

**NAGARJUNA COLLEGE OF MANAGEMENT STUDIES  
&  
NAGARJUNA DEGREE COLLEGE**

**ORGANIZES  
INTERNATIONAL CONFERENCE**

For Students

In Association with



Lincoln University, Malaysia



Bengaluru North University

on

**“Issues & Challenges  
for  
Sustainability in the VUCA World”**

(In the Domains of Commerce, Management, Science & Technology)

12th April 2019

NCMS Campus

**NAGARJUNA COLLEGE OF MANAGEMENT STUDIES**

(Affiliated To Bengaluru North University, Recognised By Government of Karnataka)

Chickmarali, Nandi Hobli, Chickballapur-562101

Email : ncmsug@gmail.com. Mob:7619385524, 7022014433.



## ABOUT

### NAGARJUNA GROUP OF INSTITUTIONS

NGI stands as an icon for enriching education, ethics and practical learning for the benefit of the society and the young aspiring students. The philosophy and its purpose are rendered in its identity, expressing and committing to leadership and excellence in education. It also specializes in preparing students to meet the demands of new age careers in technology.

Foreseeing the necessity of professional academic educational facilities that are imbued in a strong value system, Nagarjuna Educational Society was established in 1995, under the able guidance of its founder Sri J.V.Rangaraju, renowned industrialist and philanthropist. Nagarjuna Education Society is pursuing its mission today with some of the finest facilities in education-from primary school to professional education through the aegis of Nagarjuna Group of Institutions.

## ABOUT THE COLLEGE

Nagarjuna College of Management Studies, the recent addition to the NGI has been established by Nagarjuna Education Society with an objective to facilitate the rural students of Chickballapur and Bangalore Rural districts with quality education in the field of management & science. Keeping in view that "Knowledge is Power"; NCMS is trying to reach out to every corner of these areas. The college is Affiliated to Bengaluru North University & is located beside NH-44 and shares the 100-acre campus with NCET. NCMS is known for the excellent facilities, high-quality education and has also embedded with skill certification courses. It offers undergraduate programmes in commerce, business studies, computer application and science and postgraduate programme in commerce (MCOM). The unique feature of education at NCMS is its strong focus on skill enhancement and holistic development of students. The institution has an international collaboration with the Lincoln University, Malaysia.

## ABOUT CONFERENCE

This International Conference aims at providing a platform for UG and PG Students to explore the student's interest in the field of research. It also offers an opportunity for the younger generation to come up with the innovative ideas in the respective fields. The Conference aims to procure solutions through relevant topics on the current scenario in the different fields of Commerce, Management and Science & Technology.

United Nations Brundtland Committee report on sustainability. "To meet the needs of present without compromising the possibility of future generations to meet their upcoming needs"

Sustainability is the practice of maintaining processes of productivity ad-infinitum natural or human made by replacing resources used with resources of equal or greater values. The concept of sustainable development proceeds from evaluating existing practices along with new business strategies and initiatives.

The three main pillars of sustainable development include economic growth, environmental protection and social practicality. While many people agree that each of these three principles contribute to the overall idea of sustainability, it is difficult to rationalize the three pillars in any country on the present policies. Majority of the countries emphasize on the economic growth of sustainable development from the economic point of view, whereas the other two pillars are relatively ignored. The Conference aims to deliberate on these issues & more in the fields of Commerce, Management, Science & Technology.

## CALL FOR PAPERS

We invite UG and PG students to participate and present original papers in the conference. The Papers can be submitted on the conference theme in line with sub themes.



## CHIEF PATRONS

**Shri.J. V. Rangaraju**  
Chairman, NGI

**Smt. Sridevi Rangaraju**  
Founder Member, NGI

**Shri. Chaithanya Varma,**  
Secretary, NGI

**Mrs. Bhanu Chaithanya**  
Member, NGI

## CHIEF PATRONS - UNIVERSITY

**Dr. T. D. Kemparaju**  
Vice Chancellor,  
Bengaluru North University, Kolar

**Dr. Amiya Bhaumik**  
Vice Chancellor,  
Lincoln University College, Malaysia

## PATRONS

**Prof. M. S. Reddy.**  
Registrar (Aca), Bengaluru North University, Kolar

**Dr. K. Janardhanam.**  
Registrar (Eva), Bengaluru North University, Kolar

**Dr. K .S. Deshikachar, Sr. Director, NGI**

**Dr. S.G. Gopala Krishna, Director, NGI**

**Prof. Manohar Narajji, Director, NGI**

## ADVISORY COMMITTEE

**Dr. Ereshi.K**  
Former Chairman & Dean  
Dept of Commerce & Management  
Bangalore University

**Dr. J. T. Devraju**  
Prof. & Chairman, Dept. of Electronics  
Bangalore University

## CONFERENCE CONVENERS

**Dr. Anandamma N, Principal, Nagarjuna College of Management Studies.**

**Dr. Bhavani M. R, Principal, Nagarjuna Degree College, Yelahanka**

## ORGANIZING SECRETARIES

**Ms. Kusuma S, Asst. Prof. Dept. of Commerce & Management / Ph: 96207 45785**

**Ms. Aruna C, Asst. Prof. Dept. of Computer Science / Ph: 74067 67314**

## ORGANIZING MEMBERS

**NCMS & NDC STAFF**

## STUDENT COORDINATORS

**Sushmitha B C : 81475 06106**

**Pavithra J : 97313 67661**

**Tejashri N : 73384 18504**

**Rakshith S : 63623 40656**



## SUB THEMES FOR COMMERCE & MANAGEMENT

- Workplace Ethics & Culture
- Foreign Direct Investment
- Stock Exchange
- Goods and Service Tax
- Demonetization
- Risk Management
- Safety Management
- Financial Management
- Waste Management
- Total Quality Management
- Recent Trends in Entrepreneurship
- Talent Management and Acquisition
- Customer Relationship Management
- Impact of Social Media
- Globalization
- International and Cross Cultural Management
- Human Resource Accounting
- Financial Analysis including Cloud Accounting
- IFRS-15 Application and Impact
- Collaborative Accounting
- Mergers and Acquisitions
- Accounting Principles
- Green Banking
- Rural Banking
- Personal Finance
- Financial Re-engineering

## GUIDELINES FOR PAPER SUBMISSION / PRESENTATION

- Papers should be written in MS word format.
- Font Style: Times New Roman, Heading 14, Para 12, Space: 1.5mm. First page should contain title of the topic, Name of Author/s, Designation, Institution and Contact Details.
- Each paper can have maximum of three authors (Each author has to register separately).
- The abstract shall not exceed 250 words and full length of the paper should not exceed 2000 words including all references, tables and figures
- Papers to be sent to the following e-mail : [ncms.conference@gmail.com](mailto:ncms.conference@gmail.com)
- Selected papers will be published in the journal with ISBN number. It must contain the name of the guided teachers.
- Best Paper will be Awarded.

## REGISTRATION FEE

Participation and Paper Presentation *	₹200/-
With Publication **	₹500/-

\* Spot Registration is available only for participation.

\* Registration Fee Includes Conference Kit, Lunch and Certificate.

\*\* For selected papers only.

## SCIENCE AND TECHNOLOGY

- Artificial Intelligence
- E-Commerce
- Data warehouse & Data Mining
- Digital Trust
- Cloud Computing & Big Data Analytics
- Internet of things
- Global warming & its effects
- Energy conservation
- Food Security
- Nano Technology
- Digital Wellness

Note: We also welcome papers other than the above mentioned sub-themes.

## IMPORTANT DATES

Last date for submission of Abstract	24-03-2019
Notification of Acceptance	25-03-2019
Last date for submission of the full paper	30-03-2019
Notification of Acceptance of full Paper	02-04-2019
Last date for Registration (with Payment)	04-04-2019

Accommodation for outstation candidate can be arranged based on prior request.

## PAYMENT CAN BE MADE THROUGH RTGS / NEFT

Account Name : Nagarjuna College of Management Studies

Payable at : Canara Bank, Avathi Branch

Account Number : 0427101018067

IFSC Code : CNRB0000427



The first International Conference on “ISSUES AND CHALLENGES FOR SUSTAINABILITY IN THE VUCA WORLD” was held on 12<sup>th</sup> April 2019 by “Nagarjuna College of Management Studies and Nagarjuna Degree College” in association with LINCOLN University College, Malaysia and Bengaluru North University, Kolar.

The Chief Patron invited for the international conference were:

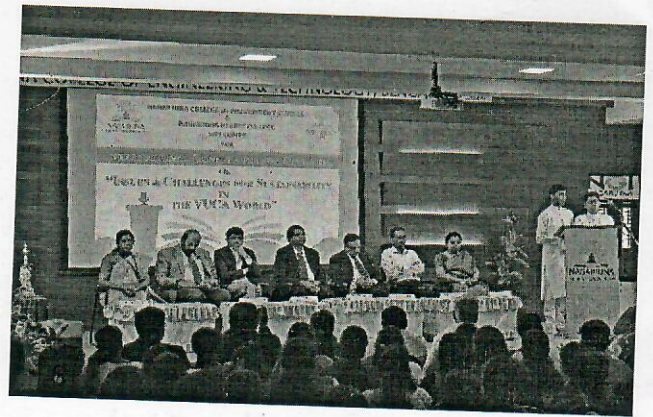
1. Dr. T D Kemparaju, Vice Chancellor, Bengaluru North University, Kolar.
2. Dr. Amiya Bhaumik, Vice Chancellor, LINCOLN University College, Malaysia.
3. Mr. K C Raghu, Founder and Managing Director of Pristine Organics.

The Technical Session Chair Persons were:

1. Dr. J T Devaraju, Professor and Chairman, Department of Electronics, Bangalore University.
2. Dr. Ereshi K, Faculty of Commerce and Management, Bangalore University.

The number of colleges who took part in research program were 50 colleges, the total number of students who participated were 350 students from various parts of Karnataka and outside Karnataka. The total number of papers presented on COMMERCE AND MANAGEMENT were 90, SCIENCE AND TECHNOLOGY were 48.

The students participated enthusiastically. It was a very fruit bearing experience for the institution and for the students.



*S. Kumar*  
Organizing secretaries

