



ST AGNES COLLEGE (AUTONOMOUS)

CENTRE FOR POST GRADUATE STUDIES AND RESEARCH



P.B. No. 513, Mangaluru - 575 002 Tel: 0824 2213794

Re-accredited by NAAC with A+ Grade - CGPA 3.65/4 (Cycle 4)

College of Excellence by UGC, New Delhi.

Star College Status by DBT, MST, Govt. of India.

Organises

3rd INTERNATIONAL CONFERENCE ON Innovation & Digitalization - Strategies for Global Collaboration

On 20 January 2020

Venue: Conference Hall, Sophia Block St Agnes College (Autonomous) Mangaluru-575002

St Agnes College, Mangaluru is a premier Catholic Minority Institution which since its inception in 1921 imparted higher education to the women of South India. It has ever since proved to be a standard bearer of repute in the field. Being the first women's college in the west coast, the institution has the distinction of producing women graduates who hold prestigious positions in different spheres. The college promotes sound social and family values that make for the institution's internal upgrading, especially in the areas of teaching and learning, research publication, faculty improvement and extension activities. The College took the initiative of submitting itself to the accreditation process conducted by the NAAC. It was the first institution in Mangalore University to do so. The College had the honour of being awarded a 'Five Star' grade. Following the reaccreditation process by the NAAC in 2005 and in 2012, the College earned an A grade. It has, besides, been recognised as a 'College with Potential for Excellence' in 2006 and again in 2011 by the Post 'CPE' PHASE II grant by the UGC in 2017, the College secured A+ Grade from NAAC with a CGPA 3.65 out of 4, being the first institution in the country to have gone for the fourth cycle. It has also been recognized as a 'College of Excellence' by the UGC in 2017. Besides this, the College has been awarded Star Status by the Ministry of Science & Technology, Department of Biotechnology, Govt. of India in 2017 for the outstanding progress made by the College.

ABOUT THE CONFERENCE: Innovation is generally considered as the main engine of economic growth in the global economy because innovation is the calling card of the future. By introducing innovations into practice products can be obtained with improved quality characteristics, quality service, new production processes, more efficient and clean environmental management system, improved models of business along with modern management methods of employment. There are many reasons for companies and organizations to innovate, including: increasing market share, capture new markets, improve product quality, choice of products, replacing outdated products, reducing environmental impact and building global collaborations. Innovation can solve almost any problem. The innovative act, the defeat of habit by originality, overcomes everything. Innovation is primarily happening in the area of Digitalisation. Digitalisation is fundamentally disrupting traditional industries, labour markets and the global economy. This Conference creates an arena for deliberations between Industry and Academia to evaluate innovative solutions that aim at providing strategies to global collaboration challenges.

CONFERENCE OBJECTIVES: The world is experiencing a digital revolution that brings radical transformation. To companies, this means opportunities for new or changed business models, spanning from marketing and sales channels to logistics. Traditional business models and value chains are challenged as digitally performed activities allows for increased availability, shorter lead times, faster time-to-market and lower transaction costs. This translates into opportunities for lower overall costs, allowing for smaller companies to compete with well established companies and brands. Simultaneously, customer expectations mount with increased transparency, and competition increases across sectors. The purpose of this Conference is to encourage creativity and innovation to provide the theoretical framework for policy making among Corporates.

CALL FOR PAPERS: Papers based on empirical research, conceptual, experiences and promising ideas related to the conference themes are invited for consideration in the conference. We extend our warm invitation to all academicians, professionals, corporate executives, business heads and researchers to contribute in the conference. Papers are invited on the following sub-themes and any other area relevant to the conference theme.

Innovation & Digitalisation

- Artificial Intelligence in the field of International Trade
- Importance of Business Intelligence in the global market
- Innovations and Digitalization of International Business
- Business and data analytics

Banking, Finance and Taxation

- Derivatives
- Foreign Exchange
- Taxes and Duties
- Mergers
- Technology in Finance
- Crypto Currency
- Investment in MNCs
- Foreign Direct Investment

Marketing and Logistics Management

- Logistics and e-commerce
- Technological innovations in Marketing
- Green marketing feasibility
- Service marketing
- SAP centric supply chain
- Neuro Marketing

Business Dynamics and Human Resource

- Gamification and HR
- Knowledge management
- Sexism at workplace
- E-HRM
- Value based HRM
- Human Resource Accounting

- **Topics are not confined to the above mentioned sub-themes**

Guidelines to Authors:

Authors are required to submit the abstract of the paper as word document with a maximum of 300 words to the conference e-mail. The abstract and full paper should consist of Author's name, Affiliation, Designation, e-mail, Phone no., Sub theme, Title and Key words. Full paper should be of maximum 3000 words with APA style reference list, Times New Roman font type, size 12 with heading 14, 1.5 line spacing with 1 inch margin space. Up to three authors are allowed for each paper.

BEST PAPER AWARD FOR STUDENT PRESENTERS

Conference Publication: Accepted papers will be released as ISBN publication during the conference. Selected papers will be published in an ISSN journal of B-Digest Publications Nagercoil. At least one author needs to register for the conference to qualify for the publication.

KEY DATES

Last date of abstract submission	: 30 November 2019
Acceptance of Abstract	: 05 December 2019
Last date for sending full paper	: 15 December 2019
Acceptance of full paper by	: 20 December 2019
Last date for registration	: 15 January 2020

REGISTRATION FEES

Students	: Rs. 500
Academicians	: Rs. 1,000
Industry	: Rs. 1,500
Publication Fees	: Rs. 700

This includes lunch and tea/coffee

PAYMENT PROCEDURE

Payment may be made in the form of DD/Cheque drawn in favour of The Principal, St Agnes College, Bendore, Mangaluru 575002.

INTERNATIONAL SPEAKERS

Resource Person

Dr Piera Centobelli

Aggregate Professor of
"Bioeconomics and Intellectual Property"
Department of Industrial Engineering
University of Naples, Federico II,
ITALY

Resource Person

Prof. Amitabh Anand,

Prof in Mgt., SKEMA Business School,
Universite Cote D' Azur
FRANCE

INAUGURATOR & KEYNOTE SPEAKER

Dr Roberto Cerchione

Professor and Director of SGU,
University of Naples, Parthenope,
ITALY

Organizing Team

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