**RV Educational Institutions**

# SIVANANDA SARMA MEMORIAL RV COLLEGE

**4th T Block, Jayanagar, Bengaluru – 560 041.**
**UG, PG Programmes and Research Centre**
**Affiliated to Bengaluru Central University, Accredited by NAAC with 'A' Grade**
**Ranked among Top 5 Colleges in India*** ( India Today MDRA Survey 2018 & 2019*)

## PG DEPARTMENT OF COMMERCE

*In Association With*

# PRIMAX FOUNDATION

Bengaluru, Karnataka
**(Registered Under the Karnataka Society Reg. Act 1960)**
**Reg : No. JNR-S211-2015-16**

*Organizes*

## One Day National Level Student Conference

On

## "Future of E-Commerce, and its Impact on the Business Growth"

*An IQAC Initiative (SSMRV College)*

**Venue : Auditorium (4th Floor)**
**Sivananda Sarma Memorial RV College**
www.ssmrv.edu.in, Ph 080 22453665

**Date: 26th March 2020**

*Go change the world*

## About RV Educational Institutions

RV Educational Institutions (RVEI) is one of the Fastest growing Institutions in the State of Karnataka. It has a presence in virtually every field of academics right from Kindergarten to Post-Graduate and Research Institutions. It encompasses different academic streams such as Humanities, Basic Sciences, Teacher's Training, Engineering, commerce and Management institutions. Its reach spans all sections of society- the privileged and the under privileged, the able and the disabled, cutting through gender and age barriers RVEI with 25 institutions with about 15,000 students is a fast growing institution. Eminent academicians, scholars, leaders, industrialists and others have showered accolades on its achievements and accomplishments.

## About SSMRV

Sivananda Sarma Memorial RV College (SSMRV), Bangaluru, run by the RV Educational Institutions is one of top 5 colleges in India for Best value for money and Best Male/Female Ratio (India Today – MDRA Best College Survey 2018,2019). The college is known for providing quality education to first generation learners of all strata of society for the past 35 years. The motto of the institution is "Education for Wholeness" with a vision of providing "inclusive education for holistic development of individuals to meet societal requirements". The college is affiliated to Bengaluru Central University,recognized by UGC under 2(f) in 1991,12B in 1999 and has been accredited by NAAC with "A" Grade

The college offers B.com (General).B.com (Professional), BBA(General) and BBA (Aviation Management), BCA( General) and BCA with Enterprise Technology with Data Centre Architecture (ETDCA)under school of graduate studies and M.com & Research Centre under School of Post Graduate Studies. In order to facilitate holistic development, the institution has designed scientifically a unique model called "360+1 Degree – Education for Wholeness "It is a 6 dimensional model consisting of academics, skill development, extracurricular activities, career development, Ethics and Self Governance and Psychological well being. This model has resulted in enhancing the quality of learning outcome and higher placements. This has transformed the overall personality of the students and has equipped them to face the challenges of the global competitive world. This has enhanced our academic results to more than 92% and placement rates to 96% consistently in all academic years

## About Primax Foundation

**Primax Foundation® is Registered under the Karnataka Society Reg. Act 1960 (12A and 80G ), Bengaluru, Karnataka, India.** Primax Foundation is established with towering ideals of imparting quality and non-profitable services to the society through Journals, Seminars, Workshops, Educational Training & Skill Development, Study Circles, Counseling & Rehabilitation, Initiating Research Activities etc., for total personality development in the society. Primax Foundation is an upcoming Training and Development Center at Bengaluru offering a variety of need based training programs, through on and off campus modes. The primary aim is to ensure employability for the students and molding them to suitably fit into all aspects of corporate requirements. In addition, its intention is to upgrade the quality of research work among the faculty members involved in Science & Humanities, Commerce, Management Education and the allied fields to ensure that all the research work undertaken, is gainfully employed by the industry, society and corporate world. Its operational objective is to disseminate, strengthen and enhance knowledge, across all sections of the society.

## About the National Conference

E-Commerce already enjoys a significant advantage over other types of business, in the sense that there are thousands of high-quality apps, all readily integrated into each other so that even small-budget players can rapidly automate the entirety of the process. At the same time, technologies rapidly change and improve, thanks to the strong competitive drive across the industry – after all, another retailer is only a click away.The next step for ecommerce will be the application of AI systems, running evolutionary algorithms designed to find the absolute optimum. It's all maths anyway – whether it's optimising your sales process, or choosing the statistically highest converting design for your website. By developing systems using these algorithms, which are designed to effectively test, optimise and repeat on loop, ecommerce will move into an even higher level of sophistication as this technology improves.

## Objectives

- To understand e-business applications infrastructure
- Understand the fundamental requirement for initiating an online business.
- To Study the legal issues involved in cloud computing
- Learn the key objectives that help create a successful e-commerce website.

**Original Paper:** The seminar papers should be original, unpublished and adhere to the seminar theme.

**Author Details:** The cover page shall contain the title of the paper, the author's name, affiliation and contact information. The author's name should not appear anywhere else on the body of the manuscript to facilitate the review process.

**Word Limit:** For abstract – 300 words with not more than five keywords; full paper – 3000 words.

**Text Specification:** Size 12-pt Times New Roman, 1 ½ line spacing, justified; Heading 14-pt, Times New Roman and boldfaced. Sub-headings 12-pt, Times New Roman and boldfaced.

**Tables Figures and Graphs:** Captions 10-pt Times New Roman, boldfaced and centered, numbered in numerals. Source, if any, be given at the end in 9-pt Times New Roman.

**Page Numbers:** On the right bottom of the page; numbering from the abstract page. Do not include the cover page for numbering. Cite Reference and Avoid Plagiarism.

**Reference Style:** APA sixth Edition should be followed strictly.

**Submission:** Abstract and full paper are to be submitted through e-mail to **ssmrv.nsc@gmail.com**

**Outcome of the Conference:** This National conference offers a platform for intellectual discussion among faculty members / Research Scholars and Students on the given sub themes. Papers – Theoretical, empirical or case studies are invited. Last Date to Submit the abstract & full Paper is 15th March 2020. Papers with research focus will be selected for  ISBN book publication with additional cost of  Rs. 800.

**Sub-Themes of the Seminar**

1. Manufacturing Sector
2. Service Sector
3. Accounting
4 . Banking and Finance

5. Marketing and Logistics
6. Information Security
7. HR Policy

8. Training and Recruitment
9. Cyber Law & Information Security.

## REGISTRATION FEE & IMPORTANT DATES

| Participants Fee | | Amount | |
|---|---|---|---|
| Abstract and Full Paper submission | 15th March 2020 | Students (UG & PG) | ₹ 400 |
| Notification of Acceptance | 20th March 2020 | Research scholars | ₹ 500 |

**Note:** 1. Registration includes Conference Kit, Certificate, Lunch & Tea .
2. No Spot Registration

Registration Fees should be Paid by online transfer / Direct Cash Deposit /DD/ Cheque only.

Name of the Account : **Primax Commerce & Management Research Academy**
**Bank**            : **SBI (Current a/c)**
A/C Number   : 33049036378
IFS CODE     : SBIN0011282
Branch       :  **Kengeri  satellite town, Bengaluru.**

**Address for Communication**
**Sivananda Sarma Memorial RV College**
**# 17, 26th Main, 36th Cross, 4th 'T' Block, Jayanagar, Bengaluru – 560 041, Karnataka.**

Contact : **Mrs. Lavanya Balaji**
**Ph : 9880487363**

**Please email the abstract and full paper to**
**ssmrv.nsc@gmail.com**

**Conference Convener:**

**Dr S Anil Kumar**
Principal,SSMRV College,
Bengaluru, Karnataka.

**Prof. T. Rajeswari,**
President,
Primax Foundation
Bengaluru

**Dr. V. Selvaraj,**
Secretary,
Primax Foundation
Bengaluru, Karnataka.

**Conference Co-Conveners:**

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**Mr Anil Kumar – 97418 93594**
**Ms Lavanya G – 91132 59010**

## Best Paper Presenter
# AWARD

In an endeavor to recognize the creativity
and quality enhancement in research, the
Best Paper award would be presented.
The authors of the Top 3 papers selected
in this category would receive
a shield and Certificate.

Note - The selection of papers would purely be at the
discretion of the Chairperson