



**RAMAIAH**  
College of Arts, Science  
& Commerce

## INTERNATIONAL STUDENT CONFERENCE

On

# “Best Practices adopted by Worldwide Business”

Organised by

Department of Management Studies



28 January, 2021

### CHIEF PATRON

Dr. M.R. Jayaram  
Chairman – GEF

Sri M.R. Seetharam  
Vice Chairman – GEF

Sri. M.R. Ramaiah  
Secretary – GEF

Sri. B. S. Ramaprasad  
Chief Executive, GEF

Sri. G.Ramachandra  
Chief of Finance, GEF

### ORGANISING COMMITTEE

Dr. Bindu Nambiar  
Chairperson

Dr. Chakrapani Gopal  
Convener

Mr. G Mahesh  
Co-Convener

### Members

- ▶ CA. Nupur Chakravorty
- ▶ Mr. Prakash Nimbalkar
- ▶ Mr. Ajay Krishna A
- ▶ Dr. M. Lakshmi pathi Naidu
- ▶ Dr. R. Savitha
- ▶ Ms. Savitha B. H

- ▶ Ms. Sanjogita R
- ▶ Ms. Sindhuja A
- ▶ Mr. Narayana Balaiah
- ▶ Ms. Evelyn Nischita
- ▶ Ms. Deepa R

### ABOUT THE COLLEGE

Dr. M S Ramaiah, a visionary and philanthropist established "Gokula Education Foundation (GEF)", in the year 1962, to deliver education and healthcare for the betterment of mankind. Under the tutelage of GEF, Ramaiah college of Arts, Science and Commerce (RCASC) was established in 1994. RCASC is Re-accredited with "A" Grade by NAAC, permanently affiliated to Bangalore University (BU) and Bengaluru City University, and approved by AICTE. The College is a unique interdisciplinary institution, of which management education has been a thrust area.

### ABOUT THE CONFERENCE

The student conference is aimed to understand the current global enterprises and customer expectations from product and service providers. The alliance of advanced manufacturing techniques with Information Technology, Data, and Analytics is driving Industry 4.0. The enterprises are reengineering processes, adopting new technologies to take a quick transformation and meet the current needs of the customers. The best practices adopted by global enterprises followed by startups are a leapfrog attempt to excel in their domain area. This student conference will open doors for new ideas, create new avenues, and bring in insights into the best practices of worldwide business.

### SUB THEMES

#### Innovation and Start ups

- Customer Engagement in Digital Era
- Building and differentiating brands
- Sustainable brands during turbulent times
- Entrepreneurial Finance
- Agile versus Lean Methods
- Social Innovations in HR
- Work Force Management
- Financial Modeling and Valuation
- Behavioral Finance
- Design Thinking

#### Technology and Analytics

- People Analytics
- Market Analytics
- Financial Analytics
- Operations Analytics
- Role of AI in Banking
- Impact of Block chain on the Securities Transaction Lifecycle
- Block chain in Supply Chain Management
- Internet of Things (IOT)
- 3D Printing
- Augmented Reality

#### Business and Management

- Innovative Best Practices
- Digitization and its effects on Branding
- New Design in Packaging
- Vendor Contracts
- Corporate Governance
- Government E-Marketplace
- Venture Funding - Seed Capital
- Econometrics Applications in various industry
- Self Help Groups

Any other topic related to the theme of the International Students Conference will be accepted, Best paper in each track will be awarded with gift vouchers.

### TARGET AUDIENCE

Post Graduate and Under Graduate Students of Commerce, Management & Social Science

### MODE OF PRESENTATION

Online

Link will be communicated through e-mail

### CALL FOR PAPERS

Theoretical, conceptual and empirical research papers that are original work, not published elsewhere are invited from students.

### GUIDELINES FOR AUTHORS

Abstract and full paper must be typed clearly in Times New Roman style with font size 12 and 1.5 line spacing on A4 size paper in MS word only and mailed to: studentconference.rcasc@gmail.com

All papers must have minimum of 3500 words and maximum of 5000 words

### REGISTRATION CONDITIONS

- At least one author of each accepted paper must be registered for the conference for that paper to appear in the proceeding and be scheduled for presentation
- After completion of registration process, participant are required to send the screenshot of transaction or registration fees payment proof to us on or before the last date of registration
- Any modification in the paper will not be accepted after the final submission date
- Maximum of two authors per paper is allowed for participation
- E-certificate will be issued to the registered participants

### REGISTRATION CHARGES

PARTICULARS	INTERNATIONAL	INDIAN
Students (Undergraduate & Post Graduate)	USD 5	Rs.100

### BANK DETAILS:

M S Ramaiah College of Arts, Science & Commerce  
Branch : Bank of Baroda, MSRT Branch  
A/C No. : 89250200000037  
ISFC Code : BARB0VJMSRI (FIFTH NUMBER IS ZERO)

### IMPORTANT DATES

Last date for submitting full paper with abstract: 16<sup>th</sup> Jan 2021  
Acceptance of Paper: 20<sup>th</sup> Jan 2021  
Last date for registration: 22<sup>nd</sup> Jan 2021

### FOR FURTHER DETAILS CONTACT:

#### Student Coordinators:

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