



## **Mangalore University**

(Accredited by NAAC with 'A' grade)

### **A Two-day National Conference**

On

### **Business Education and Employability: Challenges and New Directions**

**Date: 29<sup>th</sup> and 30<sup>th</sup> April, 2016**

**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)

**In Association with**

**Kanara Chamber of Commerce and Industry Mangalore**

(KCCI)

[www.kanarachamber.com](http://www.kanarachamber.com)



### **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 25 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, MHRD, and PhD programmes. It is continuously engaged in research activities, responding to the problems of this region. The M.Com level offers four specializations, viz., Financial Management and Investment Science, Current Banking and Insurance, Taxation and Human Resource Management, and Development. Nearly twenty-one colleges affiliated to the university offer M.Com courses, and the Department of Commerce extends its assistance to these colleges. The MHRD 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.

## About the Kanara Chamber of Commerce and Industry

The Chamber had its origin in 1940 but, pioneering attempts were made as early as in 1929, when a handful of rice merchants of Mangalore under the Chairmanship of Sri Sujir Nagappa Nayak and resolved to form 'Mangalore Rice Merchant's Association'. A Committee headed by Sri Ullal Subraya Dasappa Nayak was constituted to draft the Rules and Regulations of association. On June 17, 1929, the draft rules and regulations were approved and enlistment of members commenced.

'The Kanara Chamber of Commerce' registered under the Indian Companies Act 1913 was inaugurated on December 29, 1940 at the Canara High School (Main), Mangalore, by T.T Krishnamachari, the then MLA of Madras (and later the Union Finance Minister). Coinciding with the inauguration on December 29, 1940 was the celebration of the Annual Day of the Mangalore Merchant's Association and the 'Holiday Annual'. The membership which was 44 at the beginning rose to 81 at the end of 1941.

The Chamber got itself affiliated to the Federation of Indian Chambers of Commerce and Industry, New Delhi with effect from July 1, 1967, thereby, securing added support from this body at the national level for the representation of this chamber, to the various authorities.

### Objects

The objects for which the KCCI was established are set out in the Memorandum of Association as under:

1. To promote and protect the trade, commerce and manufactures of India and in particular of the District of Dakshina Kannada, to study the General commercial interests of India or any part thereof and the interests of persons engaged therein.
2. To consider all questions connected with trade, commerce and manufactures and to collect and circulate statistics and other information relating thereto.
3. To promote or oppose proposed legislative and other measures affecting trade, commerce and manufactures.
4. To communicate with Chambers of Commerce and other Mercantile and public bodies throughout the world and concert and promote measures for the protection of trade, commerce and manufacturers and persons engaged therein.

**Strength of Membership:** At present, the strength of membership of KCCI is 1300 plus, including 489 Life Members and one Honorary Member.

### **Background of the conference**

Employability remains high on the agenda for Higher Education Institutions (HEIs) in both developed and developing countries. There is a need for innovative practices in the education sector to foster employability within universities. Educating with an objective to attain a definite outcome is the strategic vision that needs to be implemented. To achieve this, there are many challenges and creation of new dimensions with the changing times.

Employability remains a complex and problematic area without clear or obvious solutions. Increasingly, enterprising students are regarded as more employable, and there appear to be an advantage in integrating career and enterprise development themes within the curriculum. However, such approaches can pose challenges to the structure, system, and culture within higher education institutions.

The aim of the conference is to find a passageway to connect and provide interactions between students, staff, and employers 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, and research scholars 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 April 12<sup>th</sup> 2016. The abstract, to be sent by March 30<sup>th</sup> 2016, 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 telephone 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 number to be brought out by the organisers at the conference inauguration. Papers sent after the last date will not be considered for publication.

The abstracts and full paper should be sent by email to the Organising Secretary at [commerceconf2016@gmail.com](mailto:commerceconf2016@gmail.com) and [commercedeptnc@gmail.com](mailto:commercedeptnc@gmail.com) (send to both mail id's)

### **Important Dates**

Submission of Abstract: March 30, 2016

Submission of full paper: April 12, 2016

Intimation of the paper acceptance: 14 April 2016

**Last date for Registration: 15 April 2016**

**Conference dates: 29 and 30 April, 2016**

**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:

- Consumer Behaviour
- Insurance Management
- Rural Marketing
- International Business
- Employee Involvement
- Online marketing
- E- business models
- Empowerment and Engagement
- Talent Management
- Knowledge Management
- Learning Organisations
- Academic Advising and Counselling

- Education Policy and Leadership
- Industrial Cooperation
- Work Employability
- Educational Institution Government Partnership
- Banking and Business Finance
- MSMEs and entrepreneurship
- Rural Banking
- Banking and Financial Inclusions
- Derivatives Market
- Market Regulators
- Behavioural Finance
- Business Ethics
- Corporate Social Responsibility
- Green Marketing
- Recent Developments in Capital Markets, money markets and debt markets
- Current Issues in Banking, Finance, and Taxation
- Emerging Issues in Economics and Management
- Management of Fitness and Wellness

**Any other area related to the main theme of the conference.**

### **Registration Details:**

All participants are required to register for the conference before 15<sup>th</sup> April 2016. 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 and dinner. The authors / co-author need to register separately with the prescribed fee for a certificate of the conference. Any extra article will attract an additional fee of Rs. 300 each to be paid for by the delegate. The delegates are also required to register by paying a fee of Rs.500 for the poster presentation and in- absence presentation.

## Registration fees

SI. No.	Category of Delegates	Fees without accommodation (in Rs.)	Fees with accommodation (in Rs.)
1	Corporate	1000/-	2000/-
2	Academic / Research Scholars	500/-	1000/-

## Accommodation and other information

Accommodation will be provided for outstation participants on twin sharing basis on prior request and availability, only on payment basis. No TA/DA will be paid to the paper presenters.

## Location of Mangalore University

The Mangalore University Campus at Mangalagangothri is about 18 kms southeast of the city of Mangalore. It is situated about 30 kms from the Mangalore International Airport. It is well-connected by road, rail, and air to all the major cities of India. 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.

## For further information, contact

The Organising Secretary,

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