



## Mangalore University

(Accredited by NAAC with 'A' grade)

### A Two-day National Conference

on

**CORPORATE SOCIAL RESPONSIBILITY (CSR):  
CHALLENGES AND NEW INITIATIVES**

And

**EMERGING ISSUES AND CHALLENGES IN  
COMMERCE AND MANAGEMENT**

**Sponsored by**

ICSSR (MINISTRY OF HRD-GOVT OF INDIA)

**Date:** 14<sup>th</sup> and 15<sup>th</sup> September, 2018

**Venue:** Mangala Auditorium,  
Mangalagangothri

**Organised by**

Department of Post Graduate Studies  
and Research in Commerce  
Mangalore University  
Mangalagangothri, Karnataka  
[www.mangaloreuniversity.ac.in](http://www.mangaloreuniversity.ac.in)

### About Mangalore University

Mangalore University is located in a picturesque hillock spread over 350 acres of land at Mangalagangothri, which is around 18 kms to the south-east of the historic coastal town of Mangaluru, in Karnataka, India. This university has set the tone for the educational endeavour in three districts under its jurisdiction, namely, Dakshina Kannada, Kodagu, and Udupi. It is a pleasing campus, which has grown from a modest Post Graduate Centre of the University of Mysore to become an independent University in 1980. Presently, the University has more than 30 Post-Graduate Departments on the campus, 196 affiliated colleges, 4 constituent colleges, and 5 autonomous colleges. It has a PG Centre at Chikka Aluvara, Kodagu district.

The University ('A' Grade from NAAC) has excellent infrastructure facilities like University Library, Mangala Auditorium, two well-maintained Guest Houses, Cyber Lab, Sports Facilities, and Hostels for Men and Women. It is ranked 24<sup>th</sup> among the top 50 Universities in the country in terms of publication output. There are two national research facilities, namely, the Microtron Centre and the Ocean & Atmospheric Science and Technology Cell. The University has 19 Endowment Chairs on areas like Banking, Rural Development, Yoga, Environment, Literature, Fine Arts, Culture, Religion, and Regional Languages. The University has academic collaborations with several premier national and international institutions.

### About the Department of Commerce

The Department of Post Graduate Studies and Research in Commerce was established in 1969 as a part of the PG Centre of the University of Mysore, and became an integral part of Mangalore University since its inception in 1980. The department offers M.Com, M.Com (HRD), and PhD programmes. It is continuously engaged in research activities, responding to the problems of this region. The M.Com programme offers four specializations, viz., Financial Management and Investment Science, Current Banking and Insurance, Taxation and Human Resource Management and Development. Nearly forty colleges affiliated to the university offer M.Com courses, and the Department of Commerce extends its assistance to these colleges. The M.Com (HRD) course is a super speciality course with major focus on the area of Human Resource Management and Development. The thrust areas of research are Commerce, Banking, Human Resource Development and Management, Finance, Small Business Management, Marketing Management, Rural Development and many more.

### Background of the Conference

Corporate Social Responsibility (CSR), in today's corporate world, is playing a role of a business strategy in the business growth and development, and contribution to the sustainable development of the society. CSR addresses many concepts such as human rights, corporate governance, health and safety, environmental effects, working conditions and contribution to economic and social development. The Government of India has made special provisions towards the society through the CSR programmes like, water conservation, value chain development and marketing of SHG products, solid and liquid waste management, cleaning the city/environment and river and so on. This transformational change involves the contribution from the corporate in the national level society development programs. The contribution of the companies for CSR activities incorporated in the Companies Act, 2013 with minimum 2% from the profits on society development activities.

No doubt, vast majorities of the India's poorest people live in villages and these villages are in a state of neglect and underdevelopment with impoverished people. The problems of hunger, ignorance, ill health, high mortality and illiteracy are most acute in rural areas. This is not only because of shortage of material resources but also because of defects in our planning process and investment pattern. India has the potential to meet these challenges in rural areas. However, the efforts of Governments may not be adequate to provide basic services to its citizens. It is being increasingly recognized that progress and welfare of a society is not only the responsibility of the Government alone, but many more stakeholders need to be involved to attain the development goal. The corporate sector has a pivotal role to play in ensuring private investment flows to those rural areas that have been left out of the development process so far and also to work for sustainable development of rural areas in general.

The aim of the conference is to find a passageway to connect and provide interaction between students, staff, and corporate in new ways, both through and beyond the curriculum. When this is done, the challenges will be addressed and new dimensions can be explored.

## CALL FOR PAPERS

Academicians, practitioners, research scholars and students are invited to send in their abstracts of not more than 200 words or full paper of not more than 3000 words on the sub-themes or any topic related to the conference. The paper contributors are requested to send full papers (font size 12 and line spacing 1.5) in MS word, Times New Roman on or before 31<sup>st</sup> August 2018. The abstract, to be sent by 25<sup>th</sup> August 2018, must include a clear indication of the purpose of the research, methodology, major results, implications and key words. The sub-theme of the conference must also be clearly mentioned. The front page of the paper should provide details of the author/ authors, affiliation/organisation, email address and contact number. All tables and figures should be numbered and should appear in the corresponding text with captions. APA citation style must be followed for references. Submitted papers will go under a double blind review process and will be evaluated on parameters like originality, relevance, applicability and contribution.

All correspondence will be addressed to the first author. Selected papers will be included in an edited book with ISBN numbers. The abstracts and full paper should be sent by email to the Organising Secretary at [commerceconf2018@gmail.com](mailto:commerceconf2018@gmail.com)

### Important Dates

**Submission of Abstract : August 25<sup>th</sup> 2018**  
**Submission of Full paper : August 31<sup>st</sup> 2018**  
**Last date for Registration : 10<sup>th</sup> September 2018**  
**Conference Dates : 14<sup>th</sup> and 15<sup>th</sup> September, 2018**

### Registration Details

All participants are required to register for the conference before **10<sup>th</sup> September 2018**. A Demand Draft for the prescribed fees should be drawn in favour of the **Organising Secretary**, payable at the State Bank of India, Mangalagangothri.

The registration fees include conference materials, certificate of the conference, breakfast, lunch, tea, snacks. The authors /co-author need to register separately with the prescribed fee for a certificate of the conference. The delegates are also required to register by paying a fee of Rs.300 for the in-absence presentation.

### Registration fees

SI. No.	Category of Delegates	Fees without accommodation (in Rs.)
1	Corporate / Academic / Research Scholars	300/-
2	Students	100/-

**Sub Themes:** The contributors are encouraged to develop papers bearing the form of conceptual, empirical and case studies on the theme and sub- themes, but not necessarily limited to them. The paper should not have been published nor be under consideration for publication. The conference aims at covering the following sub themes:

### Corporate Social Responsibility

- Perspectives of CSR in the Global Economy
- Public awareness of CSR activities
- Evaluation, Monitoring and Documenting CSR practices
- Social Auditing Integrating CSR Business Policy
- Partnership-Engaging Stakeholders
- Best practices in CSR and Rural Development
- Effectiveness of CSR activities
- CSR and Sustainability
- Accounting for value: Measuring and managing social investment
- Creating impact and ensuring sustainability of community based programmes
- Ethical issues in CSR

### Emerging issues and challenges in Commerce and Management

- Banking and Business Finance
- Rural Banking
- Derivatives Market
- Business Ethics
- Behavioural Finance
- Green Marketing , Digital marketing
- Current Issues in Banking, Finance, and Taxation
- Artificial Intelligence, Business intelligence
- Knowledge Management
- MSMEs and entrepreneurship
- Banking and Financial Inclusions
- Market Regulators
- Recent Developments in Capital Markets, Money markets and Debt markets
- Emerging Issues in Economics and Management
- Talent Management
- Insurance Management

### Any other area related to the main theme of the conference

### Location of Mangalore University

The Mangalore University Campus at Mangalagangothri is about 18 kms southeast of the city of Mangalore. From Mangalore, the campus can be reached by local transport such as taxis and buses. City Bus No. 51, 51A, 51E, 51M, 51K, and 55, and Service buses plying between Mangalore and BC Road via Konaje and Mudipu will help to reach the campus.

## ORGANISING COMMITTEE

### Chief Patron

**Dr. Kishor Kumar C.K**

Hon'ble Vice-Chancellor  
Mangalore University  
Mangalagangothri

### Patron

**Prof. B.S. Nagendra Prakash**

Registrar  
Mangalore University  
Mangalagangothri

## ORGANISING SECRETARY

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Dean and Chairman  
Department of Commerce,  
Mangalore University, Mangalagangothri  
(Ph: 07411735203)

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Mangalore University

**Prof. Y. Muniraju**

Professor  
Department of Commerce  
Mangalore University

## CONFERENCE COORDINATOR

**Dr. Preethi Keerthi D'Souza**

Assistant Professor  
Department of Commerce  
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## JOINT ORGANISING SECRETARIES

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(Ph: 09482249259)

# Department of Post Graduate Studies and Research in Commerce

## REGISTRATION FORM

**A Two-day National Conference on**  
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Name: (Dr/Mr/Ms) \_\_\_\_\_

Position (Kindly Tick): Corporate / Academician / Research Scholar / Students

Institution/ Organisation: \_\_\_\_\_

Communication Address: \_\_\_\_\_

Phone/ Mobile No: \_\_\_\_\_

Email Id: \_\_\_\_\_

If presenting a paper, Paper Title: \_\_\_\_\_

Subtheme of the paper: \_\_\_\_\_

Remittance Details:

D.D No: \_\_\_\_\_ Bank: \_\_\_\_\_

Amount: \_\_\_\_\_ Date: \_\_\_\_\_

SI. No.	Category of Delegates	Fees without accommodation (in Rs.)
1.	Corporate / Academic / Research Scholars	300/-
2.	Students	100/-

Date: \_\_\_\_\_

Signature: \_\_\_\_\_