



MANGALORE UNIVERSITY

A TWO-DAY NATIONAL CONFERENCE ON EMERGING TRENDS IN COMMERCE & MANAGEMENT: TRANSFORMATIONAL REFORMS

Date: 13th and 14th July, 2022

Venue: Mangala Auditorium,
Mangalagangothri

Organised 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 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

We have finally stepped into 2022, a year that seemed far in to the future. So far away that many companies and the government decided to call their strategic plans “Vision 2020”. Events like BREXIT, Trump’s victory, Chinese crash, technological disruptions and the US-China trade cold war are the leading examples of changing global landscapes, which are impacting business and nations across the world. These changes are experience in cultural, social, political, business and technological spheres.

The year 2014 ended on a mixed note for the auto sector with car makers such as Maruthi Suzuki and M&M posting a growth in domestic passenger vehicle wholesalers in December witnessing a decline as many manufacturers adjusted deliveries to dealers ahead of the transition to BS-VI vehicles. The previous decades truly were the most volatile decade for the global automotive industry. And things are not going to get any better for a while now as new challenges emerge across the landscape. At present, trade wars, not traditional wars, can inflict far greater damage to the whole world. While technology and the communication have leapfrogged, the globe today is increasingly being engulfed in a binary polity, an enfeebled economy, and an uncertain trade environment. India is in many ways not immune to the phenomenon. As the country marches towards 2030, it still has the potential to orchestrate the agenda for global discourse. Helicopter cash, climate crises, smart cities and the space economy- investors have all those possibilities ahead as they enter the third decade of the 21st century. We are entering a decade where we will face the larger challenges in the history of work. As machines take up routine, rule based work, how can humans take over creative, unstructured work that a constantly changing “fluid environment” offers? Assets of passive funds in India surged in 2019. But awareness is still low, impeding progress. There is clearly a need for greater understanding of current and emerging trends, the opportunities that are being created constantly and the challenges faced in taking full benefits of such opportunities. The New Year 2020 is here and it’s time for business resolutions. With this backdrop, a two day national conference is conceived to provide a platform for discussion and to showcase relevant studies on practices and challenges in business.

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 **JULY 5th 2022**. 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. The abstracts and full paper should be sent by email to the Organising Secretary at commerceconfmu2022@gmail.com

Important Dates

Submission of Full Paper: 5th July 2022

Conference Dates: 13th and 14th July 2022

Registration Details

All participants are required to register and send a full paper for the conference before **5th JULY 2022**. 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/wnBZ57VChSswciB38>

Scan here for Registration:



Registration fees

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

EMERGING TRENDS IN COMMERCE & MANAGEMENT: TRANSFORMATIONAL REFORMS

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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Mangalore University
Mangalagangothri

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