International Conference on

An Expedition towards Growth and Sustainability in Commerce and Management: Trends, Challenges & Strategies

18, 19 & 20 December, 2015

Organized by
DEPARTMENTS OF COMMERCE & BUSINESS MANAGEMENT

ST. JOSEPH’S DEGREE & PG COLLEGE
(Autonomous)
Re-Accredited by NAAC with ‘A’ Grade, A Catholic Christian Minority Co-Education 5-9-1106, King Koti Main Road, Gunfoundry, Hyderabad - 500029
www.josephscollege.ac.in
ABOUT THE CONFERENCE:
With the fast developing global trends in areas of Commerce and Management, it is of paramount importance to meet the ever growing challenges. In this context our college is organizing an International Conference in areas of Finance & Accounting, Marketing, Human Resources Management and Information Technology especially focusing on Growth and Sustainability.

OBJECTIVE:
The conference offers Researchers, Academia, Executive, Professionals and Students a platform for a proactive expert interaction on insights into emerging trends / challenges / concerns related to contemporary issues in the fields of Finance & Accounting, Marketing, Human Resource Management and Information technology.

The conference would be an enriching experience for all the participants as it aims to gather multiple perspectives of eminent academia and industry on the Dynamics of Growth and Sustainability for reshaping the global future.

ABOUT ST JOSEPH’S:
St. Joseph’s Degree & PG College, an Autonomous College - affiliated to Osmania University was established by Hyderabad Archdiocese Society (HAES) in the year 1997. The Archdiocese of Hyderabad has a glorious legacy of serving the people in the field of Education, Social Development and Health, apart from its Religious activities for over 150 years.

The Archdiocese established HAES in the year 1983 as a separate Educational Society. It now has 24 institutions under its banner, including St. Joseph's Degree & PG College which are marching ahead on the path of excellence under the visionary leadership of our Chairman Most Rev. Thumma Bala, D.D., the Archbishop of Hyderabad and Rev. Fr. Vincent Arokiadas, Principal, St. Joseph’s Degree & PG College.

The college offers a wide range of Under Graduate & Post Graduate courses in Commerce, Science, Mathematics, Computer Science, Mass Communication & Management. St. Joseph’s is Re-Accredited by NAAC with “A” Grade with a CGPA of 3.49 and being an Autonomous College offers innovatively designed and updated curriculum to keep pace with emerging global trends in academics and industry.

ACCOLADES:
Consistently ranked among the top 10 colleges in the twin cities of Hyderabad & Secunderabad and top among top 50 colleges at the all India level by print & electronic media.

DEPARTMENT OF COMMERCE:
❖ Ranked 3rd Best Commerce college in Hyderabad city in India’s Best colleges by “India Today, Nielsen Survey, June 2015”
❖ Ranked 48th Best Commerce College in India by “The Week – Hansa Research Survey, June 2015”.
❖ Ranked 6th Best Commerce College in Hyderabad City by “the Week - Hansa Research Survey, June 2015”.
❖ Ranked 5th Best Commerce college in Hyderabad & All India 41st Rank by “India Today magazine – June 2014”

DEPARTMENT OF BUSINESS MANAGEMENT:
❖ 152nd rank overall India as Top B School, 131st rank as Top Private B School, 58th rank as Top B School Private South Zone and 6th rank as Top B School in Hyderabad by Week Hansa Survey 2015.
❖ 81st Rank overall India among the Top B-Schools in India by Higher Education Beyond IIMs B-School Survey 2015
❖ 122nd Rank overall India in Private Colleges in India by The Week-Hansa Research B-School Survey 2014
❖ 120th Rank in private B-School category in India and 5th Rank as private B-School in Telangana by CSR GHRDC, November 2014
❖ 128th Rank in India and placed among top six colleges in Hyderabad by Times B-School Survey 2014
❖ 144th Rank overall India in Private and Government Colleges in India by The Week-Hansa Research B-School Survey 2014
The following list of topics is only suggestive and Papers can be presented on related areas. Empirical papers with focus on specific research issues will be preferred.

**MAIN TRACKS:**
- Finance and Accounting
- Marketing
- Human Resource Management
- Information Technology

**SUB-THemes of the Conference:**

**FINANCE AND ACCOUNTING**
- Finance Models
- Forensic Accounting
- Fraud management
- Accounting Standards – Challenges
- Human Resource Accounting
- IFRS.

**MARKETING**
- Creating and Sustaining Customer Value
- Innovation and New Product Development-
- Search Engine Marketing
- Green Marketing, Buzz Marketing, Smart Marketing
- Marketing in Emerging Economies.
- Partner relationship Management

**INFORMATION TECHNOLOGY**
- e - Commerce Trends
- e - Business
- e - Banking
- e - Courts
- e - HRM
- e - Governance
- e - Taxation

**HUMAN RESOURCES MANAGEMENT**
- Building High performance teams and its sustenance
- Recruitment, Reward and retention
- Managing diverse workforce-impacts and rewards
- Sexual harassment/Harassment at the workplace : Combat strategies
- Ensuring safe work environment
- Leadership during times of complexity
- Challenges for HR in 2020
- International Labour Organization
- Retrenchment Re-employment and sustenance of employees in changing corporate environment
- Employee’s Training
- Employee Engagement, Employment sustainability
- Stress Management
- Change Management.
- Management of Self
- Anger Management
- Role of Ethics in Business
- Crisis Management
- Diversity Management

**GUIDELINES FOR THE SUBMISSION OF ABSTRACT AND FULL PAPER:**
Researchers, Academicians, Students, Executives and Practicing Managers are invited to present papers which address the broad and related themes of the Conference. Soft copy of the Abstract / Full Papers In the MS-Word format will have to be submitted to the Conference Convener as per the dates mentioned below. Authors may send the electronic version of the papers to convenorscinctconf2015@gmail.com Papers must include a clear indication of the purpose of research methodology, major results, implications and references.

**IMPORTANT DATES**
- Submission of Abstracts : 12 November, 2015
- Notification of Acceptance : 14 November, 2015
- Submission of Full Paper : 30 November, 2015
- Notification of Acceptance : 05 December 2015
- Registration Closes : 12 December 2015
GUIDELINES TO THE PAPER PRESENTERS:

- Maximum length: 4000 words excluding title page.
- Margins: 2.5 cms. / 1 inch
- Font: Times New Roman, 12 Font Size.
- Spacing: 1.5 inches
- Cover Page: Title, Author(s), Affiliation(s), Contact details (With e-mail id and Phone no).
- Abstract: Not more than 250 words
- Key words: Maximum five
- Reference: APA Style

MODE OF PAYMENT:
Registrations will be accepted by post / email. Payment can be made through DD in favor of Principal, St. Joseph’s Degree & PG College, King Koti, Hyderabad or through online transfer.

ACCOUNT DETAILS:

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<th>BANK NAME</th>
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<td>ACCOUNT HOLDER</td>
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<td>ACCOUNT TYPE</td>
<td>SAVINGS</td>
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CONFERENCE FEE:

- Academicians: ₹1500 (National) ₹2000 (International) with Publication
- ₹1000 Participation without Publication
- Industry Delegates: ₹3000
- Research Scholars: ₹700
- Students: ₹500

Conference registration form should be sent to: convenorsjintconf2015@gmail.com
Registration Forms can be filled through online: http://goo.gl/forms/ApA11Dv06T

All the abstracts will be published in the souvenir brought out during the Conference and selected papers will be published in a book with ISBN number. The Best Papers will be published in our SJC Journal of Research.

PRESIDENT:
Rev.Fr.VINCENT AROKIADAS
Principal, St. Joseph’s Degree & PG College, Hyderabad

FOR FURTHER INFORMATION AND REGISTRATION CONTACT:

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Department of Commerce

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HOD & Associate Professor
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REGISTRATION FORM

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Name: ____________________________
(Capital Letters)

Designation: ____________________________

Organization: ____________________________

Address: ____________________________
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Telephone: ____________ , Mobile: ____________

Whether accommodation is required: □ yes □ no

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Registration Type: □ Academician □ Industry Delegate □ Research Scholar
□ Student

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Date: ____________________________, Issuing Bank: ____________________________

Date: ____________________________
signature