



Mangalore University

(Accredited by NAAC with 'A' grade)

**A Two-day
International Conference
on
Contemporary Innovations
in Industry and Commerce
CIIC-2019**

Date: 22nd and 23rd February, 2019

Venue: Mangala Auditorium,
Mangalagangothri, Konaje

Organised by

**Department of Post Graduate
Studies and Research in
Commerce**

Mangalore University
Mangalagangothri, Konaje,
Karnataka, India

www.mangaloreuniversity.ac.in

About Mangalore University

Mangalore University stands 24th among the top 50 institutes of higher learning in the country in terms of publication output. With a vision to evolve as a national center of advanced studies and to cultivate quality human resource, Mangalore University focuses on wholesome development of all its stakeholders. The university campus of Mangalagangothri is located about 18 km to the south-east of the historic coastal town of Mangalore, and sets the tone for the educational endeavours of the three districts under the jurisdiction of the University.

The University ('A' Grade from NAAC) has excellent infrastructure facilities in the campus. It is the first university in the country to start Bachelor's degree programmes in Hotel Management & Tourism, Fashion Design, Apparel/Garment Design, Leather Design & Technology, and Human Resource Development and post-graduate programmes in Computer Software and Yogic Sciences.

The University has established several endowment chairs with the objective of enabling studies on the development achieved in various areas. 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 in 1980. The department offers M.Com, M.Com (HRD), and PhD programmes. From the past 50 years the department is continuously engaged in research activities and is active in responding to the problems of this region. The commerce department of Mangalore University has given a versatile talent pool to the economy in form of its talented alumni.

M.Com course is the most sought out program of the university and the department has the maximum number of students in the campus. Nearly twenty one 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 studies in the commerce base are Trade and Exchange, Banking, Human Resource Development and Management, Finance, Small Business Management, Marketing Management, Rural Development and many more.

Background of the Conference

Innovations need not be a planned affair everytime in the national and international souk. The trends are changing and so are the needs of individuals. Responding to the needs of the customers is the business of business houses.

The economy has observed some of the recent trends that have emerged and these trends and recent advances have changed the course of industry and commerce. The conference aims to have a discussion on these latest innovations and predict the future of these changes. The discussions shall be on whether these changes are here to stay or they are a passing fad.

Contemporary innovations are seen in every field, let it be manufacturing or the service sector. These recent advances are instrumental for the growth of industry and commerce. CIIC-2019 aims to identify these advances and find out the future changes that may generate a new wave in the economy.

SUB THEMES

The main theme of the conference is 'Contemporary Innovations in Industry and Commerce' both in the national and international arena. However, the contributions of the learned participants is not limited to it alone. There are numerous subthemes that are identified for research contributions. They are

Recent innovations in:

- Accounting and Financial Management
- Banking, Insurance and Finance Services
- Integrated marketing communications
- Human Resource Management and Development
- Ethical conduct and CSR
- Business Economics
- E-Commerce, Foreign Trade and policy
- Taxation policies
- Business Management
- Manufacturing sector
- Aviation
- Tourism and Travel Management
- Hospitality sector
- Service sector

Any other area related to the main theme of the conference

CALL FOR PAPERS

Academicians, practitioners, research scholars and students are invited to send in their abstracts of not more than 200 words and 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. The abstract, must include a clear indication of the purpose of the research, methodology, major results, implications and keywords. The subtheme 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 Conference Secretary at commercemu2019@gmail.com

Location of Mangalore University

The Mangalore University Campus at Mangalagangothri, Konaje is about 18 kms southeast of the city of Mangalore, Kanataka, 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.

Places of Interest in and around

Beaches	Panambur Beach, Tannirbhavi Beach, Sasihiithlu Beach, Surathkal Beach, Someshwar Beach
Temples	Kudroli Gokamanatha Temple, Kadri Manjunath temple, Kateel Shri Durgaparameshwari Temple, Mangaladevi Temple, Manjunatha Temple, Sharavu Mahaganapathi Temple.
Churches	St.Joseph Vaz Shrine Mudipu, Rosario Cathedral, Milagres Church, St. Aloysius Chapel, Infant Jesus Shrine, St. Lawrence Church – Attur.
Mosques	Sayyid Muahammed Madani Darga Ullal.

Historical places	Sultan Battery, Bekal Fort
Tourist places	Sammilan Shetty's Butterfly Park, Pilikula Nisargadhama, Manasa Amusement & Water Park, Manjusha Museum – Dharmasthala, Kumara Parvatha Trekking.

Important Dates

Submission of Abstract: 10th February 2019

Submission of Full paper: 15th February 2019

Last date for Registration: 20th February 2019

Conference Dates: 22nd and 23rd February 2019

Registration Details

All participants are required to register for the conference before 20th February 2019. An online transfer/NEFT transfer for the prescribed fees should be sent to the account No:10094967371, IFSC code: SBIN0008034, State Bank of India, Mangalagangothri Branch, Konaje.

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.500 for the in-absence presentation.

Registration fees

Sl. No.	Category of Delegates	Fees without accommodation (in Rs.)
1	Corporate / Academic / Research Scholars (International & National)	500/-
2	Students	200/-

Conference mail ID: commercemu2019@gmail.com

ORGANISING CONNOISSEUR

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Mangalore University
Mangalagangothri

Patron

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Registrar
Mangalore University
Mangalagangothri

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