

TWO-DAY VIRTUAL INTERNATIONAL CONFERENCE ON RECONTEXTUALISING ENTREPRENEURSHIP AND BUSINESS FOR FUTURE

29 & 30 October 2021 |  zoom

Organised by the Department of Management Studies
in association with IQAC, Christ Nagar College,
Maranalloor, Thiruvananthapuram



ABOUT THE COLLEGE

Christ Nagar College, Maranalloor, Trivandrum, started in the year 2012, is managed by CMI fathers, the pioneers in the field of education and social reforms. Emulating the life and works of their founder, Saint Kuriakose Elias Chavara, students are motivated to uphold the values and culture of our country. The innovative teaching methods used and the exposure that the students get from attending and organising national and international programmes equip them to be global citizens. At present, we offer ten undergraduate and three postgraduate programmes, and continue our mission to revolutionise the voyage of education.

ABOUT THE DEPARTMENT

The Department of Management Studies, offers Bachelor of Business Administration (BBA) course under Choice Based Credit and Semester System (CBCSS) of University of Kerala. The department began its illustrious journey in 2012 with a total of 32 students, now with a total of 70 seats. The course includes six semesters with 33 Subjects and one Business related Project work. The programme objective is to mould the students in understanding broad business concepts and principles to effectively manage business challenges and opportunities. The department distinguishes itself academically with high pass percentage and has been able to maintain the excellence over the years. The department continues to stride towards the part of success with consecutive University ranks and A grades per semester. In addition to academic excellence, the department always gives importance to the overall development of each student through interactive sessions with experts from the industry and academia. The department has been effective in building up a unique learning process by combining seminars, workshops, debates, group discussions, power point presentations, assignments, class tests and so on along with the regular curriculum. We mould our students as citizens-morally upright, empathetic and diligent enough to utilise their skills and abilities for the welfare of the society.

CALL FOR PAPERS

Authors are invited to submit the papers on the following sub themes but are not strictly limited to the given topics:

1. Entrepreneurship and Innovation

- Entrepreneurship opportunities in the new normal
- Social innovation and entrepreneurship, Sustainable entrepreneurship
- New technology entrepreneurship
- Women entrepreneurship, Rural entrepreneurship, Green entrepreneurship
- Entrepreneurship educators – Role of Universities and University incubators
- Government policies to promote entrepreneurship in times of crisis.

2. Marketing

- Marketing challenges in the new normal
- Marketing communications in the time of crisis
- Globalisation strategies post pandemic
- Consumer behaviour post pandemic
- Demands of the new e-Market places
- Creativity and innovation in the digital economy

3. Finance & Economics

- Financing innovations & start up ventures
- Financial management in the new normal
- Stock exchange performance before & after pandemic
- Investment behaviour in the post pandemic era
- Economic challenges & opportunities in the new normal

4. Human Resource Management & Organisational Behaviour

- Organisational changes in the new normal
- Employee engagement in the time of crisis
- Work life balance in the new normal
- Ethical issues in the work from home culture
- Sustainability of organisations during and post pandemic situation
- Global talent mobility post pandemic

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ABOUT THE CONFERENCE

The world economy had to encounter devastating challenges in the face of Covid 19. Life was jeopardized, businesses came to an abrupt halt and eventually led to downsizing of organisations. The rise in the number of unemployed people led to recontextualising entrepreneurship and business with the aid of technology. The pandemic also brought with it an urgent need to foster creativity, innovations and sustainable business ideas.

"International Conference on Recontextualising Entrepreneurship and Business for Future" aims at providing a platform for sharing innovative thoughts and creative ideas for the benefit of all concerned. The conference also offers an opportunity to add knowledge and come up with solutions for the problems faced by the business community.

GUIDELINES FOR FULL PAPER SUBMISSION

- Authors are invited to submit original papers which have not been presented or published anywhere.
- The full paper should be submitted in MS-Word document only. Word limit should be between 4000-6000 words.
- Abstract and full paper should be mailed to the conference email **internationalconferencecnc@gmail.com** before the mentioned deadline.
- All papers will be reviewed by an expert group and only the selected papers will be published in the conference proceedings with ISBN/UGC Care journal.

Note : Journal publication charges will be communicated based on the acceptance on publishing journal. Submission and processing norms are as per the publishing journal.

Formatting Style : Heading: Times New Roman 14 point, Text font: Times New Roman 12 point, Margin: 1 inch all sides, Spacing: 1.5 lines, single column, References: APA style 7th edition.

PAPER PRESENTATION FEES

- UG/PG Students : 200 INR
- Research Scholars : 300 INR
- Academicians : 500 INR
- Industrialists : 700 INR
- Foreign : 20 USD

*** All the co-authors of the paper need to pay the fees separately.**

Registration Link: <https://forms.gle/cXB8ktrDnzsE4eyt7>

BANK DETAILS

A/C No. : **40286926752**

Name : Christ Nagar College

Branch : SBI Ooruttambalam

IFSC : SBIN0070356

IMPORTANT DATES:

Last date of abstract submission : 18.10.2021

Last date of full paper submission : 25.10.2021

Last date for registration : 28.10.2021

*** e-certificates will be provided to all participants.**

EMINENT SPEAKERS



Dr Normala S. Govindarajo

Assistant Professor
Xiamen University
School of Economics and Management
Malaysia



Mr Shanjeev Ramadass

Director
IT Business Transformation Office
ICW Group Insurance Companies,
San Diego, California



Dr Jayaram Nayar

Director
TKM Institute of Management,
Kollam, Kerala



Dr Binu James Mathew

Assistant Professor
College of Banking & Financial Studies
(CBFS)
Masqat, Oman

ADVISORY COMMITTEE

Fr Dr Titto Varghese CMI

Director & Manager

Dr Jolly Jacob

Principal

Dr C Geevarghese

Head of the Department

ORGANISING COMMITTEE

Ms Sarada Suresh

(Coordinator)

Assistant Professor

Ms Ajumol S. S.

(Coordinator)

Assistant Professor

Ms Neetu Hedrin Pereira

(Assistant Coordinator)

Assistant Professor

Ms Neethu Lekshmi G. V.

Assistant Professor

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FOR FURTHER ENQUIRIES

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Educational
Institution
Affiliated to
University
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