

Mangalore University



('A' grade - Accredited by NAAC)

A Two-day National Seminar

On

“DEMOCRATISATION AND GLOBALISATION OF INTERNATIONAL BUSINESS- ISSUES AND CHALLENGES”

Date: 30th and 31th March, 2017

Venue: Mangala Auditorium,
Mangalagangothri

Organised by

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

Mangalore University

Mangalagangothri, Karnataka

Email: comsemi2017@gmail.com

comdeptsemi2017@gmail.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 Mangalore, in Karnataka, India. This University has set the tone for educational endeavour of the three districts under its jurisdiction, namely Dakshina Kannada, Kodagu and Udupi. It is a pleasing campus, which grew out of a modest Post Graduate Centre of the University of Mysore to become the focal point of an independent University in 1980. At present, there are 26 Post Graduate Departments on the campus with 205 affiliated colleges, 2 constituent colleges, and 5 autonomous colleges. The University 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. There are two national research facilities namely the Microtron Centre and the Ocean and Atmospheric Science and Technology Cell. The University has appointed 40 Adjunct Professors at national & international Institutions. It has 19 Endowment Chairs on areas like Banking, Rural Development, Yoga, Environment, Literature, Fine Arts, Culture, Religion, and Regional languages. The University is in collaboration with several premier national and international institutions.

About the Department

The Department of Post Graduate Studies and Research in Commerce was established in 1969 as part of the PG Centre of 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 level offers four specializations, viz. Financial Management and Investment Science, Current Banking and Insurance, Taxation and Human Resource Management and Development are offered. Thirty other colleges affiliated to the University also offer M.Com courses and the Department of Commerce extends its assistance to these colleges. A comprehensive new syllabus under Hard Core, Soft Core and Open Elective papers were introduced from the academic year 2016-17. The M.Com (HRD) course is a super-speciality course with major focus on Human Resource Management and Development. In M.Com (HRD), syllabus is also totally changed on par with M.Com course. The thrust areas of research for the department are Banking and Insurance, Human Resource Development and Management, Financial Management, International Business, Small Business Management, Marketing Management, Rural Development and many more.

Background of the Seminar

Globalisation of business is the order of the day. Increasingly, MNCs and TNCs are importing and exporting goods and services or investing funds across the globe. It is not just multinational firms that are active players in international business, but even small enterprises are similarly occupied. International business is important because it gives domestic companies access to new markets, potentially increasing sales and profitability. Operating internationally can also help a company lower its expenses through direct access to cheaper materials and labour. International business is important to individual companies and to developed and developing countries.

It impacts on Marketing, Finance, Human Resource, Insurance, Investment and other functional areas. It also enhances focus on augmenting knowledge, skills, capacity and economic growth of the countries.

The following points highlight the importance of international business;

- It is important to meet needs of the global customers.
- Rapid economic growth.
- Increased employment opportunities.
- Helps to face competition successfully with the production of better quality goods with lower or moderate prices.
- Increases standard of living of people.
- Improved infrastructure.
- It helps in earning foreign exchange.
- Advancement of technologies.
- Spreads business risks and diversifies activities.
- Kindles competitive capacity in developing countries.

These benefits are not reaching the under-developed countries. Multinational and transnational companies must adapt democratic norms in their activities, in particular, international corporate social responsibility, international collaboration, promote innovation, development, investment, market reforms, transparency in business, free and fair business practices, and ethics. Countries like San Marino, Nauru, Liechtenstein, Afghanistan, Kiribati, Solomon Islands, Haiti, Tanzania, Benin, Gambia, Uganda, Burkina Faso, Rwanda, Comoros, Ethiopia, Mali, Togo, Guinea-Bissau, Madagascar, Guinea, Eritrea, Mozambique, Niger, Malawi, Democratic Republic of Congo, Central African Republic, Zimbabwe and others would benefit immensely from these measures. Against this background, democratization and globalization should go hand in hand.

Democratisation of international business should stress the rights, freedom ethics, and the responsibilities of the MNCs, TNCs and rich countries. Free and fair business, develop infrastructure, and meet the needs and wants of the under-developed countries. International business should not isolate poor countries. International business will make economic and social liberalisation possible.

The aim of this seminar is to create a platform for all researchers, teachers, business executives, and policy makers to discuss, debate, and exchange views, thoughts, ideas, and formulate developmental, integrated, and holistic international business strategies. Liberalisation, Globalisation and Privatisation of Business must spread its benefits to under-developed countries whereby inclusive growth needs are evolved and formulated.

Guidelines for Submission of the Papers

Abstract of not more than 100 words and full paper of not more than 2000 words, are invited from academicians, practitioners, and research scholars on sub-themes or any topic related to the seminar. The paper contributors are advised to send their full paper (font size 12 and line spacing 1.5) in MS word, Times New Roman on or before March 20th, 2017.

The abstract and full paper should be sent to both these emails: comsemi2017@gmail.com and comdeptssemi2017@gmail.com. Author and Co-Authors have to register separately to receive their certificates. If quality research-based papers are received, they will be published along with seminar proceedings with ISBN number.

Important Dates:

Submission of Abstract: March 15th 2017

Submission of Full Paper: March 20th 2017

Intimation of Paper Acceptance: 21st March 2017

Last Date for Registration: 22nd March 2017

Sub-themes

Contributors are encouraged to develop papers bearing the form of conceptual, empirical, and case studies on the theme and sub-themes, should not necessarily be limited to them. The papers should not be either published or under consideration for publication. The conference aims at covering the following sub-themes:

- International Business
- Marketing Management
- Social Responsibility and Ethics in International Business
- Foreign Exchange Management
- International Monetary System
- Financial Management
- Human Resource Management and Development
- Banking and Insurance Management
- Knowledge Management
- Skill Development
- FDI
- Capital Markets, Money Markets and Debt Markets
- Demonetisation and Re-monetisation
- World Trade Organisation
- International Strategic Alliance
- E-business and its Strategy
- Regional Economic Integration
- Export and Import Management
- Pricing Management
- Cost Management
- Small Business Management
- Economics and Management subjects

Any other area related to the main theme of the Conference

Payment Procedures

Option 1: Payment may be made in the form of a DD drawn in favour of the Organising Secretary, Department of Commerce, Mangalore University payable at Mangalore.

Option 2: Transfer the amount through NEFT/RTGS/Direct Credited SB Account Number 35722146713, Name of the Bank- SBI, Name of the Account- Organising Secretary, Department of Commerce, Branch- Mangalagangothri, IFSC Code- SBIN0008034.

Registration Fees

Sl. No	Category of Delegates	Fees without accommodation (in Rs.)	Fees with accommodation (in Rs.)
1	Corporate	2000/-	4000/-
2	Academicians / Research Scholars	1000/-	2000/-

Accommodation and Other Information:

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

For further information contact

Organising Secretary and Seminar Director

Prof. Y. Muniraju

Professor and Chairman,

Department of PG Studies and Research in Commerce,
Mangalore University, Mangalagangothri- 574199

Ph: 09986403861

E-Mail: comsemi2017@gmail.com

and

comdeptsemi2017@gmail.com

ORGANISING COMMITTEE

Chief Patron

Prof. K. BYRAPPA

Hon'ble Vice Chancellor

Mangalore University

Mangalagangothri

Patron

Prof. K. M. LOKESH

Registrar

Mangalore University

Mangalagangothri

Mentors

Prof. P.S Yadapadithaya

Professor, Department of Commerce, Mangalore University

Prof. A. Raghurama

Professor, Department of Commerce, Mangalore University

Organising Secretary and Seminar Director

Prof. Y. Muniraju

Professor and Chairman,

Department of PG Studies and Research in Commerce,

Mangalore University, Mangalagangothri

Organising Committee

Dr. Ishwara P.

Professor & Dean, Department of Commerce,

Mangalore University (Ph: 07411735203)

Dr. Vedava P.

Assistant Professor, Department of Commerce,

Mangalore University (Ph: 09591677613)

Dr. Parameshwara

Assistant Professor, Department of Commerce,

Mangalore University (Ph: 09482249259)

Department of Studies in Commerce

REGISTRATION FORM

A Two-day National Seminar on

“DEMOCRATISATION AND GLOBALISATION OF INTERNATIONAL BUSINESS-ISSUES AND CHALLENGES”

Date: 30th and 31st March, 2017

Name: (Prof/Dr/Mr/Ms) _____

Position (Kindly Tick): Corporate Academician Research Scholar

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: _____

Accommodation: REQUIRED* / NOT-REQUIRED

Sl. No.	Category of Delegates	Fees without accommodation (in Rs.)	Fees with accommodation (in Rs.)
1	Corporate	2000/-	4000/-
2	Academic /Research Scholars	1000/-	2000/-

Signature: _____

Date: _____

Payment Procedures:

Option 1: Payment may be made in the form of DD drawn in the favour of Organizing Secretary, Department of Commerce, Mangalore University payable at Mangalore.

Option 2 : Transfer amount through NEFT/RTGS/Direct Credited SB account number 35722146713, name of the bank SBI, name of the account Organizing Secretary, Department of Commerce, Branch: Mangalagangothri, IFSC Code: SBIN0008034