOMS, AIT Dr. Prakasha Rao K. S.

M.Com.,M.Phil.,M.F.M.,M.B.A.,Ph.D head: P.G. Dept. of Mgt. Studies CHIKKAMAGALURU-577102

Principal, AIT Dr. C.T. JAYADEVA

Principal

B.E.,M.Tech.,Ph.D

Adichunchanagiri Institute of Technology

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