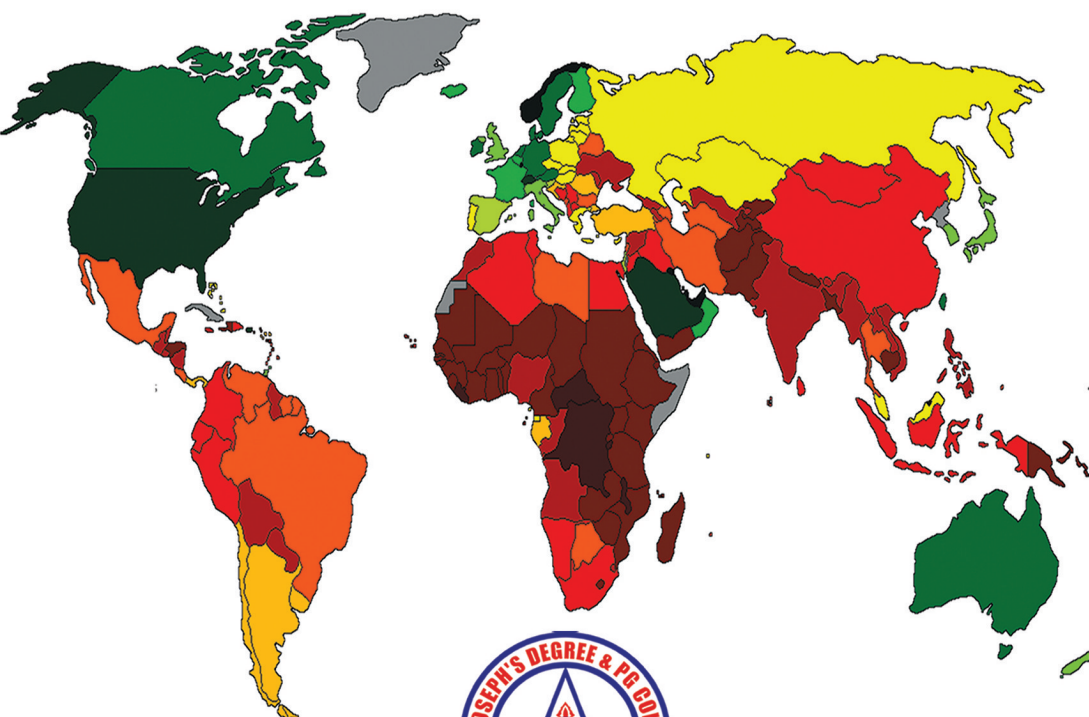


International Conference on

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
- ✧ Service Marketing: Strategy & Challenges in Globalization.

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 convenorsjicintconf2015@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:

BANK NAME : Indian Overseas Bank (IOB)	
ACCOUNT HOLDER: PRINCIPAL, ST.JOSEPH’S DEGREE & PG COLLEGE, HYDERABAD	
ACCOUNT NO : 161601000007309	BRANCH & CODE: ABIDS(1616), HYDERABAD
NEFT IFSC : IOBA0001616	MICR CODE : 500020022
SWIFT CODE : IOBAINBB030	ACCOUNT TYPE : SAVINGS

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: convenorsjcintconf2015@gmail.com /
- Registration Forms can be filled through online: <http://goo.gl/forms/ApAl1Dv06T>

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:

CONVENOR:

Dr.NAGUNURI SRINIVAS

Associate Professor - Department of Business Management

Mobile No: +91 99495 50576 / 82976 57023

CO - CONVENORS:

Dr. SULTANA BEGUM

Associate Professor - Department of Commerce

Mobile No: +91 99480 36370

Mrs.N.SRILATHA

Associate Professor - Department of Commerce

Mobile No: +91 95505 97270

ORGANISING SECRETARIES:

Mrs.C.SAVITHRI

HOD & Associate Professor

Department of Commerce

Mrs.A.MARY FRANCINA

HOD & Associate Professor

Department of 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

REGISTRATION FORM

International Conference

On

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

18, 19 & 20 December, 2015

Name: _____
(Capital Letters)

Designation: _____

Organization: _____

Address: _____

Pin: _____

Email: _____

Telephone: _____, Mobile: _____

Whether accommodation is required: ☐yes ☐no

PAYMENT DETAILS

Mode of Payment:

Payment can be made through DD in favour of **Principal, St Joseph's Degree & PG College, King Koti, Hyderabad or through online transfer.**

Account Details:

BANK NAME : Indian Overseas Bank (IOB)	
ACCOUNT HOLDER: PRINCIPAL, ST.JOSEPH'S DEGREE & PG COLLEGE, HYDERABAD	
ACCOUNT NO : 161601000007309	BRANCH : ABIDS(1616), HYDERABAD
NEFT IFSC : IOBA0001616	MICR CODE: 500020022
SWIFT CODE : IOBAINBB030	ACCOUNT TYPE: SAVINGS

Conference registration form should be sent to: convenorscintconf2015@gmail.com /

Registration Forms can be filled through online: <http://goo.gl/forms/ApAl1Dv06T>

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

Registration Fee: _____, DD No: _____

Date: _____, Issuing Bank: _____

Date:

signature