

**National Conference on Research in
Commerce, Management and
Information Technology**

NCRCMIT -2017

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PESIAMS
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**PES Institute of Advanced
Management Studies**

**National Conference on Research in
Commerce, Management and
Information Technology**

NCRCMIT -2017

20th May 2017



Venue : M.Com Block-PES Campus

Organized By

**Department of Commerce, Management and
Computer Application- PESIAMS, N.H 206,
Sagara Road, Shivamogga, Karnataka, India**

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About the Trust :

PES Trust Shivamogga is engaged in providing quality education and social service activities in Karnataka. PES Institute of Advanced Management Studies is one among the group of six institutions run under PES Trust, Shivamogga.

About the Institution :

PESIAMS, Shivamogga an institution with unique qualities started in the year 2008. The college provides precious opportunity for the young budding aspirants of Management, Commerce and Computer education in the state. The college offers degree courses in BBA, B.Com, BCA and M.Com approved by Government of Karnataka and affiliated to Kuvempu University. The students have been bringing laurels to the institution by coveting university ranks year after year. Further the students have been consistently successful in grabbing prizes and championships in inter college competitions conducted by various colleges in state and national level.

About the Location :

Shimoga, officially renamed as Shivamogga, is a city and the district headquarters of Shimoga District in the central part of the state of Karnataka, India. It is situated on the banks of the Tunga River. Being the gateway for the hilly region of the Western Ghats, the city is popularly nicknamed as "Gateway of Malnad". Shivamogga is a true nature's gift, spread with waterfalls, enchanting natural scenery of hills, dense forests, flora & fauna, forts, swaying palms and abundant paddy fields making for picturesque locales. Religious and tourists places like Sringeri, Horanadu, Jog falls, kodachadri, Agumbe are some of the nearby places worth visiting.

About the conference :

The conference focuses on the present shift happening all over the world. In India, particularly after the historic decision of demonetization we can see the impact on entire business field. It has also led to micro and macro level environmental changes. This conference is an attempt to bring together different personalities of the society like people from corporate sector, industrialists, academicians, research scholars and post graduate students on a common platform to debate on these and other connected issues.

Paper presentation details :

Original unpublished manuscripts relevant to the conference themes are invited from industrialists, academicians, researchers, students and practitioners. Abstract should be within 300 words including 4 to 5 keywords. Full papers should be in M.S Word, Times New Roman Font, 12 font size, with 1.5 lines spacing not exceeding 4000 words, with APA reference style. The selected papers will be published in National Conference proceeding with ISBN in soft copy format.

Topics of interest for submission include, but not limited to

Finance, Banking and Insurance

- * Financial Market
- * Capital Budgeting
- * International Financial Management
- * Inflation Accounting and Human Resource Accounting
- * Insurance and Risk Management
- * Technological advancement in Banking
- * Banking Mergers and Consolidation
- * Demonetization
- * Assets Securitization
- * Multiple Accounting Standards

Marketing Management

- * Marketing Concepts
- * Social Marketing
- * Consumer Behaviour
- * E-Commerce
- * Agricultural and Rural Marketing
- * Marketing in Digital era

Human Resource Management

- * Work force Development and Retention
- * Work life balance
- * Performance Appraisal
- * Communication
- * Digitalization in HR field
- * Cyber crime and Cyber security

Information Technology

- * Emerging technologies in IT Industries
- * Big Data
- * Ethics in Software Development
- * Digitalization and IT Industry
- * Artificial Intelligence
- * Image Processing
- * Computer Networks

Registration details

Industry delegates	: 600/- Rs
Academicians	: 500/- Rs
Research Scholars/ PG Students	: 300/- Rs
Spot Registration	: 700/- Rs

In case of dual authorship at least one of the authors of the selected paper should register and present the paper in the conference. Registration form is to be sent in the prescribed format along with a D.D in favour of Principal, PESIAMS or NEFT.

Bank Account details for NEFT

Name of Beneficiary	Principal, PESIAMS
Name of the Bank	State Bank of Mysore PESITM Branch Shivamogga
S.B Account Number	64031388783
IFSC Code	SBMY0040852

Accommodation and Transportation :

Contact :	Mr.Rakesh D'Souza Assistant Professor Contact No : 9980538956
	Mr. Harsha C. Mathad Assistant Professor Contact No : 964255232

Important dates

Last date for submission of full paper :	April 20, 2017
Intimation of acceptance:	May 2, 2017
Last date for submission of camera ready paper & registration :	May 10, 2017
Conference date :	May 20, 2017
Submit Papers to :	ncrcmit2017@pestrust.edu.in