



**Seshadripuram Educational Trust**  
**Seshadripuram Academy of Business Studies**

(Affiliated to Bangalore University)  
Kengeri Satellite Town Bangalore - 560060.  
( website : [www.sabs.ac.in](http://www.sabs.ac.in) Ph No : 080-28488676 )

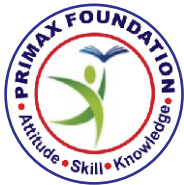
*Internal Quality Assurance Cell ( IQAC )*

*In association with*  
**Primax Foundation**

**Indian Council for Business Education**

**Multi Skills Training and Interdisciplinary  
Research Institute (MSTIDRI)**

**Srishti International**



**ORGANISES**

**Two Days International Conference on  
Contemporary Issues and Challenges in Technology,  
Commerce and Management (CICTCM)  
30<sup>th</sup> - 31<sup>st</sup> March 2019**



**Venue: Auditorium, SABS**

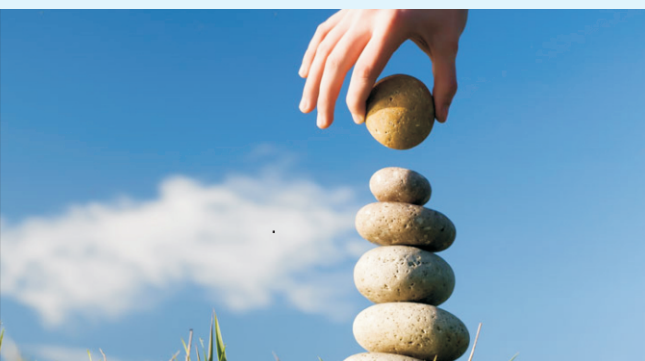
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## About SET

Seshadripuram Educational Trust, The Pioneering Educational Trust of Karnataka, was founded in 1930. In the course of its sustained growth spanning eight decades, it has established itself as one of the foremost educational organizations in the state providing quality education to over 22,000 students across 33 Institutions in Karnataka, ranging from pre-school to post graduation, Research and Foreign collaboration. The Institutions are known for promoting academic excellence along with holistic development. The ultimate goal of the Trust is to impart value-based education, nurturing knowledge that will lead to happiness, peace, harmony and prosperity.

## ABOUT SABS

SABS was established in the year 2005 by Seshadripuram Educational Trust which is a public charitable Trust that was established in the year 1980 by the Seshadripuram Educational Association. With the impetus to provide a good and affordable education to all, Seshadripuram Academy of Business Studies (SABS) at Kengeri Satellite Town endeavors to contribute educated and virtuous citizens to the society. With in the duration of fourteen years, SABS has achieved its identity due to its committed efforts to provide the best facilities to the students. The college offers B.Com / BBA / BCA courses at the undergraduate level. Affiliated to the Bangalore University and managed by the SET, the college is trying to contribute its every bit to serve the society under the guidance of the eminent members of the Governing Council who have boosted every activity of the college. Being lead by an eminent GC, the IQAC does its best to ensure quality and satisfy all its stake holders.



- **Vision:** To impart that education that would empower every individual to grow as a nation builder in all domains of life.
- **Mission:** To inculcate humanitarian values, build professional prudence, inquisitiveness and create a drive for learning through essential motivation.
- **Goal:** To dawn as an acclaimed educational bastion that will uphold the society.

## About Primax Foundation

**Primax Foundation® is Registered under the Karnataka Society Reg. Act 1960, Bangalore, 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 Bangalore 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 moulding 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 ICBE

Indian Council for Business Education is voluntary association of Business Educators, Corporate Professionals, Consultants and Research across the country with an aim to work towards the development of business education and industry. one of the main objective of our council is to hold conferences annually at different universities all over the country, which provides a common platform for academicians and practitioners to meet and exchange their expertise for better focus on policy formulation in business education in the country .

## About MSTIDRI

MSTIDRI is a non-profit, non-governmental organization have been actively engaged for the transformation of society. The MSTIDRI institute implements this through Multi Skills Training and Interdisciplinary Research in Education and Social development, Environment Protection, Health, Culture & Folk Art, Youth development, Women and Child Development, Information & Communication Technology, creating awareness in the contribution of services and expertise. Our vision is to bring inspiration and holistic development to everyone and for the Transformation of society.

## About Srishti International

The Srishti International (R), World Record Winner has been actively involved in organizing a number of programmes for the development of rural people since its inception in 2012. Its major activities are towards the development of education, environment, health, culture and youth. It has organized six national and international conferences, in various social fields in South Asian countries and seminars, workshop, symposium, awareness programmes on various issues relating to health, education, environment and sensitization of gender issues, development of folk art and strategies for social justice and empowerment of women.

## About the Conference

The main aim of the conference is to Educate the Faculty Members, Research Scholars, Corporate delegates and students about the issues and challenges faced in the field of Technology, Commerce and Management. The conference attempts to gather the issues and the necessary redressal or the problems addressed. Each and every field has the issues that restricts its development and the main purpose of the conference is to address these issues in the contemporary world.



## Objectives of Conference

Information Technology plays a vital role in our modern lifestyles. It is an organized, meaningful and interpretation of data. Technology is used in the field of communication, inventory management, data management and management information systems for obtaining, processing and distributing data. In business world, technology helps in creating a networked economy. The objective of the conference is to meet the growing needs of the business society, there is greater demand for sound development of Commerce & Management. Commerce is broad discipline which includes many streams such as Marketing, Accounting, Human Resources etc. There had been great changes in Commerce & Business Management in the era of Globalization. The market is getting complex and better methods are being evolved. The main purpose of our International Conference is to better opportunity to every Practitioner, Academician, Research Scholar and students to keep up the pace of the ever-evolving Technology, Commerce and Management.

## Sub themes of the conference

- **Technology**
  - Cloud Computing
  - Mobile Computing
  - Artificial Intelligence
  - Cyber Security
  - Data Science
- **Commerce and Management**
  - E- Commerce
  - E- Governance
  - Brand Management and Strategies
  - GST & Future in India
  - Business Ethics and Commerce & Management Education
  - Business Tax in India
- Innovations in Marketing in the 21st Century
- Digital Economy
- Digital Marketing
- Corporate Social Responsibility
- E- Banking
- Reverse marketing
- Financial Services and Cyber Security
- IPR
- Environmental Ethics and Management

## Call For Research Papers

Research papers are invited from Faculty members, Research Scholars practicing Professionals, Executives from Industry and students on any area of the Technical sessions of themes and sub themes. Submissions will be reviewed by the panel of the experts and upon screening, selection will be intimated

Registration fees	
Student (UG & PG)	Rs. 250/-
Research Scholar	Rs. 500 /-
Academician	Rs. 750/-
Corporate delegates	Rs. 1000/-
Foreign delegates	\$ 100

**Registration Fee: DD Must be drawn in favor of “The Principal, Seshadripuram Academy of Business Studies” payable at Bengaluru, or online payment(Registration forms available in college website)**

**Name of the Bank : Syndicate Bank , Kengeri Branch.**

**A/C NO. : 04622010057483**

**IFSC CODE : SYNB0000462**

Note: Only the registered participants will be provided with seminar Kit, Working lunch, Refreshment and Certificates.

## Guidelines For Submission of Papers:

- Papers should be in original and unpublished.
- Individual author and co-author can be included in the paper. Paper must be presented by either author or co-author.
- Length of the paper should not exceed 10 pages including Abstract (not exceeding 100 words) with key words.
- The papers are to be typed in MS-word, Times new Roman /Arial font, 12 font size and 1.5 line spacing.
- The Abstract and full papers should have the author(s) name along with e-Mail ID and Mobile number.
- Soft copy of the paper is to be sent to **citcm2019@gmail.com**.
- No TA and DA will be paid to the participants and delegate's.
- Qualified papers identified by the expert committee will be published in UGC Approved Journal on the same day of the seminar.



## Publications

This Conference offers a platform for intellectual discussions among faculty members / Research Scholars / Students and Corporate delegates on the given sub themes from Business Management, Economics, Life Science and Computer Science Depts. Papers – Theoretical, empirical or case studies are invited. **Last Date to Submit the abstract & full Paper is 05-03-2019.** Papers with research focus will be selected for publication. The selected papers will be published in the reputed **UGC LISTED JOURNAL** with additional cost of Rs. 1,500 (Each Co-author has to pay additional fee Rs. 500 & Maximum three authors are allowed per paper).

## IMPORTANT DATES:

**Last Date for submission of Abstract and Full Paper: 5<sup>th</sup> March 2019**

**Intimating of Paper Acceptance:  
10<sup>th</sup> March 2019**

**Conference Date:  
30<sup>th</sup> – 31<sup>st</sup> March 2019**

## CHIEF PATRON

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