

## Time lines

Full paper submission	15 <sup>th</sup> May, 2019
Intimation of Acceptance of Full Paper	25 <sup>th</sup> May, 2019

- \* A compendium of the abstracts will be published by the Institute under the conference theme "Indian Economy - Current Issues, Challenges and Opportunities" 19<sup>th</sup> June, 2019 with an ISBN number.
- \*\* Selected conference papers will also be published in the Institutes peer reviewed journal Ramaiah Management Review with ISSN number.

## Registration



Registrations for the conference are open. The registration fee indicated below may be paid by way of Demand Draft (DD) drawn in favour of "M. S. Ramaiah Institute of Management", payable at Bengaluru, on or before 30<sup>th</sup> May, 2019.

Category of participant	Registration Fee
Corporate/Industry	Rs. 1,500/- only
Faculty/Academicians	Rs. 1000/-only
Research Scholars/students	Rs. 500/- only

Payments can also be made by electronic fund transfer as per details given below:

S.B. A/C HOLDER NAME:

**M.S. RAMAIAH INSTITUTE OF MANAGEMENT**

S.B. A/C NO. **141201011015099**

IFSC CODE: **VIJB0001412**

BANK: **VIJAYA BANK, BRANCH, MSRIT, BENGALURU**

\*The delegates are requested to mandatorily send the payment details of electronic fund transfer transaction to 'accounts@msrim.org'. The details to be provided are: Remitter's Name, Transaction Date, Transaction Amount, UTR Number.

## Conference Organizing Committee

### Chief Patrons

**Dr. M R Jayaram**, Chairman, GEF

**Shri M R Seetharam**, Vice Chairman, GEF

**Shri M R Pattabhiram**, Director, RIM

**Shri M R Anandaram**, Director, RIM

**Shri B S Ramaprasad**, C.E., GEF (Engg.& Gen. Sciences)

### Conference Lead

**Dr. H Muralidharan**, Dean, RIM

### Conference Convener

**Dr. Triveni P**

### Conference Co-Convener

**Prof. Jayashree Kowtal**

### Members - Conference Committee

Dr. Savitha Rani Ramachandran

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**RAMAIAH**  
Institute of Management

(Affiliated to AICTE)

National Conference on

**INDIAN ECONOMY**

Current Issues, Challenges and Opportunities

19<sup>th</sup> June, 2019



## The Institute

Ramaiah Institute of Management (RIM) established in 1995 as a unit of Gokula Education Foundation (GEF) founded in the year 1962 (formerly known as M S Ramaiah Institute of Management - MSRIM), is driven by the core values, set by its visionary founder Dr. M S Ramaiah. The Institute has been consistently ranked among the top B-schools in India. The Institute with a vision, "Strive to be amongst the best B-Schools in India", has as its mission, "To prepare managers with integrity, knowledge and leadership abilities, contributing to the growth of a globally competent, corporate India"

### The PGDM Programme has the following Educational Objectives

- I. **PEO1**  
Management graduates will be capable of integrating conceptual and practical knowledge of management through life-long learning and leadership in a local and global business environment.
- II. **PEO2**  
Management graduates will be effective communicators, possess problem solving competences and work in collaboration with company's stakeholders to address organizational and social challenges.
- III. **PEO3**  
Management graduates will be able to demonstrate professionalism in their performance of tasks, exhibit value-based and socially responsible behavior in their pursuits and career.
- IV. **PEO4**  
Management graduates will espouse the culture and spirit of entrepreneurship in organizations they choose to serve as well as in the society.

## Conference Theme

India has always been viewed by the world as a land of opportunities. With a high GDP growth of 6.5 to 7 % year an year continues to be among the fastest growing economies in the world and also the fastest growing among BRICS countries. The Government of India, through various initiatives impacting the economy and specific sectors through Skill India, Techno Research Parks, Scientific and

Technological Advancement, Digital India, Entrepreneurial assistance, solid waste management, thrust towards utilization of renewable energy, introduction of GST, Mergers of Banks, implementation of initiatives and programs under Look East Policy, Make in India, Startup India, Digital India, Stand up India, Jan Dhan Yojana, Atal Innovation Mission, and many others has made India a cauldron of opportunities. These initiatives can be seen as a dimension of change that could be reflected upon as tectonic.

Although the initiatives are to see a vibrant economy having a high growth trajectory, they possess their own challenges such as Political fragmentation, Socio-economic inclusion of rural India, self-employment problems, Socio-economic problems lack of education, cultural and religious discrimination problems, growing population, environmental degradation, corruption, backwardness, lopsided occupational structure, low literacy and health services, and poor entitlements at the grassroots level in Indian economy.

Given the possible impact of the initiatives taken by the Government, corporates and business houses need to devise effective strategies to optimally utilize the opportunity and resources to propel the economy towards better prospects and compete with the major economies, corporate houses and other forces in the world economy. However, these efforts are not bereft of challenges and opportunities. This conference aims to garner and synthesize the cumulative wisdom of the academia and industry to fathom the dimensions and create a roadmap for the future.

### Objectives

- To get insight into the aspects related to Indian economy:
1. Efficient inflow of right technologies and skill
  2. Cost and time oriented execution of projects
  3. Streamline business processes of effective control

### Outcome

The Conference will provide a forum for academicians, Industrial delegates, students, research scholar to deliberate on various current issues, challenges and opportunities of Indian Economy.

**Call for Papers/Case Study:** Theoretical, Conceptual and Empirical Research papers that are original work and not published elsewhere are invited from academicians, research scholars, students and industry professionals on the various themes/tracks mentioned below:

## Tracks for the Conference

### FINANCE

- Future of Financial Markets and Services
- Financial Planning and Wealth Management
- Block Chain
- Future of Banking & Insurance
- Branch Consolidation and Innovation
- Finance Culture
- Financial Inclusion
- Pro Poor Financial Modalities
- Capacity Building in Rural Finance
- Issues and Challenges in Financial Sector

### OPERATIONS

- Global Positioning
- Digitalization
- Disruptive Technologies
- Quality
- Smart Factory
- Gig Economy
- Evolving Business Models
- Resource Optimization

### MARKETING

- Sustainable Marketing
- Disruptive Marketing
- Digital Marketing
- Neuro Marketing
- Marketing Environment
- Marketing Analytics
- Challenges in Foreign Trade Policy
- Legal and Ethical Issues in Branding

### HUMAN RESOURCES

- Business Operations and Effective Performance
- Strategy and HRM
- HR and Digitization
- Diversity and Inclusion
- Contemporary HR Practices
- Employee Engagement and Sustainability
- Employee Well Being
- Next-Gen HR in VUCA World