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“Strong minds discuss ideas, average minds discuss events, weak minds discuss people” -Socrates



# PRIMAX FOUNDATION

## Bangaluru, Karnataka

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

# 1<sup>st</sup>

## Two-Day International Conference on “ Innovation, Entrepreneurship & Sustainable Value Chain in a Challenging Environment ”



Date: 29, 30 July 2016 Time : 8.30 A.M to 5.30 PM

Venue

**PL.A. Residency ( Aruthra Auditorium A/C)  
Chathiram Bus stand, Tiruchirappalli, Tamilnadu.**

“Either write something worth reading or Do something worth writing” - Benjamin Franklin



## ABOUT OUR SOCIETY

Primax Foundation is getting established with the lofty ideals of imparting quality, non profitable services to the society through Journal, Seminars, Workshop, Educational Training & Skill Development, Study Circles, Counseling & Rehabilitation and Initiating Research Activities etc. for the development of total personality in society.

Primax Foundation is an upcoming Training and Development Center at Bangalore offering a variety of need based training programmes, through on and off campus modes. The primary aim is to ensure employability for the Students and making them best fit for corporate requirements, in all aspects. In addition, its intention is to upgrade the quality of research work among the faculty members involved in Science & Humanities, Commerce, Management Education and in the Allied fields to ensure that all the research work undertaken, is usefully and gainfully employed by the industry, economy and society. Its operational objective is to disseminate, strengthen and enhance knowledge, across all sections of the society.



## ABOUT THE CONFERENCE



This conference is an interdisciplinary International Conference that invites global experts, entrepreneurs, policy makers, development practitioners, academics, independent scholars and researchers from around the world to meet and share their experiences and best practices on how to break down the barriers to society environment with new concepts, progressive methodologies and innovative practices in a Challenging Environment. To provide a forum for academicians, research scholars and other corporate participants to exchange their ideas in the areas of management research. To disseminate the innovative information by facilitating innovators to share the innovative practices.

## WHO CAN PARTICIPATE?

- Faculty members / Academicians
- Research scholars/Scientist
- Corporate Executives / Consultants / Managers



## TOPIC COVERED

Marketing	Finance	Human Resource	Information Technology	Economics/ International Business
<ul style="list-style-type: none"> <li>• Internet Marketing</li> <li>• Consumer Behavior Analysis</li> <li>• Crowd sourcing</li> <li>• International Marketing</li> <li>• Industrial Marketing</li> <li>• Social Media</li> <li>• Green Marketing</li> <li>• Market Intelligence</li> <li>• Digital Marketing campaigns</li> <li>• Rural Marketing</li> <li>• Market Penetration</li> <li>• Benchmarking</li> <li>• Tourism Marketing</li> <li>• Multi- Level Marketing</li> <li>• Banner Advertising</li> <li>• CRM</li> </ul>	<ul style="list-style-type: none"> <li>• Financial performance</li> <li>• Accounting practices</li> <li>• Corporate Governance</li> <li>• Derivatives &amp; Risk</li> <li>• Indian Capital Markets</li> <li>• Asset Pricing</li> <li>• Corporate Finance</li> <li>• Mutual Fund</li> <li>• Capital &amp; Security</li> <li>• Portfolio Management</li> <li>• International A/C's Standard,</li> <li>• Financial Services</li> <li>• Recent approaches in Banking</li> <li>• Venture capital</li> <li>• MSME financing initiative</li> <li>• Merger, acquisitions &amp; Takeovers</li> <li>• Core Banking &amp; its future trends</li> <li>• Risk &amp; Innovation online banking</li> </ul>	<ul style="list-style-type: none"> <li>• Transformational Leadership</li> <li>• Human Capital Management</li> <li>• Development Entrepreneurship</li> <li>• Talent Management</li> <li>• Competency Mapping</li> <li>• Strategic HRM</li> <li>• Knowledge Management</li> <li>• Training &amp; Development</li> <li>• Emotional Intelligence</li> <li>• Recruitment &amp; Selection</li> <li>• Cross Cultural Communication</li> <li>• Organizational Culture</li> <li>• Performance Management</li> <li>• Corporate Governance</li> <li>• e-Choupal</li> <li>• E-HRM</li> <li>• Stress &amp; Time Management</li> <li>• Quality &amp; Work life Balance</li> </ul>	<ul style="list-style-type: none"> <li>• E- Commerce,</li> <li>• E- Governance</li> <li>• Soft Computing Techniques,</li> <li>• MIS Technology</li> <li>• ERP,</li> <li>• Decision Support, Experts Systems</li> <li>• Knowledge Management</li> <li>• TQM, Six Sigma</li> <li>• Productivity Management,</li> <li>• Technology Management,</li> <li>• Data Mining,</li> <li>• Data Warehousing,</li> <li>• Data Security</li> <li>• Web Public Relations</li> <li>• Big Data</li> <li>• Mobile communication</li> <li>• Artificial Intelligence</li> <li>• SPSS &amp; Tally ERP-9 its impact</li> </ul>	<ul style="list-style-type: none"> <li>• International Trade</li> <li>• Economic Development</li> <li>• FDI &amp; FII</li> <li>• Euro Currency and Bond</li> <li>• Impact of Inflation,</li> <li>• Micro Finance</li> <li>• Gold &amp; Bullion Market</li> <li>• Emerging Trends in Economy</li> <li>• Foreign Exchange</li> <li>• Make in India</li> <li>• Green economy &amp; its impact</li> <li>• Credit rating</li> <li>• Disaster Management</li> <li>• Business Ethics</li> <li>• Budget 2016</li> <li>• Money &amp; Incentive</li> <li>• Economic Development in India</li> <li>• Behavioral &amp; Health Economics</li> </ul>

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

## PUBLICATION OPPORTUNITIES

All accepted papers and abstracts will be published in the Journal Book of Proceedings (with an ISSN number) which is approved for inclusion in the Conference Proceedings Citation Index — an integrated index within Web of Science. This distinction is given only to the most significant papers, in terms of academic excellence, conferences-conventions worldwide. A selection of the best conference papers will also be considered for publication in the following journals, most of which are internationally ranked or/and ISI/Scopus approved. Some of these journals will devote and publish a special issue based on conference papers.



## JOURNAL PUBLICATION

- Australian Journal of Basic and Applied Sciences, ISSN : 1991-8178, Anna University-Annexure II, SL No.2095 (Publication Charge is Extra)
- Journal of Applied sciences and research, ISSN : 1816-157X, Anna University - Annexure II, SL No.10279 (Publication Charge is Extra)
- Advances in Environmental Biology (AEB), Thomson Reuters (ISI), (SJIF 2012 = 2.726), ISSN:1995-0756 (Print) Publication Charge is Extra)
- International Journal of Economics (Google Scholar, Indexing under process in ISI (Thomson Reuters) and Scopus)
- IOSRD Internatioanl Journal of Business (Google Scholar, Indexing under process in ISI and Scopus)
- Primax International Journal of Commerce and Management Research, ISSN :2321-3604, Online ISSN: 2321-3612 IF =3.532
- Primax International Journal of Finance, ISSN :2348-0475, IF =2.032
- Primax International Journal of Marketing, ISSN :2348-0491, IF =2.420
- Primax International Journal of Human Resource, ISSN :2348-0483, IF =2.923
- Namex International Journal of Management Research, ISSN: 2250 -2076, IF= 3.432
- International Journal of world Research , ISSN: 2347-937X, IF=5.42
- Asia Pacific Journal of Research, Print ISSN :2320-3604, Online ISSN: 2347-4793, IF =6.58
- International Journal of Marketing and Technology, Haryana (IJMT) (ISSN: 2249-1058) IF : 5.810
- International Journal of Research in Social Sciences, Haryana (IJRSS) (ISSN: 2249-2496) IF : 6.278
- International Journal of Management, IT & Engineering, Haryana (IJMIE) (ISSN: 2249-0558) IF: 6.269



## IMPORTANT DATES

Deadline of abstract and full article submission ..... **30<sup>th</sup> May 2016**  
 Notification of acceptance of full article..... **10<sup>th</sup> June 2016**  
 Fee submission..... **21<sup>st</sup> June 2016**



Authors are requested to submit your valuable article as per the guidelines  
 Article must be sent through email to : [kvr08@rediffmail.com](mailto:kvr08@rediffmail.com) [primaxfoundation@gmail.com](mailto:primaxfoundation@gmail.com)  
 Online submission : [www.primaxijcmr.com](http://www.primaxijcmr.com) (or) [www.primaxfoundation.org](http://www.primaxfoundation.org)

## REGISTRATION FEE

Category	Fee
Research Scholars	INR 1,500/-
Academicians	INR 2,000/-
Corporates	INR 3,000/-
Foreign Nationals	120 US Dollars
Foreign Corporates	150 US Dollars

**Indian Delegates:** Each Co-Author has to pay additional Fee Rs.500 & Maximum Three authors allowed per paper  
**Foreign Delegates:** Each Co-Author has to pay additional Fee 50 US Dollars, Maximum two Authors allowed per paper

## MODE OF PAYMENT:

The Authors are requested to send registration form along with the fee in the form of NEFT/ DD drawn in favour of "Primax Foundation" payable at Bangalore on or before **21-06-2016**.

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### Note:

1. The Registration fee will include the Participation fee, Publications fee, Certificate, Conference kit and conference refreshment, Meals.
2. **Authors may choose to attend the conference in absentia by paying Rs. 500 Extra.**
3. Accommodation will be provided to outstation candidate on prior request & Confirmation with an additional of Rs. 2,000/person/day.
4. **No spot registration permitted.**

## BEST ARTICLE AWARD:

We recognize and award the best authors contributed to the Journal (ISSN) book. The accepted paper will be again sent to eminent and distinguished Jury panel and the best articles will be decided by them. Three best articles will be identified and a cash award will be given to the Authors and they will be honored the cash prize with a certificate

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