



National Education Society®

JNN College of Engineering

Internal Quality Assurance Cell



DEPARTMENT OF MANAGEMENT STUDIES

(Approved by AICTE, New Delhi, Certified by UGC 2f & 12B, Accredited by NAAC –B',
UG Programs: CE, ME, EEE, ECE, CSE, ISE, ETE and MBA accredited by NBA:1.7.2022 to 30.6.2025,
Recognized by Govt. of Karnataka and Affiliated to VTU, Belagavi, Karnataka)

INTERNATIONAL CONFERENCE-2023

**Reforms in Business Practices and Redefined role of
Banks-Contemporary Issues, Challenges and Remedies**

8th and 9th, December 2023



JNN COLLEGE OF ENGINEERING

DEPARTMENT OF MANAGEMENT STUDIES

Navule, Shivamogga-577204, Karnataka, India

Website: www.jnnce.ac.in | Conference E-mail : mbaicrm2024@jnnce.ac.in

Conference Director : Dr. C.Srikant

Conference Convener : Dr.G.P Nagesh

Mob : 9886748944

Mob: 9481780427

About National Education Society ® (NES):

Established in 1946 by Freedom fighters and Philanthropists of high repute, presently runs 36 institutions from primary to PG, in a wide range of disciplines such as Engineering, Science, Pharmacy, Commerce, Humanities, Education, Law, Business Administration, Physical Education and Applied Sciences.

About JNNCE

The history of JNN College of Engineering is marked by events that have made it synonymous with quality education. Established in 1980 by NES, the College is approved by the All-India Council for Technical Education (AICTE), New Delhi, Certified by UGC 2f and 12B, Accredited by NBA and NAAC-B, Recognized by Government of Karnataka and Affiliated to VTU, Belagavi, Karnataka. JNNCE is a flagship Institute of the National Education Society® (NES). The institution offers B.E degree in 10 branches, 4 PG Courses, Viz, MBA, MCA and M.Tech, besides Ph. D. in 9 disciplines. Spread over a sprawling campus of 39.4 acres, the institution is reputed for its high caliber faculty, excellent infrastructure, congenial academic environment and rewarding placement.

Rank- Outlook Magazine: 80th in India and 17th in Karnataka -2023.

India Today: 52nd in India and 12th in Karnataka-2023

The Week: 50th in India and 13th in Karnataka-2023

About Department of Management Studies

Department of Management Studies started in the year 1996, is one of the reputed Management Institutes in the Malnad region in the state of Karnataka, India. The department offers AICTE approved two year full-time MBA programme, with specialization in Finance, Marketing and HRM, Accredited by NBA and Affiliated to Visvesvaraya Technological University, Belagavi, Karnataka. Besides, it is recognized by VTU as a research centre to offer Ph.D. in Business Administration. The MBA curriculum is as per the syllabus designed by VTU. The programme is the blend of theory as well as practical exposures.

Department Highlights

- Core faculty (numbering 11) with excellent academic & research credentials and rich industry experience, with Avg. Exp: 16 years (8 with Doctorates).
- One of the Largest Libraries amongst university-affiliated Management Institutes in Karnataka having 11700 volumes, 1000+ back volumes and 25+ Indian and foreign journals & periodicals.
- Well-equipped Computer Centre with free internet facility.
- Has so far bagged 11 University Ranks.
- **Business Today** ranked 14th on return on investment, 91st in selection process-2023.

About the Conference

An international conference on "Reforms in Business Practices and Redefined role of Banks - Contemporary Issues, Challenges and Remedies" provides a platform for connecting people from academia, industry, practitioners and policy making bodies. Post covid era has created many challenges and possibilities. Business and Management practices are also under going paradigm shift. Deliberations on these issues and challenges can open new dimensions of thinking and practice. The conference intends to invite intellectual contributions from the delegates across the globe.

Conference Sub-Themes:

Banking, Finance and Economics

Fintech in banking and Finance sector
Emergence of new Banking practices
Block chain technology
Financial inclusion
Digitization of Currency
NPAs and securitization of debt
Restructuring and Consolidation in finance and banking sector
Embedded Finance
Banking in the cloud
Behavioral Finance
Insurance and mutual funds
Financial Frauds
International Finance
Inflation Management
FIs and NBFCs

Human Resource Management

Work life balance
Human Capital Creation and Management
Leadership
Work from Home-Possibilities and Productivity
Predictive analysis & Attribution
Post pandemic HR Strategies
Local and Global HR practices
HR Analytics

Marketing Management

Social Media Marketing
Digital Marketing
Application of AI in Marketing
Event Marketing
Neuromarketing
Value driven Marketing
Green Marketing
Services Marketing
Rural Marketing
Integrated Marketing Communication
Post pandemic Marketing Strategies

Operations Management, Entrepreneurship and Cooperative Management

Artificial Intelligence
Analytics
Big data Management
Web analytics
Artificial intelligence
UPI(Unified Payment Interface)
Entrepreneurship
Make in India
Cooperative sector
(These are just indicative but not limited to)

Research Paper Submission Guidelines:

The paper should adhere to the following while submitting paper:

1. The manuscript should not exceed 10 pages or 4000 words. Abstract should not be more than 300 words, keywords should not be less than 5 words.
2. Full text and abstract should be 1.5 inch line spaced, A4 page size, 1 inch margin in all sides, Times New Roman font type and 12 font size.
3. Maximum three authors per paper are permitted and each author should register separately.
4. The first page of the manuscript should have the title of the paper, name of the author(s), organization affiliation, mailing address, phone numbers and e-mail address.
5. The article should start from the second page. Text will include all tables, charts and graphs.
6. Follow the APA latest reference style of citation for all references and bibliographies.
7. The paper will undergo plagiarism check, selected papers will be published in the college journal – JNNCE Journal of Engineering and Management (Peer Reviewed journal, Indexed in International Scientific Indexing, Biannually published, ISSN: 2582-0079). Please Refer <http://jjem.jnnce.ac.in/> for Paper Submission and Acceptance Standards.
8. Overall Two best research papers presented during the conference will be published in a UGC CARE list of journals without any further processing fees. The selection committee decision is final.
9. Author/s of the selected papers will be communicated and they need to register by paying applicable fee and attaching the payment proof in the registration form being shared to them in the mail.
10. For accepted papers one of the authors has to present the paper on the dates of conference.
11. The manuscript of the paper should be sent to the e-mail id: mbaicrm2024@jnnce.ac.in
12. Cash award will be given - one for best faculty paper presentation and one for best student paper presentation. The selection committee decision is final.

Notes:

1. Blended mode of presentation opportunity is available only for international participants upon prior intimation.
2. Registration fee includes registration kit, working lunch, breakfast and certificate.
3. Participants have to make their own arrangement for travel and accommodation.

Important Dates

Submission of Abstract	November 01, 2023
Abstract Acceptance Notification	November 05, 2023
Submission Full Length Paper	November 12, 2023
Paper Acceptance Notification	November 27, 2023
Last Date for Author and Delegates Registration	December 01, 2023
Date of Conference	December 8 and 9, 2023

Registration Details

Particulars	Fee(Rs)
Industry Delegates	1,500
Academicians	1,000
Research Scholars	500
Students	300
Foreign Delegates	\$25

Name of the beneficiary Institute:

Principal, JNNCE, Shivamogga

Bank: Canara Bank

Branch Code: JNNCE Branch – 6322

Account Number: 6322201000004

IFSC: CNRB0006322

Conference Organizing Committee

Chief Patron

The Management-NES, Shivamogga, Karnataka

Chairman

Dr. P. Manjunatha
Principal

Conference Director

Dr. C.Srikant
Director-MBA

Conference Convener

Dr.G.P Nagesh
Mob: 9481780427

Conference Co Conveners

Dr. Harsha C.Mathad
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