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Prof. Jayarama
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Bangaluru

Dr. P. Raghunadha Reddy
Professor & Head
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Co-Ordinators

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REGISTRATION FEE

Important Dates

Registration Fees

Important Dates	Registration Fees
Abstract and Full Paper submission	15th Sep 2018
Notification of Acceptance	20th Sep 2018
Payment of Publication Fee	25th Sep 2018

Note: 1 Registration fee includes seminar Kit, Certificate, Lunch & Tea .
2.OOD Facility is available for paper presenters and participants.

Registration Fees should be Paid by online transfer /
Direct Cash Deposit /DD/ Cheque only.

Name of the Account : Primax Educational Trust
Account No. : 038836000000911
(Current Account)
Bank Name : Lakshmi Vilas Bank
Place : Kengeri Satellite Town,
Bangalore-60
IFSC Code No. : LAVB0000388

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Best Wishes from



Prof. T. Rajeswari., M.Sc.,M.A(Eng),M.A (SOC),M.B.A.,(Ph.D)
President, Primax Foundation, Bangalore. 56

She is the founder of primax foundation, is an educationalist and a visionary with lot of innovative ideas. She is a staunch believer that "Progress can be attained only by research activities". As the President, she will spearhead all efforts and we will work to the best of our abilities. We look forward to continuously receive the support and encouragement from our faculty. I would like to personally invite you to our 4th One Day – National Level Seminar on 6th October 2018

www.darshancollege.org



PRIMAX FOUNDATION

Bengaluru, Karnataka

(Registered under the Karnataka Societies Reg. Act 1960)

Reg. No. JNR-S211-2015-16

In Association With

DARSHAN DEGREE COLLEGE

(Recognized by the Govt. of Karnataka & Affiliated to Bangalore University)

Kengeri, Bengaluru



4th

One Day – National Level Seminar

“ Digital India - Transforming in HR, Marketing & Finance ”



Be a Hero. Always say,
“ I Have no fear”



Digital India
Power To Empower

Date: 6 - October - 2018

Venue : **College Auditorium**

Mysore Road, Opp. R. V. College, Bengaluru - 560 059. Karnataka , India.

Contact: Prof. T. Rajeswari Ph: 08971725451 & Prof. Chandrika Ph : 9902705492

www.primaxfoundation.com

ABOUT PRIMAX FOUNDATION

Primax Foundation® is Registered under the Karnataka Society Reg. Act 1960 (12A and 80G), Bangalore, Karnataka, India. Primax Foundation is established with towering ideals of imparting quality and non-profitable services to the society through Journals, Seminars, Workshops, Educational Training & Skill Development, Study Circles, Counseling & Rehabilitation, Initiating Research Activities etc., for total personality development in the society. Primax Foundation is an upcoming Training and Development Center at Bangalore offering a variety of need based training programs, through on and off campus modes. The primary aim is to ensure employability for the students and molding them to suitably fit into all aspects of corporate requirements. In addition, its intention is to upgrade the quality of research work among the faculty members involved in Science & Humanities, Commerce, Management Education and the allied fields to ensure that all the research work undertaken, is gainfully employed by the industry, society and corporate world. Its operational objective is to disseminate, strengthen and enhance knowledge, across all sections of the society.

About Darshan College

“A Unique Campus for Quality Education & Academic Excellence”

St. Anthony's Institutions (Darshan College) Bengaluru, is run by the capuchin Franciscan fathers of the Holy Trinity Province of Karnataka. It was established in 2009 with a view to providing the best in academics for students in Commerce, computers, Business Management and Administration by preparing them to quality and succeed in various highly competitive career streams. The institutions include St. Anthony's pre university college, Darshan college of Commerce Management Computer Applications and College Hostel. It is a home away from home, with excellent hostel facilities, infrastructure and dedicated teaching staff who mould, mend and form the future of the nation and of the Globe. It has a learning environment and a fraternal ambiance where one feels welcomed and comfortable. It is an institution which treats everyone equally with respect and honor regardless of gender, religion, ethnic origin and Nationality. The education imparted in this institute is an ongoing process and continuous commitment for the emancipation of the humankind. Hence it Nurtures, invests, cultivates and develops young minds and their talents so that the future generation remains always creative, Innovative and responsible for the Economic and Social



About the Seminar



The Digital India programme is a flagship programme launched by Honorable Prime Minister Sri. Narendra Modi on July 1st 2015. The vision of the program is to transform India into a digitally empowered society and knowledge economy. Digital technologies influence almost all aspects of the economy such as Science, IT, HR, Marketing & Finance. The programme covers wider areas to make India a digitally empowered country. The program of innovative digital applications of Aadhaar such as JAM and Digital Lockers along with Make in India; Swachh Bharath will contribute to the growth of Indian economy. Some of the success plan of digital India such as e-pathshala, ebiz platform, my government platform, jeevan praman and digital locker system ensures faster growth, more jobs and better services by expanding affordable Internet access to all.

Objectives

The objective of the seminar on “Digital India-Transforming in HR, Marketing & Finance” is to provide a platform to scholars, academicians, corporate and other stake holders to exchange their valuable knowledge and experience with each other. In this context the seminar aims to enhance awareness in various sectors of business, management and technology and its impact.



Call for Papers

Guidelines:

Original Paper: The seminar papers should be original, unpublished and adhere to the seminar theme.

Author Details: The cover page shall contain the title of the paper, the author's name, affiliation and contact information. The author's name should not appear anywhere else on the body of the manuscript to facilitate the review process.

Word Limit: For abstract 300 words with not more than five keywords; full paper 3000 words.

Text Specification: Size 12-pt Times New Roman, 1 ½ line spacing, justified; Heading 14-pt, Times New Roman and boldfaced. Sub-headings 12-pt, Times New Roman and boldfaced.

Tables Figures and Graphs: Captions 10-pt Times New Roman, boldfaced and centered, numbered in numerals. Source, if any, be given at the end in 9-pt Times New Roman.

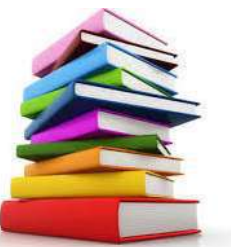
Page Numbers: On the right bottom of the page; numbering from the abstract page. Do not include the cover page for numbering. Cite Reference and Avoid Plagiarism.

Reference Style: APA sixth Edition should be followed strictly.

Submission: Abstract and full paper are to be submitted through e-mail to primaxfoundation2015@gmail.com

Outcome of the Seminar:

This National Seminar offers a platform for intellectual discussion among faculty members / Research Scholars / Students and Corporate delegates on the given sub themes. Papers Theoretical, empirical or case studies are invited. **Last Date to Submit the abstract & full Paper is 15th September 2018.** Papers with research focus will be selected for publication. The selected papers will be published in the reputed **UGC LISTED JOURNAL with additional cost of Rs. 2,000 (Each Co author has to pay additional fee Rs. 500 & Maximum three authors are allowed per paper).**



The following publications forum is as follows.

- International Journal of Scientific Research and Review (IJSRR) ISSN: 2279-543X (**UGC listed Journal: 64650, Impact Factor: 6.10**)
- Primax International Journal of Commerce and Management Research, ISSN :2321-3604, Online ISSN: 2321-3612 (ISI Impact Factor =4.532, ISRA= 5.321, SJIF= 7.184)

Sub-Themes of the Seminar

1. Manufacturing Sector
2. Service Sector
3. Accounting
4. Banking and Finance
5. Marketing and Logistics
6. Information Security
7. HR Policy
8. Training and Recruitment
9. Cyber Law & Information Security.

Best Paper Presenter Award

We recognize and award the best presenter award. Three best articles Presenter award will be identified by Chairperson, the authors will be honored with shield & certificate.

