



PRAJYOTI NIKETAN COLLEGE, PUDUKAD

(NAAC accredited at 'A' Level)

Founder Manager

Rev. Dr. Fr. Harshajan Pazhayattil

Principal

Dr. Shaijan Paul

**Convener: Dr. Joju K T, Associate Professor,
Coordinator, Department of Commerce**

**International Conference on
Management and Allied Sciences
(ICMAS-1) Prajyoti Niketan College,
Pudukad, Kerala, India
25th & 26th October, 2018**

Organized by

**The Department of Commerce
Prajyoti Niketan College, Pudukad**

E-mail: commerce@prajyotiniketan.edu.in

College Website: <http://prajyotiniketan.edu.in>

Prajyoti Niketan College, Pudukad

Prajyoti Niketan, the Abode of Supreme Light, situated almost 15 kilometers south of Thrissur in the state of Kerala, had its inception in 1995 as a Government aided and affiliated College of the University of Calicut. Its Foundation stone was laid in 1994 by the then Honorable Vice President of India, **Shri K R Narayanan**, and the College was formally inaugurated by **Shri K Karunakaran** who was the Union Cabinet Minister at the time. **Dr Shankar Dayal Sharma**, the then Honorable President of India, initiated the Holistic Health Care Centre in 1996. The institution has today crossed 20 years of committed service to the noble cause of education and research with quality being its statement.

The College was envisioned and founded by Rev. Dr Harshajan Pazhayattil of the Franciscan Capuchin congregation, whose educational insight was based entirely on the principle of Holistic learning. The week long international conference on Holistic life and total health care hosted in 1998 is a testimony to the underlying principle of Holistic learning on which the basic philosophy of the institution rests.

Department of Commerce

The Department of Commerce is the latest addition to the stellar departments that have thrived under the tree called Prajyoti Niketan. The Department, even though new to the group, has time and again managed to leave a mark as one of the most sought after and efficient departments in the University of Calicut.

International Conference

We, the management, staff and students of the Department of Commerce, are happy to inform you that we are hosting an International Conference on the following emerging key areas:

Thematic Areas:

Finance

Treasury and Finance, Financial Systems Development, International Finance, Islamic Finance and Banking, Corporate Finance and Governance, Finance and Banking, Finance, Investment & Development, Personal Finance, Social Capital, Microfinance, IFRS, Micro credit, Retail banking, Sustainable banking.

Economics

Welfare Economics, Economic Development, Household Behavior and Family Economics, Business Fluctuations, Law and Economics, International Economics, Economic and Social Performance, Regional Economic Development, social auditing, performance auditing, co-operative movement.

Human Resource Management

Labor Relations and HRM, Stress Management, International HRM, R&D in a Global Environment, HRM in NBFCs, Quality Circles.

Information Technology & Management

Management Information Systems, IT-enabled services, Process monitoring and mining Knowledge

management, Technological Changes Business Intelligence, Business Information Systems, Information Management, Enterprise Resource Planning (ERP), IPR, Cyber laws, data mining, DBMS, Content research, Business analytics.

Marketing and Consumer Behaviors

Customer Relationship, Market Structure and Pricing, Marketing Theory and Applications, Marketing Research, Advertisement Management, International Marketing, Marketing Strategies, Online Marketing and E Commerce, Impact of ICTs on Development, Consumer Behavior and Product Management, Marketing and Consumer Behaviors, Marketing Theory and Applications, Customer Relationship, Advertisement Management, Market Structure and Pricing, Marketing Strategies, Marketing Research, International Marketing, Consumer Behavior and Product management, Online Marketing and E Commerce, Meta Marketing

Organizational Behavior

Organizational Behavior & Theory, Cost Control and Management, Organizational Communication, Quality Circles, Decision Support System, Practice of Enterprise Management, Urban Management, Knowledge Management

Management

Entrepreneurship Development, Environment and Energy Management, Education Management, Security in Business Processes, Innovation and Entrepreneurship, Business Ethics, Transportation Management, Corporate Governance.

Strategic and Change Management

Organizational Management, Global Competition and Strategy, New Perspectives on Strategy MGT, Change Management, Thinking and Acting Strategically, Business Statistics, SWOT Analysis, Strategic Thinking on Process, Strategies for Internationalization, The Future of Strategic Management, Mergers and Acquisitions, Multi-National Organizations, Strategic Management in the Public Sector, Implementing and Leading E-Business, Governance and Effective Leadership, The Evolution of Co-Operative Strategies.

Other Areas

Political Science, Literature, Tourism and Travel Management, Archaeology, Public Relations, Liberal Arts, Performing Arts, Psychology.

Early Bird Registration Fees (on or before 15/9/2018)

Particulars	Indian	International
Author Delegates	INR 3500	USD 230
Student Delegates	INR 3000	USD 200
Listener Delegates	INR 3000	USD 180
Coauthor Fee	INR 3000	USD 200
Additional Paper	INR 3000	USD 180
Coauthor for additional paper	INR 3000	USD 140

Registration Fees

Particulars	Indian	International
Author Delegates	INR 4000	USD 250
Student Delegates	INR 3500	USD 220
Listener Delegates	INR 3500	USD 200
Coauthor Fee	INR 3500	USD 200
Additional Paper	INR 3000	USD 180
Coauthor for additional paper	INR 3000	USD 140

Payment Method

1.Registration fee shall be remitted using the following details;

Name of the Account holder	Principal Prajyoti Niketan College Pudukad
Name of the Bank	State Bank of India
Branch Code	70173
A/C No	67095488602
Swift Code	SBININBBT21
IFSC Code	SBIN0070173
Phone	04802751351

2. The registration fees are net rates.

3. In case of cancellation, the registration fee will not be refunded.

4. Accepted papers that are registered without payment settlement will not be published in the Proceedings nor will be presented in the Seminar.

5. The authors whose papers are accepted for presentation at the Conference will have to submit a registration form and surrender the copy right of the paper, the formats of which will be mailed in due course.

6. While making the payment the participant must ensure that the remark/ description for the transaction is "ICMAS-1".

7. After completing the payment, please email the scanned copy of the registration form duly signed and the payment transfer document to the **Email: Commerce@prajyotiniketan.edu.in**

8. The original registration form (which will be mailed to the delegates once their papers are accepted for presentation in the Conference) and the payment transfer document are to be presented upon registration at the Conference Venue.

Important Dates:

Last date for accepting Abstracts	10/09/2018
Last date of Full Paper	25/09/2018
Last date of acknowledgement of acceptance of full paper	30/09/2018

Submission details:

1. Authors should submit the paper in English, carefully checked for correctness regarding grammar and spelling and addressing one or several of the conference areas or topics. Each paper should clearly indicate the nature of its contribution, and the problems, domains or environments to which it is applicable. To facilitate the double-blind paper evaluation method, authors are requested to submit the paper without any reference to any of the authors, including the authors' personal details, the acknowledgement section of paper and any other reference that may disclose the author's identity.

2. Only original papers should be submitted.

3. All papers must be submitted through the e mail id given at the beginning of the brochure and should follow the instructions and templates provided, which are also the templates for the camera-ready submission. You will receive an acknowledgement mail before the expiry of the next working day after the submission of the paper.

4. Only persons who pursue full time course/research are eligible for registration as Students Delegates. They must submit via e mail a scanned copy of the Certificate from the Head of the Institution concerned testifying to their status as students. The same must be produced at the venue of the Conference for spot registration.

Assistant Professors/Associate Professors pursuing Research under the Faculty Development Programme (FDP) of University Grants Commission of India are not eligible for registration as Student Delegates.

5. All other persons must register as Author Delegates paying full registration fees.

6. Authors of registered papers must guarantee that their papers will be presented at the conference. Papers which are not presented will not be included in the conference proceedings.

7. Papers must be prepared according to the templates given

8. The manuscripts will be subjected to a blind review process.

10. The notices of acceptance of abstracts and full paper will be sent to the corresponding author within a period of two weeks of receipt of the items subject to the limits of the above-mentioned dates.

11. The decision of the reviewers will be final and binding.

12. The authors will be intimated only through e mail.

13. Registration for the coauthor is compulsory. Coauthor will be issued a separate Certificate of Participation mentioning the name of the Paper submitted.

14.Registration Fee covers the CD of the Proceedings, the Conference proceedings book, Luncheon for the dates and Morning & Evening Tea with snacks.

15.The delegates are requested to make own arrangements for their stay and transportation to the Conference Venue. The Venue of the Conference is PRAJYOTI NIKETAN COLLEGE, PUDUKAD, KERALA- 680301

16.The Conference Committee reserves the right to incorporate appropriate changes in the above details.

17. Selected research papers will be published as conference proceedings in an ISBN numbered book.

Organizing Committee:

Convener of the Conference:

Dr. Joju K T, Associate Professor

Phone: +91 9495565955

Joint Conveners:

Mr. Tony C Mathew (Phone: +91 9747796400)

Mr. Jerry Johny (Phone: +91 9809475347)

Ms. Hima Vincent (Phone:+91 9846194037)

Ms. Mary T L (Phone:+91 9605730796)

E mail: For queries and for sending papers-
Commerce@prajyotiniketan.edu.in

Programme of the Conference: Will be finalized soon and intimated to the delegates.

Welcome to Thrissur - one of the most popular Tourism destinations in India

Thrissur offers a host of fascinating places of interest, with a richly mixed cultural and historical tradition of innumerable years. PRAJYOTI NIKETAN COLLEGE lies just 15 kilometers outside the city of Thrissur, which, hosts popular dining and shopping destinations.

Getting here: the destination is well connected by road and rail.

Travel by road from the Cochin International Airport:

Pudukad is connected to most major cities domestically as well as internationally via the Cochin International Airport (COK). Located in the district of Ernakulam, about 38 kilometers away from Pudukad, the airport is well connected with the College by rail and road. The major international airlines shuttling to and from the airport are Emirates Airlines, British Airlines, Air France, Lufthansa Airlines, Malaysian Airlines, Air Asia etc. The major domestic airlines are Air Asia India, Indigo Airlines, Air India, Jet Airways and Spice Jet. From the airport, there are several options available to the one interested in reaching here. The air-conditioned buses run by the Kerala

State Road Transport Corporation (KSRTC)& KURTC are available from the Angamaly Bus Station which is only 5 kms away from the airport. Buses are also available also from the air port to various parts of Kerala. Taxis and buses are available at the entrance of the airport to the nearest bus station which is in the place called Angamally. From the bus station, it is easy for one to find one of the numerous buses to the town of Pudukad.

Train: One of the other options available is rail. The Pudukad railway station is about 1 km away from the College. The city of Thrissur, 15 kms away from the College, has extensive connectivity to major cities and other parts of India through three major railway stations:

- Thrissur Railway Station
- Pudukad Railway Station
- Ernakulam Railway Station

By Car: You can also hire cars from the airport itself. Car rentals and Taxi cabs are available. Pudukad is at a drivable distance from the Air Port using National Highway No.47 (37 kilometers).

Accommodation:

Hotels in the vicinity

- 1.Hotel Mangala Towers, Thrissur Paliyam, Near Vadakke Bus Stand

2. Joys Palace, Thrissur P.O.Box:103, T.B. Road
3. Hotel Pooram International, Thrissur Kuruppam Road
4. LuLu International Convention Center & Garden Hotels, Thrissur P.O. Box: 651, Puzhakkal, Ayyanthole P.O.,
5. Hotel Niya Regency, Thrissur Kanjany Road, Olarikkara, Chettupuzha, P.O Thrissur P.O Thrissur.
6. Hotel Merlin International, Thrissur Opp. Railway Station, Poothole Road Poothole Road
7. Dass Continental, Thrissur Sakthan Nagar
8. Hotel Peninsula, Thrissur M G Road
9. Holiday Park, Pudukad, Thrissur

Useful Links:

<http://prajyotiniketan.edu.in/>

