

### Through NEFT Payment Mode Details

Beneficiary Account Name : Organizing Secretary NSCIBP-2019  
Account Number : 6720992480  
Name of the Bank : Indian Bank  
Branch Name : Karaikal Branch (Bharathiyar Road)  
IFSC Code : IDIB000K016  
MIRC CODE : 609019102  
Beneficiary Mobile Number : 9443610064

Registration fee includes certificate, seminar kit, tea and working lunch. Registration fee does not include any local transportation TA / DA, and publication fee is separately charged. Hard copies of the registration along with the DD or Online payment receipt or transfer reference number has to be send to the address mention for comminucation.

**Accommodation** Accommodation facility will be provided to the participants on prior request on twin sharing basis in near by hotels on payment basis as per the hotel tariff plan.

### Publication Details :

Accepted full lenth papers with abstracts will undergo a doubel blind peer review process. Selected Paper will be published in UGC listed peer reviewed online e-Journal, Publication Partner Journal **IJIRMF** with **ISSN No 2455-0620** and the remaning paper will be published in an edited volume book with **ISBN No : 9789388808125** The author and co-authors of the selected paper have to pay an additional amount of Rs. 1000 paper as publication fee for the journal or for the edited volume book and full paper has to received to the seminar id: **nscibp2019@gmail.com** by 14<sup>th</sup> March 2019.

### Venue and Date:

The seminar is scheduled to held on 22-03-2019 (FRIDAY) in the Department of Management, Seminar Hall, Pondicherry University, Karaikal campus, Karaikal, Pondicherry.

### Address for Commiunucatoin

**Dr. Byram Anand,**  
Asst. Professor & Oragnising Secretary  
Department of Management, SOM,  
Pondicherry University Karaikal Campus,  
Karaikal 609 605. Pondicherry.  
Cell : 9443610064 / 9440946694

for further contact :

1. Tinku Barik : 83289 80964
2. Ratheesh .S : 94974 82062
3. Anicar .V Manvai : 86886 64249
4. Pramuk .M : 97009 77231
5. Vakula Devi : 9441302602

### Organizing Committee

Chief Patron  
**Prof. GURMEET SINGH**

Vice-Chancellor  
Patrons

**Prof. S.BalaKrishnan**, Director, SEI&RR

**Prof. Rajeev Jain**, Director, C& CR

**Dr. Sasi Kanta Dash**, Registrar

Co-Patrons

**Prof. G. Anjaneya Swamy**  
Dean , School of Management

**Prof. S.Amilan**

Centre Head, Karaikal campus

Seminar Convener

**Dr. S.A.Senthil Kumar**

Head, Department of Management, Karaikal Campus

Organizing Secretary

**Dr.Byram Anand**, Asst. Professor

Co-ordinators

**Dr. M.Dharmalingam**, Assoc. Professor

**Dr. D.H.Malini**, Asst. Professor

**Dr. C.Madhavaiah**, Asst. Professor

Members : Research Scholar and Students

Advisory Committee

**Prof. B.Rajashekar**, Central University of Hyderabad

**Prof. Badiuddin Ahmed**, Maulana Azad National Urdu University, Hyderabad

**Prof. D.Chennappa**, Osmania University , Hyderabad

**Prof. M.Punniya Moorthy**, NIT, Tiruchirapalli

**Prof.Lalitha Ramakrishnan**, Pondicherry University, Pondicherry

**Prof. Chitra Siva Subramanaiam**, Pondicherry University, Pondicherry

**Prof. R.Venkatapathy**, Bharathiar University, Coimbatore

**Prof. K.Janardhanam**, Bangalore Central University, Bangalore

**Prof. R.Thenmozhi**, University of Madras, Chennai

**Prof. B.Rajashekaran**, M.S.University, Tirunelveli

**Prof. P.Varalaxmi**, Kakatiya University, Warangal

## Department of Management

Karaikal Campus

Organizes One Day National Seminar

On

**CONTEMPORARY INDIAN BUSINESS  
PRACTICES IN THE DIGITAL ERA**

**(NSCIBP-2019)**

22 - March - 2019



School of Management, Pondicherry University

Karaikal Campus, Karaikal - 609605

Puducherry, UT- India





## ABOUT THE UNIVERSITY

The Pondicherry University, since its inception in 1985, continues to be a leading University situated in the southern part of the country and focused on both quality teaching and innovative research of high standards in a wide range of disciplines. The University has three campuses. The Main Campus is located at Puducherry with 800-acres of lush green Wi-Fi enabled area, housing 15 Schools, 51 Departments & Centres, 158 PG & Research Programmes and the other two Campuses are located at Port Blair and Karaikal. The University has 97 affiliated colleges, offering Under Graduate and Post Graduate courses in the Faculties of Arts, Science, Commerce, Engineering Technology, Fine Arts, Law, Management and Medicine. The University has been accredited with 'A' by NAAC with regard to student-friendly environment, good infrastructure, modern amenities, excellent teaching and supportive non-teaching fraternity.

### School of Management:

The school of Management is one of the popular schools of excellence in the campus primarily focuses on the Business related courses since its very inception in 1986. This is the most diversified school with seven departments catering to the needs of business world under the different specialized courses. It is an exquisite blend of vibrant student community across the globe. It is an epitome of discipline, sincerity, hard work and overall achievement in the whole campus.

### Department of Management, Karaikal Campus

With an objective of promoting Insurance sector, the Department of Management, Karaikal campus started offering sectoral M.B.A in Insurance Management and Ph.D in Management from the academic year 2009-10. The department is committed to the development of youth as managers and capable citizens for occupying key positions across the world in the field of insurance as well as insurance verticals. The department is consistent in achieving over 90 per cent placements every year.

### About the Seminar

The most significant ideas and developments that have impacted business management in the first decade of the 21st century and also the most productive management research areas in the decade that changed the world order had a profound impact on global business. The current wave of globalization has been the driving force behind the most far-reaching and a powerful changes in business, and the information technology has indisputably been the facilitator. Everyone today is convinced that the technology is going to hold the key to future digitalization. The achievements in the banking today would not have made possible without IT revolution and digital marketing and digital India. It is the modern era consumer are changing from the tradition marketing to on line marketing or e-marketing which has opened through the technology of computers and internet where a consumer can buy the product through online marketing, ecommerce portal and Payment are made digitally. Benefits to consumers through lower price points and better shopping experience Access to new technology and capital from international players for existing retailers. Hence it is decided to organise a One-day National Level Seminar on "Contemporary Indian Business Practices in the Digital Era" this seminar is expected to witness highly intellectual's discussions on the theme among the resource persons and delegated seminar fraternity

### Objective of the Seminar

The main objective of this seminar is

- To bring the luminaries in this field under one roof to deliberate on the contemporary business practices in the country in the context of Digital India .
- Aimed to create a platform for the academicians, industry experts and policy makers to share their knowledge

### Theme of the Seminar :

**"Contemporary Indian Business Practices in the Digital Era"**

### Payment method:

Payment toward s registration fee can be paid through the on line mode by NEFT transfer or can be sent in the form of demand draft in favour of "Organizing Secretary NSCIBP-2019" , drawn in any nationalized bank , payable at karaikal . Each paper author has to register separately for the seminar presentation & Publication

## THE SUB THEMES OF THE SEMINAR

### Track 1 General Management

- Digipreneurship Development
- Change Management
- Cost Leadership
- Outcome Based Strategies in Management Education
- Business Analytics
- Web-enabled Teaching-Learning

### Track 2 Human Resource Management

- Strategic HRM
- Talent Management
- Stress Management
- Human Resource Information Systems
- Predictive Analytics in HR

### Track 3 Financial Management

- Portfolio Management
- Risk Analytics
- Micro Finance
- Financial Modelling
- Digital Financial Services

### Track 4 Marketing Management

- Digital Retailing Practices
- Integrated Marketing
- International Marketing
- E-CRM
- Marketing Analytics

### Track 5 Operations Management

- IT Project Management
- Total Quality Management
- Business Process Management and Outsourcing
- Six Sigma and Quality Management

### Track 6 Information Technology

- Cloud Computing
- Machine Learning
- Artificial Intelligence
- Wearable Technologies
- Big Data Analytics

### Track 7 Insurance Management

- Cyber Insurance
- Digital Insurance
- Insurance Analytics
- IT Enabled Insurance Service

### Track 8 Tourism Management / Health Care Management

- Online Accommodation
- Hospitality and Transportation Management
- Online Doctor Services
- Online Medicine Purchase

Above sub-themes are not exhaustive and candidates can submit papers pertaining any topic related to main theme of the seminar.

### Submission guide lines:

The abstract of the proposed research paper should not exceed 250 words. The full paper should be presented in a very logical manner with a maximum of 2500 words including tables and charts. Along with their affiliation, Contact details of the authors (address, email, phone/ mobile number, fax number) must feature in a separate first page; followed by title of the paper and Abstract with maximum 5 key words. The reference style of the full length paper must be made in APA style. Font size: Times New Roman, Space : 1 and justified. Abstract and full paper should be send to the seminar mail id: [nscibp2019@gmail.com](mailto:nscibp2019@gmail.com)

### Key Dates

Abstract Submission: Last Date : 5<sup>th</sup> March, 2019  
Acceptance of Abstract & Date of Intimation : 5<sup>th</sup> March, 2019  
Full Paper Submission & Last Date : 14<sup>th</sup> March, 2019 (Dead Line for Publication)  
Registration Open Date & : 1<sup>st</sup> March, 2019  
Registration Last Date : on or before 18<sup>th</sup> March, 2019

### Guide lines for abstract and full paper:

The abstract and full papers submitted to seminar –NSCIBP-2019 will be peer reviewed by a group of experts, Acceptance of the same for the presentation and publication will be communicated to the author (s) through the email [nscibp2019@gmail.com](mailto:nscibp2019@gmail.com)

### Registration fee

Sl.no	Category of participants	Registration fee per one participant	Publication Fee
1	Industry and executives	2000	1000
2	Faculty/ PDF scholars	1500	
3	Research Scholars	1000	
4	Students	500	
5	PU Research Scholars	750	
6	PU Students	350	