



MANGALORE UNIVERSITY

A TWO-DAY NATIONAL CONFERENCE ON DYNAMICS IN COMMERCE AND MANAGEMENT- A POST COVID SCENARIO

**Date: 01ST and 02ND JUNE,
2023**

**Venue: Mangala Auditorium,
Mangalagangothri**

Organized by

**Department of Commerce
Mangalore University
Mangalagangothri, Karnataka.**

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, 205 Affiliated Colleges, 5 Constituent Colleges, and 5 Autonomous Colleges. It has a PG Centre at Chikka Aluvvara, Kodagu district.

The University 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 8th Place in the country as per India Today- MDRA Best Universities Ranking 2019. 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 specialty 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

The Covid-19 pandemic, which has completely blindsided societies, economies, organizations, and governments worldwide, would certainly qualify as one. Chief among its major impacts has been the exponential rise of perceived risk and uncertainty in diverse domains of human activity. With a sensational slowdown in the global economy, the pandemic has compelled businesses to rethink their modus operandi.

Good tidings, however, are on their way. The world economy is reviving, businesses are bouncing back, workplaces are rejuvenating, governments and people are snapping out of the slumber. With truncated oil prices concomitant with low interest rates worldwide, opportunities are abundant for countries like India to tap into global markets and attain a brisk growth. There are bountiful prospects to achieve self-reliance, by prudent implementation of ventures like Make in India along with innovation and reform in economy, infrastructure, and technology. A post-pandemic world bequeaths to us the unique opportunity of revisiting our policies, realigning our goals, and reimagining our institutions.

As the world habituates itself with the 'new normal', what might be some of the unexplored avenues of innovation in the field of management and its allied practices that will help generate the necessary momentum and propel an equitable and sustainable growth.

The application of digital solutions to maintain business and consumption emerged as a natural response to cope with social distancing and restrictive measures. This accelerated a trend that was already incipient in the region before the pandemic, but slow by standards of developed economies.

In particular, e-commerce thrived, allowing those businesses that had opened or strengthened digital sales channels as the pandemic unfolded to keep afloat and remain solvent during the crisis. The experience of some developing countries in recurring increasingly to digital solutions to respond to the first wave of the COVID-19 pandemic demonstrated the potential of e-commerce to spur resilient economic growth and facilitate economic integration. However, it also showed remaining challenges to bridge digital divides and ensure that the growth of e-commerce reduces inequalities, rather than accentuating them.

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 themes, 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 **MAY 29th 2023**. The front page of the paper should provide details of the author/ authors, affiliation/organization, 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. The abstracts and full paper should be sent by email to the Organizing Secretary at commerceconfmu2023@gmail.com

Important Dates

Submission of Full Paper: 29th MAY 2023

Conference Dates: 01st and 02nd JUNE 2023

Registration Details

All participants are required to register and send a full paper for the conference before **29TH MAY 2023**. The details of Bank for transferring prescribed fee as follows:

Account Number: 10094967371

Account Name: Chairman Commerce Association

IFSC: SBIN0008034

Bank: State Bank of India, Mangalagangothri.

Registration Link: <https://forms.gle/ZGad2pMyrFgvhKnc6>

Registration fees

SI. No.	Category of Delegates	Fees without accommodation (in Rs.)
1	Corporate / Academic	500/-
2	Research Scholars	300/-
3	Students	100/-

DYNAMICS IN COMMERCE AND MANAGEMENT- A POST COVID SCENARIO

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 elsewhere. The conference main theme will be covering the following:

SUB THEMES

Corporate Accounting and Financial Management, Banking, Insurance and Finance Services, Integrated marketing communications, Human Resource Management and Development Ethical conduct and CSR, E-Commerce, Foreign Trade and policy,	Innovation and Artificial Intelligence, Taxation policies, Business Management Manufacturing and service sectors, Aviation Tourism and Travel Management, Hospitality sector, Service sector, Entrepreneurship, Business Economics, National Education Policy
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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

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