

5th

Multidisciplinary

INTERNATIONAL CONFERENCE

“ Information Technology,
Entrepreneurship,
Humanities And Sustainable
Value Chain In A Challenging
Environment” (IEH- 2020)



PRIMAX FOUNDATION
Bengaluru, Karnataka, India.

In Association
with



And



Associating Academic Partners



Organized by :

PRIMAX FOUNDATION

(Registered Under the Karnataka Societies Reg. Act 1960)

Reg. No. JNR-S211-2015-16,
Bengaluru, Karnataka, India

Date: 22nd - 26th February 2020

Venue :

Studio M Arabian Plaza- Dubai (Subject to Change)

Al Qiyadah Metro Station - Al Ittihad Road
Dubai - United Arab Emirates

PRIMAX FOUNDATION

Primax Foundation® was established in the year 2015 and it was registered under the Karnataka Societies Reg. Act 1960 (Reg. No JNR-211-2015-16) 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., Primax Foundation is an upcoming Training and Development Center in Bangalore offering a variety of need based training programs, through on-and-off campus modes. 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 put to use by the industry, society and corporate world.

GULF AMERICAN UNIVERSITY, UAE,

Gulf American University is situated at Creative Tower (Free Zone), P. O. Box 4422, Fujairah, UAE, Our success story lies in the impact we have made in students, trainees and professionals across cultures and continents. We blend in them the relevant knowledge of the time; for application in life, business and across real time industry practice. You can count on us any time for success in learning, training and delivery in the contemporary era. People are our greatest asset and success!

JAIN (DEEMED-TO-BE UNIVERSITY)

JAIN (Deemed-to-be University) is promoted by the JGI Group, is among the top 5 private Universities in Karnataka (KSURF Rankings, 2017) and is ranked No.21 in India (India Today Rankings, 2017). JAIN is accredited by NAAC with Grade 'A' with score of 3.31 and has been provided Graded Autonomy by MHRD, Govt. Of India. JAIN (Deemed-to-be University) is a Multi-faculty University offering Ph.D, PG, PG Diploma and UG programs in Engineering & Technology, Sciences, Management, Commerce, Arts and Social Sciences and Law. JAIN (Deemed-to-be University) is desirous of offering Industry .

BISHOP HEBER COLLEGE, TRICHY, TAMIL NADU

Bishop Heber College is a Religious Minority Educational Institution established by the Tiruchirappalli – Thanjavur Diocese of the Church of South India. The College offers 20 Undergraduate, 17 Post graduate and Research programmes. The College is reaccredited with 'A' grade with a CGPA of 3.58 out of 4. The College is also recognized by the University Grants Commission of India as a 'College of Excellence'.

SHRIMATI INDIRA GANDHI COLLEGE, TRICHY, TAMIL NADU.

Shrimati Indira Gandhi College was founded in the year 1984. The College has 34 Years of dedicated service to the cause of women's Education. The vision and Mission of the institution are to enable the students to acquire an integrated personality, endowed with character, culture, compassion and discipline. To foster higher education and the upliftment of women in society in general and the improvement of their Economic status and Independence in Particular. The College has got number of programmes in various discipline catering to the needs of the society and **enabling girls to develop their overall skill set to meet the Global Challenges**

DISCIPLES INDIA

Disciples India was founded in 2014 by a team of academic and industry professionals to realize the Vision of the group through their meticulous planning and dedicated efforts. The founder Directors and the team members have expertise in the relevant areas to understand, guide and direct its clients towards fulfilling their objectives and realize their future dreams.

ABOUT CONFERENCE

International Conference on **INFORMATION TECHNOLOGY, ENTREPRENEURSHIP, HUMANITIES AND SUSTAINABLE VALUE CHAIN IN A CHALLENGING ENVIRONMENT** (IEH- 2020), will be held during February 24th, 2020 at Dubai. IEH aims to bring together Researchers, scientists and faculties to exchange and share their experiences, new ideas, and research results about all aspects of IT, Entrepreneurship, Humanities and discuss the practical challenges encountered and the solutions adopted. The conference will be held every year to make it an ideal platform for people to share views and experiences in Business Management, Humanities and Social Science related areas.



OBJECTIVE OF THE CONFERENCE



The Main objective of the 5th IEH- 2020 is to create a strong intellectual platform for Academics, Researcher, Industrial professionals and students to present their experience, research findings, and recent progress in their fields.

TARGET AUDIENCE

Participation and Contributions are sought from researchers globally to ensure the scope of the Conference. Target Communities include, Faculty Members, Industrialists, Researchers, Policy and Decision Makers, Developmental Organizations.

CALL FOR PAPERS

We invite academicians and practitioners to submit research papers linked to the theme of the conference on **'INFORMATION TECHNOLOGY, ENTREPRENEURSHIP, HUMANITIES AND SUSTAINABLE VALUE CHAIN IN A CHALLENGING ENVIRONMENT'** . Last Date to submit the abstract & full Paper is 25th November 2019. Article or Papers with research focus will be selected for publication. **Selected research papers will be intimated through email and it will be published in the UGC- CARE LISTED JOURNAL / Multidisciplinary SCOPUS Journal (Processing Fee) on Payment Separately.**

Information Technology	Entrepreneurship/Business	Humanities
<ul style="list-style-type: none"> e- Banking Cyber Security Networking & Outsourcing Technology Transfer & Management. Internet Banking and Emerging Markets. Software Quality Testing Latest Trends in Multimedia Digital Image Processing Education Technology DAROC Technology Web Public Relations & Big Data Mobile communication 	<ul style="list-style-type: none"> Business Studies & Stock Market Accounting & Taxation Public Administration Finance, Marketing Insurance & Tax Policy Tourism & Hospitality Mgt. Human Resources Rural Development Micro and Macro Economics Green Marketing & Green Audit. Supply Chain Management Foreign Exchange & Work life Balance 	<ul style="list-style-type: none"> Political Science Social Sciences Social Welfare Administration Administrative Reforms Corporate Social Responsibility Planning and Development E. Governace. World Politics Foreign Policy Geopolitics Sustainable Water Management Knowledge Management

Note: The sub-themes are not exhaustive. Interdisciplinary papers related to the overall theme of the conference may also be submitted.

Guideline for Submission of Paper

- Full paper submission should not exceed 3000 words including abstract. The paper should be written in English, using MS Word, Times New Roman 12 Point font, should be double spaced, with 1" margin on all four sides. Abstract should be limited to a maximum of 300 words with not more than 6 key words.
- The paper will be blind reviewed and will be evaluated on different parameters such as originality, relevance, applicability and Contribution. Only those approved by the reviewers will be selected for conference presentation.

The cover page should contain the title of the paper, author's name, e-mail, and contact numbers.

Author would have to certify that the material is unpublished, as well as original. It is the responsibility of author to obtain permission to reprint previously published matter with copyright restrictions.

- Abstract and Full Paper** should be sent through e-mail only at: primaxfoundation2015@gmail.com

REGISTRATION FEE & IMPORTANT DATES

Particulars	Fee
Indian Participants (Exclusive Air Fare)	INR 39,000 *
In (Absentia) / Presentation through SKYPE online (Indian Participants)	INR 5,000
For Malaysia, Singapore, Thailand Indian Participants (only for conference)	US \$ 80
In Absentia (Foreign Participants)	US \$ 90

Important Dates	
Abstract and Full Paper submission	25 th Nov 2019
Notification of Acceptance	10 th Dec 2019
CONFERENCE DATE 24th February 2020	

Note* :

- The cost includes, Conference kit, Accommodation & Food, Visa and University visit (Exclusive Air Fare).
- The Total Tour cost for 4 Nights and 5 days only.
- Authors may choose to attend the Conference in absentia or Presentation through Skype Online.

- Participants can pay their fee in three Installment
 - Registration Fees should be Paid by online transfer (NEFT/IMPS) only.
 - Amount paid will not be refunded
- Documents Required : A Copy of Valid Passport, Passport size Photo, Latest 6 Months Bank statement.

FIRST INSTALLMENT (Based on Air fare) Rs..... For Booking Air Ticket Boarding Place- Participants can Select their own chose. Chennai, Trichy, Coimbatore, Bangalore, Cochin, Hyderabad, Mumbai, Delhi etc.	Name of the Account : Envisage Global Account No. : 7212263698 (Current Account) Bank Name : Kotak Mahindra Bank Place : Jayanagar IV Block , Bangalore IFSC Code No. : KKBK0000421
SECOND INSTALLMENT Last Date: 15/11/2019 Rs. 20,000/-	Name of the Account : Primax Foundation Account No. : 166111100001608 (Current Account) Bank Name : Andhra Bank Place : Kengeri Satellite Town, Bangalore-60 IFSC Code No. : ANDB0001661
THIRD INSTALLMENT Last Date: 15/12/2019 Rs. 19,000/-	

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" Strong minds discuss ideas, average minds discuss events, weak minds discuss people" - Socrates